



# INTRO & ABOUT THE AUTHOR: TORI COOK

Hello and thank you for downloading!

As Director of Marketing at <u>Chorus Connection</u>, I like to think I know a thing or two about marketing for choruses.

I've used my skills and experience to help choruses develop marketing strategies, rebrand, launch new websites, create content, analyze success, and much more. And now, I pass this knowledge onto you.

If you finish reading and still need a bit of advice, I invite you to book a free 30-minute marketing consultation with me!

~Tori Cook, Your Marketing Maestro









Chapter 1: Recruiting Your Marketing Committee

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The marketing and promotions committee works in many areas of the chorus such as managing the website, monitoring and engaging with social channels, developing the chorus's brand, promoting concerts in local event calendars, designing posters and programs, distributing print and online materials, managing email marketing, working with media and local organizations, creating content, and so much more!

The first step to a successful chorus marketing strategy is finding the right people to do the job. Your marketing team will likely be comprised of volunteers, however, you may also have some paid consultants or staff members depending on your budget.





## Marketing Positions

#### **Marketing Director**

Responsible for developing the chorus's marketing strategy, managing the marketing volunteers, leading marketing meetings and strategy sessions, liaising with the board members and other volunteer committees, hiring or recruiting additional marketing staff/volunteers, and developing strategic marketing partnerships.

#### Social Media Committee Members

The social media committee members report to the Social Media Manager and work together to source content, write original content, and schedule posts.

#### **Publicist**

Develops media relationships, writes press releases, promotes concerts, advertises in local event calendars and forums, helps develop print and digital designs, influences development of chorus brand, strategizes with social media team to launch campaigns, and helps distribute content across various marketing/advertising channels.

### Web Designer/Developer

Responsible for developing and designing the website, typically through use of a content management system. This role is typically not responsible for writing or managing the web content.

#### Social Media Manager

Implements new social media platforms, develops social strategy, monitors and engages in social conversations, develops campaigns and content to promote choir performances and events, distributes content via social channels, creates and posts paid social posts, and hosts relevant social engagement events, such as "Twitter chats," when possible.

#### **Print Designer**

Develops print and digital ads as needed, designs the chorus's print pieces such as brochure, programs, concert advertisements/flyers, business cards, and more. Also responsible for developing any graphics necessary for the web in lieu of Web Designer.



## Marketing Positions

#### **Content Manager**

Develops a content strategy focused on chorus's goals with relevance to targeted audiences. Manages additional writers, editors, or other content creators on the team. Content includes any articles, videos, images, or artwork included in your website, email marketing campaigns, blog, social channels, ads, or print pieces.

#### Marketing Technology Specialist

Responsible for researching and implementing any technical marketing platforms. This person will maintain the records of marketing contacts, create and schedule email marketing campaigns, automate any workflows, and more.

#### **Content Creator(s)**

Your content creators include writers, videographers, and photographers. They are responsible for creating any marketing piece that is relevant to your target audience.

#### Content Editor(s)

Editors can help proof for grammar and spelling, rewrite sentences to make them more compelling, edit photos and videos, and put on the final touches to make your content extraordinary!









Your chorus is a great starting point for recruiting your marketing team, but don't underestimate the value of looking at outside sources. Here are a few recommendations for recruiting outside of your organization:

- Family, friends, and co-workers of chorus members
- College/University arts administration or music students
- High school interns
- Marketing consultants and agencies when budget allows
- Your most dedicated supporters or audience members

Look for volunteers with marketing experience applicable to the position being filled. A nonprofit background is a plus!





- 1. Send an email to choir members with a volunteer sign-up form. Ask them to fill out or send to friends, family, and co-workers.
- 2. If you know somebody who would be good at the job, ask them face-to-face. They'll consider it a compliment!
- 3. If you are part of a choral consortium, post an announcement on their channels and to their members.
- 4. Contact local high schools, colleges, and university music/arts programs with an announcement seeking volunteers or interns. Frame it as a "way to gain work experience and boost your resume."
- 5. Research any free advertising space/forums available such as newspaper arts sections, <u>Craigslist</u>, <u>Idealist</u>, social channels, and young professionals networks to post your positions.





Now that you have your team, you'll want to define the purpose of the team - what you want them to achieve, specifically how you will measure their achievements, and a plan for achieving them. The first step to developing strategic goals is to analyze your existing environment - what is working and what isn't working. Then, you'll use this data to create specific, measurable goals for moving forward.

