

Marketing Report Marketing Report  
Palo Alto Mountain View Chapter  
March 1, 2014 Board Meeting

**Valentine's in Review**

Marc Potter's video clips of Singing Valentine's recipients were well done. These should be helpful in attracting more people to buy Singing Valentine next year. We will be sending email announcements to chorus members and to friends of the chorus with links to these videos, following Christmas. We will also provide a link on our website to these clips as a part of our order page.

**Spring Show**

The marketing team: Dave K, myself, Andy and Marc Potter will be utilizing traditional media (news releases and marketing flyers) as well as new media (Facebook, Twitter et al) for our Spring show on April 27<sup>th</sup>.

Vocal Rush will be our co-headliner group. This two-time national champion a cappella ensemble of high schoolers, were featured in the NBC's a cappella competition show "The Sing-Off". Sharing the stage with them will provide us with an opportunity to reach out to a younger audience to our show than we usually can attract. We will be contacting local high school choral instructors and providing them with marketing materials to distribute to the students as well as contacting other high school music groups.

Artistic License, the 2011 Far Western District Champions, is our other headliner for the show.