

Marketing and Public Relations Report

March 2016

Photo Shoot [continuing]

No action has been taken on the Photo Shoot for marketing images for the Chorus at this time. The contest photo is on the front page of our web site, and can be downloaded at full size from bit.ly/10d1HUf (one-oh-dee-ell-aich-you-eff).

Tri-Fold Brochure [new]

The society has a tri-fold brochure template. I have customized it for the chorus, and it must be printed at a print shop. I found a printer in San Francisco who can print these should we add them to our chorus promotional materials. 100 are about \$.70 each, at 300 it's closer to \$.40 each. (+tax and delivery). A sample is presented at the May board meeting for viewing.

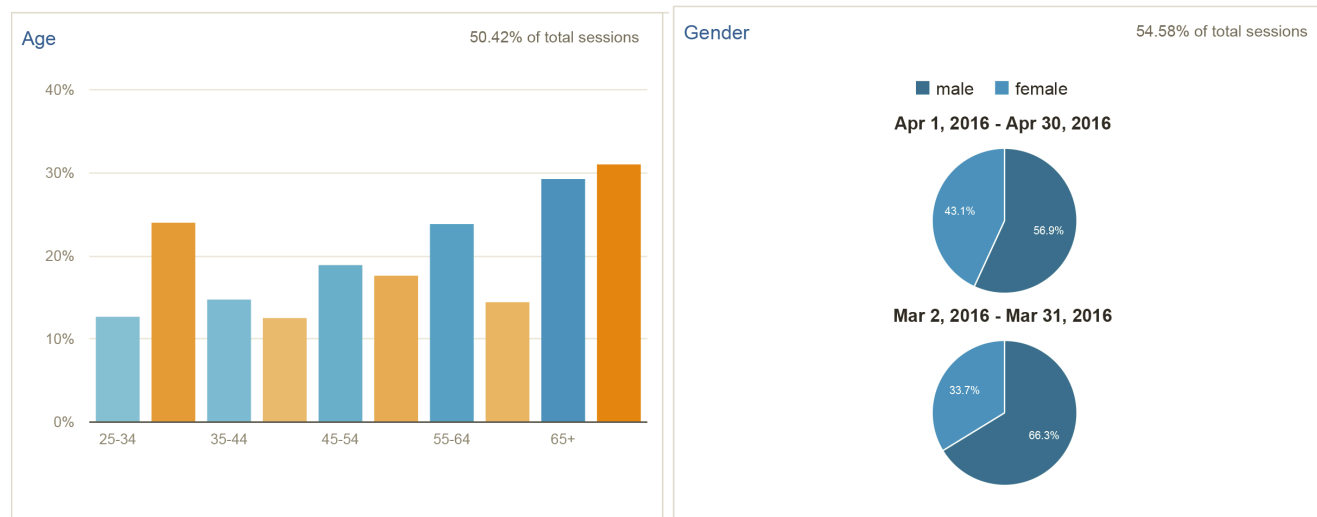
Mother's Day Florists [new]

No action was taken this year. I received no responses from quartets who were available for Mother's Day performances.

Web Properties Update [continuing]

barbershop-harmony.org [continuing]

<https://www.barbershop-harmony.org> is live and available to all netizens. Analytics coding has been active since the site was live, on or about March 12, 2016, at which time all web visitors were reset to first-time visitors. Demographic information is now available for visitors. Orange bars are percentage of visitors in the age group to the chorus web site in March, blue are visitors in April.



Throughout April, the Spring Show 2016 on-line advertising campaign generated 79 trackable links. Of those, 36 (45.57%) were generated from the Facebook event page, 18 of them as first-time visitors; 18 (22.78%; no new visitors)

were linked from the leaderboard advertisement at the top of our web page; 13 (16.46%; 8 first-time visitors) came from the Vertical Response email; 4 (5.06%) were generated both from Google Calendar (1 first-time visitor) and the advertisement for Show Program Advertising; 2 (2.53%; 1 first-time visitor) came from Facebook posts; and 1 each (1.27%) from the Blood, Sweat, and Years portion of the Vertical Response, and from the postcard surface mail.

Spring sponsorship advertising campaigns in April generated 10 site visits; 5 visits from the sidebar block on the web page, and 5 sessions from the Vertical Response email. 60% of Vertical Response medium being first-time visitors.

It is notable that there were no reported links from advertising QR codes on the printed flyers. Tracking links are impractical for a user to type into their browser's location bar, so they are used primarily on-line or hidden through an URL-shortening service. Perhaps future QR codes can be used "for more information" on handbills.

The site has been updated to include a Singer's Voice Clinic highlight. The show leaderboard has been removed, but the show highlight remained until the end of April, just to show any visitors obtained from the show that they are at the correct website. Other content has been adjusted to show that past event ticket sales are no longer available.

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 to renew every two months.

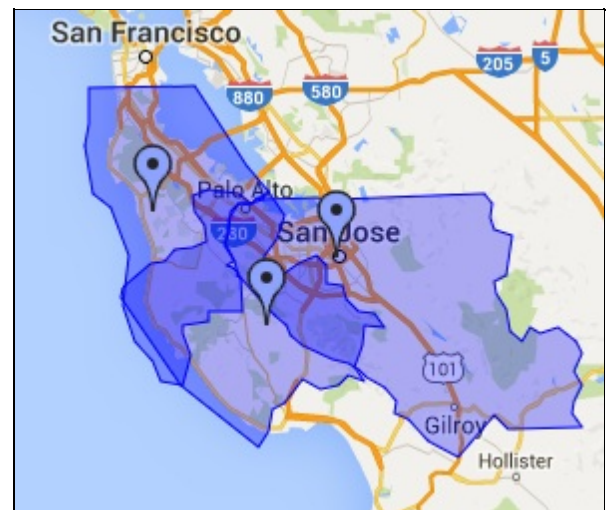
The Contact Us page remains non-operational due to coding errors upstream.

The domain names thepeninsulaires.net, thepeninsulaires.org, and thepeninsulaires.com have begun the process of transferring to the chapter domain registrar and transparently redirect to barbershop-harmony.org. Once the chapter has accumulated more wealth, they will be renewed for multiple years.

freevoicelessons.net [continuing]

<https://www.FreeVoiceLessons.net> is live and available to all netizens. An online Google ad has been created for the Vocal Clinic and it should be running in San Mateo and Santa Clara counties, and overlapping with the 18th Congressional District. See map for the area targeted. The ad will run until \$150 Promotional Credit has been used, or May 19, 2016.

As of May 2, 2016, the ad has been shown 15,280 times, with 101 clicks. On May 3, 2016, Freshtix reports 13 new registrations.





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 site is completed 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 to renew every two months.

<https://www.Facebook.com/Peninsulaires/> [continuing]

The Chapter Facebook page has been updated to emphasize the Singers Vocal Clinic. The profile picture has been updated to show the purple and grey uniforms and the Cover photo is a Singers Vocal Clinic ad.

2016 Fall Cabaret [new]

Fall Cabaret needs a date, venue, and Guest Artist before any marketing efforts may begin.

Peninsulaires Platinum Anniversary [new]

Friday, November 9, 2018, the Peninsula Chapter turns 70 years old. No events are currently planned this far in advance, but this date should be kept in mind for future events and tie-ins.

Expiration Dates [continuing]

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

thepeninsulares.com	2016-06-21	\$11
thepeninsulares.org	2016-06-21	\$11
thepeninsulares.net	2016-06-21	\$11

Respectfully submitted,
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