

Marketing Overview for 2012
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Successes

- Record attendants at Vocal Clinic
Increased marketing efforts via the Internet, personal invitations and postal mail.
Result - a high turn out and several new members.
- Culled Postal Mailing List
Result - reduced flier and mailing expenses for fall and spring performances.
- Turned Past Program Expense into a Profit Center
Result – turned a \$500 expense into a \$200 profit.

Areas that Could be Have been Done Better

- Attendance at fall and spring performances was only average for recent past.
- While vocal clinic headcount was up, conversion to new members was only average.
- While new approach (higher food quality) was used for Cabaret, service was slower than desired.

Market Goals for 2013

- Attract people to vocal clinic and guest night(s) that are “musically inclined” (can hold pitch and become members);
Increase headcount at shows by improving chorus exposure through personal invitation and media;
- Approach members to make individual effort to invite friends and family to events;
- Ask members what board can do to increase headcount on risers and at events.
- Stay in touch with “friends of the chorus” who are:
 - a. on the fence about trying out or committing to join;
 - b. come to chorus events and could invite friends to events.