

MEMBERSHIP

AND

MARKETING

PERFECT TOGETHER

A. K. A.

Gardening
101



How to grow a perfect garden...

- ① Environment is key!
- ② Plant lots of seeds and scatter them
- ③ Nurture for long term results
- ④ EVERYONE ON THE FARM IS RESPONSIBLE

ENVIRONMENT

YOU NEED TO REALLY
KNOW WHAT IT IS...

- CULTURE
- VALUES
- PROTOCOLS
- NORMS
- STYLE
- VISION

... IN ORDER TO MARKET
IT TO OTHERS



IT'S ALL
ABOUT THE
SOIL

PLANTING SEEDS



① PLANT MORE THAN YOU NEED
OR WANT

② PLANT IN MULTIPLE
LOCATIONS → SCATTER
THEM AROUND

How?



ONLINE MARKETING

- ✓ SOCIAL MEDIA
- ✓ MULTIPLE TOUCHPOINTS
- ✓ MULTIPLE MEDIA TYPES
- ✓ LINK ∞ LINK ∞ LINK

WHY?

OPTIMIZING SEARCH RESULTS

⇒ SEARCH "PHONE"
WHAT DO YOU SEE?

WHAT MAXIMIZES "HITS"?

- KEYWORDS
- VOLUME
- LINKS

DON'T FORGET

OTHER MARKETING SOURCES
FOR SOWING YOUR SEEDS:

- ✓ PRINTED NEWS - LOCAL
- ✓ OTHER WOMENS' ORGS
- ✓ OTHER SINGING GROUPS
- ✓ RESTAURANTS, MOVIES, MALLS
FOR SINGOUTS
- ✓ WORD OF MOUTH

Marketing/PR and Membership Talking Points

Overall theme - Gardening

- **What type of garden is it?** Do you have the right soil mix to grow the plants you want?
- **Planting seeds** (scatter them all around – not just the “typical” demographics)
- **Plant way more than you need because they all won’t bear fruit** – increase exposure in multiple venues – online, print, in person (performances, volunteer orgs, craft fairs, word of mouth, etc)
- **Nurturing for long term results** - some prospective members, prospective customer (hiring for performances) and prospective audience members need multiple contacts over time before they commit
- **This also applies to marketing for fundraising efforts!**

Strong focus on online marketing - Why? – It’s easy, cheap (or free), far-reaching and it’s the way of the world now.

Online research appeals to most young to middle aged prospects – meet up pages, facebook page, paid facebook advertising, keeping online directories up to date

Having multiple points of online presence is critical to influence search engines and optimize ranking on search results. The more content we have online, the higher we rise in search results

- Build good domain sorting – (e.g. if you search for phone, you will get apple, amazon, best buy – why? Because they have tons of content and lots of other sites link to them)
- This approach can be applicable to the chorus – getting ourselves in many different online postings – e.g. meet-up, Patch (free press releases – creates link to choruses website), Vocal Area Network, You Tube videos (with links to chorus website and facebook page, local newspapers online version) – Take advantage of any place you put content. Most of it is free, some is very low cost.
- Think about keywords - How does a potential member use online sources to research? What words do you think of?

Non-web sources:

- Print newspapers – local press releases around shows, competitions, personal interest stories (e.g. member becoming a citizen, member receiving an academic honor or business promotion,
- Other women’s organizations – Volunteer to provide free entertainment at one of their events
- Other singing groups – church, temple, community theater – suggest “exchange program”
- Word of mouth
- Restaurant and street singing – especially around holidays

Every single member is responsible for marketing and membership!

MARKETING

MEMBERSHIP

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MARKETING

FACEBOOK

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