**Marketing**

Generally speaking, I believe that we have many marketing tools already in place that we should update now and as the year goes on. We should all be proud of our chorus and quartets and “sell” The Peninsulaires to everyone we come in contact with.

1. The best marketing comes from our members via word-of-mouth, emails, handing out business cards and flyers, and inviting guests to visit. Members must continue to promote our performances and sell tickets.
2. Updated business cards and informational flyers for distribution. I will be setting up a board that will hold business cards and flyers. This board will be present at every performance.
3. Purchase a Feather Flag with our logo on it to set up at every performance.
4. Social Media – Our FaceBook page will be updated regularly and we should buy their “Boost” option to reach more people when posting events such as shows, Vocal Clinic, Open House(s), Guest nights, Audition for Admissions nights, etc.
5. Snail mail is a waste of money and time. The email list that patrons subscribe to via our website shall continue to be utilized to get the word out as often and as early as needed.
6. All chapter quartets should have chapter marketing materials with them for distribution at their sing-outs. Carry new business cards and new tri-fold flyers with them. I’d also like other quartets to update their business cards like Vocal Capital has done. Their info is on the front and our info is on the back. A great concept.
7. I’m not talking about “poaching” or “merging” here, but we should reach out to any of the other chapters in the Bay Area to invite their members to check us out if they are interested in a rehearsal visit and/or joining our chapter. There are certainly some solid voices out there! Plan a special night or two of Bay Area Barbershoppers Open House. Come sing with The Peninsulaires.
8. I propose that we come up with a carefully detailed plan to market ourselves to local high schools and community colleges. Form an outreach committee to take this on. BHS has resources available to assist us with reaching out to school music programs. Why not check it out?
9. We will be providing up to 4 performances for The Elks as part of our agreement to use their facility. We need to market ourselves to Elks members and their audiences. Set up a stack of flyers in the lobby ASAP. Many events take place on a regular basis at The Lodge, so providing our flyers could easily attract men who like to sing. Invite Elks members to rehearsals. Offer our chorus and quartets for additional performance opportunities.
10. Contact local news and radio stations (KKUP) and newspapers. Getting some air time and an article or two to bring new awareness to the community about us and The Elks would certainly be beneficial.
11. Look into offering chorus, mini-chorus, or quartets for other A Cappella group’s shows. We had a couple groups in our Spring Show 2 years ago. They must put on performances, right?
12. A very ambitious idea, that hasn’t happened for many years… **A 2021 Bay Area Barbershop Spectacular Show.** I will take the lead on this and begin preliminary planning. If I can get enough interest for this adventure from other Bay Area chapters, this would be a blast! Each chorus would perform 2 – 3 tunes, local quartets sing a couple perhaps, a District or International Champion quartet does a 20-minute set, and then our finale would have every voice on the risers for 2 – 3 tunes to close out the Big Show. An Afterglow would also be a must.

**Public Relations**

Public relations and Marketing are not the same. Managing the spread of information between our organization and the public is a process of sharing information to maintain and bolster the view of our group, it’s leadership, and products. We in turn learn all we can from our patrons so that both parties work together to promote each other’s organization. We have several members who already work with community partners and we must nurture these established relationships. We have a new partner, The Sunnyvale Elks, and we will get to know all about our organizations and will help each other to reach and maintain our goals. We are a very friendly bunch, so introduce yourself to Elks members, ask questions, tell them about us. Basic PR!

**Event Marketing**

In order for me to promote our events in a timely manner, the following guidelines must be utilized.

1. All marketing information must be given to me 7 weeks prior to the event date so that I can publish the promotion 6 weeks before the event date.
2. Materials, website, and social media information must be ready 1 week before promotion begins. This includes guest artist’s and/or Headliner’s information, bio’s, photo’s, etc.

2019 event dates:

Spring Shows April 27, 2019

Vocal Clinic May 16 – June 27, 2019

Vocal Clinic Open House June 27, 2019

Fall Shows (Ice Cream Social & Cabaret November 16, 2019 (tentative)