

Marketing and Public Relations Report

March 2016

Photo Shoot [new]

No action has been taken on the Photo Shoot for marketing images for the Chorus at this time. If suitable photos from Contest are available, the photos will be used in current marketing efforts. The Photo Shoot should use the new Chorus uniforms.

Web Properties Update [continuing]

barbershop-harmony.org [continuing]

The new site [<https://www.barbershop-harmony.org>] is live on the Internet. Registration of the Domain Name is set to expire 25 June 2017. Once the chapter has accumulated more wealth, it will be transferred to the chapter's new registrar account and renewed for multiple years. The site is secured with Transport Layer Security (TLS) on both IPv4 and IPv6 addresses. The TLS Certificates expire every 3 months and should be completely automated. The automation is scheduled for March 16, at which point I will know if the automation works as designed or still needs manual adjustment.

The Contact Us page is still non-operational due to coding errors upstream.

With the transfer to a new VPS, I have added Google Analytics so we can track incoming links. The QR Codes on the flyers are unique to indicate if someone scans the code on the flyer or on the tab. In the future, individual Peninsulaires can be provided a unique flyer with their own tracking code, or individual locations can be provided a unique flyer or QR Code sticker to discover strong recruitment efforts.

The domain names thepeninsulaires.net, thepeninsulaires.org, and thepeninsulaires.com will need to be transferred to the chapter registrar before the 3rd week in June when they expire.

freevoicelessons.net [continuing]

The domain freevoicelessons.net has been transferred to the chapter's Name.com registrar account. Registration of the Domain Name is set to expire on 19 Feb 2017. Once the chapter has accumulated more wealth, it will be renewed for multiple years.

The hosting has been transferred to the chapter's VPS with barbershop-harmony.org. A mirror of the original site was taken, so everything transferred, except some ECMAScript. The site needs to be updated and/or rebuilt from a template, or a simple page editing system. The Content Management System for barbershop-harmony.org can be used, but it is overkill for a 3-page site. The site is secured with Transport Layer Security (TLS) on both IPv4 and IPv6 addresses. The TLS Certificates expire every 3 months and should be completely automated. The automation is scheduled for March 16.

At this point, the updates have been updated and a registration form has been embedded in the site. An updated website is targeted for completion by 2 April 2016 to coincide with Spring Contest. At this time, Vocal Clinic

Registrations are provided an e-ticket for their RSVP, and no additional email notice is provided. After an audit of connected services, the username and password of the ticket provider will be provided to event organizers.

Spring Show Marketing [continuing]

Tickets have been purchased and Flyers have been created, both for mailing and for posting. The mailing is delayed to determine if surface mailing is cost effective by comparing the list of past ticket purchasers with the list of patrons on the surface mail list.

A Formstack form has been created for on-line ordering for the spring show.

Sponsorship forms will be added to the email list service for checking and emailing later today, March 12. Our event will be added to Facebook with ticket sale link on March 12. The barbershop-harmony.org website will be updated with Show Marketing on March 12.

Online Ticket Sales [new]

Future ticket sales are planned to be taken through freshtix.com. Using a service will not change mail-in orders or check payments in any way. However, on-line ticket sales will charge the patron 2% + \$.99 then pass order to PayPal for credit card processing.

If future Show Chairmen deem the patron fee a bad thing, maths can be used to effectively charge the chapter for the Service Fee. For example, market a show at \$25 for cash and mail-in orders, and set the on-line price to \$23.54 as $\$23.54 + 2\% + \$.99 = \$25.00$.

Promotional codes are also available to reduce the price of tickets for tickets sold at a specific event, email promotions, early-bird discounts, or to reduce or eliminate the Service Fee.

The service will be engaged as a trial for the Vocal Clinic.

Expiration Dates [continuing, but newly reported]

Service	Expiration	Approximate 1 year renewal cost
Webhosting	2016-07-15	\$25
freevoicelessons.net	2017-02-19	\$11
barbershop-harmony.org	2017-06-25	\$11
thepeninsulaire.com	2016-06-21	\$11
thepeninsulaire.org	2016-06-21	\$11
thepeninsulaire.net	2016-06-21	\$11

Respectfully submitted,
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