

April 2014 Marketing Report Palo Alto Mountain View Chapter  
For May 3, 2014 Board Meeting  
Marketing VP Nigel Endersby

**I. Marketing Cost for Spring Show Total cost \$847.26**

Total playbill cost for 299 copies - \$419.56. Total mailer cost - \$427.70	
\$113.00	174 playbills printed by Cyrus Yazdani / CSR Real Estate Services + one free ad
<u>\$306.56</u>	125 playbills by REPS, Inc. – a commercial printing company
\$419.56	Total playbill cost
\$385.00	Patron mailer cost
<u>\$42.70</u>	High school mailer cost
\$847.26	Total Marketing expense

The flyers that were passed out at rehearsals were printed gratis by CSR Real Estate Services.

**II Questionnaire Response after Spring Show**

38 responses out of a total of approximately 250 patrons.

On an insert to the playbill we asked five questions with 1 star being a “Poor” rating and 4 stars being an “Excellent” rating

**1. Show Venue**

Five patrons - 3 stars and 33 patrons - four stars “Excellent.”

One person responded “Some dead air in the first half”.

Verbal comments after the show: “The theater was cold, it was uncomfortable.”

**2. Parking**

Four patrons circled that they parked with less than a 2 minute walk. 34 patrons circled that they were able to park close by the theater.

**3. Performing Groups**

**Vocal Rush**

5 Patrons gave theme either a “Poor” rating or only 2 stars. One comment – “We came to hear traditional music not street music. Not a good fit.” They were good but not barbershop, not enough melodies”. 5 patrons - 3 stars, 27 patrons - “Excellent” rating.

**Artistic License**

All 38 patrons - 4 stars or “Excellent”.

**Peninsulaires**

4 patrons - 2 or 3 stars or circled a combination of 3 and 4 stars.

**Constellation**

One patron – no rating, 3 patrons - 2 or 3 stars, 34 patrons – “Excellent”.

**4. Tell / Invite a Friend**

2 patrons – no response, 4 patrons – 3 stars, 32 patrons circled “Very likely to tell a friend”.

**5. Contact Information**

1 patron – “You have my email address”, 11 patrons - provided email addresses (several seem bogus). 26 patrons – did not provide contact information.

**III. Social Media**

Mark Potter provided social media promotion for the show. Not known how many people bought tickets through his efforts.