A good place to start is by performing an overall <u>SWOT analysis</u> of the existing marketing infrastructure. List out marketing's current strengths, weaknesses, opportunities, and threats.

With your team, identify a few solutions for the existing weaknesses and threats. Consider which opportunities you want to take advantage of in the coming year and discuss how you will maintain your strengths.







Google Analytics is a great tool for analyzing your web metrics. If your account has already been set up, you'll want to login and run a report of your website from the last year, month, or other custom timeframe. In your strategic document, write down the following metrics:

Visits - the number of visits on your website

Unique Visits - the number of unique visitors on your site

Page Views - total amount of pages on your site viewed

Average Page Load Time - average time it takes for pages to load

Average Time Spent on Site - how long users stay on your site

Bounce Rate - percentage of visitors who leave site immediately

Top 10 Referral Sites - top 10 sites that are referring visitors to your site

Top 10 Content Pieces - 10 web pages that receive the most visits

Referrals from Social - social media channels driving traffic to site

Number of mobile vs. desktop vs. tablet users - comparison of

mobile, tablet, and desktop users

Import this helpful list of reports to see these metrics!



Pull a report of your ticket sales data from the previous year. Look at the following metrics:

Total number of tickets sold - annually and by concert

Total revenue generated by ticket sales - annually and by concert

Average percentage venue capacity fill - annually and by concert

Number of tickets sold by source - using data from "how did you
hear about us" field, referral site information, or UTM tracking

Revenue generated by source - using data from "how did you hear
about us" field, referral site information, or UTM tracking

Tickets sold by demographic - the makeup of your audience

Compare each ticket source's generated revenue to the cost spent for that marketing channel. Use this data to determine which marketing channels resulted in ticket revenue. (Learn how to do this on our blog!) Then, use your demographic information for development of buyer personas.



If you have social channels, you'll want to dig into the data to see what content your audience is engaging with. Look for these metrics:

Post clicks - number of click-throughs per post

Post engagements/reactions - total people reacting to post

Post shares - total number of users who shared post

Boosted or advertising post clicks - clicks on ads with spend

Boosted post engagements - total engagements on ads with spend

Follower growth - growth of followers over time

Total \$ spent - spend per post over a specific time period

Total revenue generated - from social's ticket sales (if available)

Once you identify your top posts, consider why these posts were so successful. Did they elicit an emotional response from your audience? Did they make your audience laugh? Was it video? Find out what truly engages your audience and determine how social is impacting revenue.









Only after a thorough analysis of your existing marketing infrastructure can you work to develop a marketing strategy. Decide on attainable and measurable goals for each metric you want to track and write objectives for how you will obtain that goal.

#### **Example:**

Goal: Increase monthly web visits to an average of (#) sessions - an increase of (+%).

- Objective #1: Increase brand awareness and web traffic through our efforts in building strategic partnerships, a seamless content distribution strategy, and social media efforts.
- Objective #2: Write an additional 50 pieces of content this year for a boost in SEO.
- Objective #3: Identify three marketing channels for content distribution focused on our target audience. Utilize these channels throughout the content creation process.







You'll often find that your marketing team will help you achieve goals in other areas of your organization as well, such as fundraising, sales, and even recruitment. Include these goals too in your marketing strategy.

#### Examples of achievement goals:

- Grow ticket sales through inbound marketing channels
- Expand chorus's brand awareness in the community
- Increase engagement with audience members
- Increase web visits
- Decrease web bounce rate
- Decrease page load times
- Grow chorus size
- Expand fundraising efforts and increase number of donations
- Increase follower growth in social
- Increase revenue generated by social
- Grow subscriber database





Every organization is different and there is no magic number to what will work in terms of a marketing budget. However, it seems to be a good ballpark to take 10-15% of your organization's annual budget and put it towards marketing expenditures.

How you spend your marketing budget is crucial to your success. Luckily, free and inexpensive strategies such as <u>content marketing</u>, are actually <u>proven</u> to generate more leads/subscribers, be more effective at converting leads to buyers, spend less cost-per-lead, and boost SEO/organic searches!

As a nonprofit, you should focus first on free and organic marketing strategies. Then, use your budget to enhance those efforts through paid channels. Ensure that your staff is paid well and that you purchase the right marketing technology to do the job successfully.



Free marketing channels include:

- Writing/developing content for blog/website
- Social media
- Online communities and forums such as Facebook groups, Meetup groups, Reddit, etc.
- Online event calendars in your area
- Members within the organization

After utilizing free marketing strategies and channels, here are some various paid marketing channels you might want to put some spend behind:

- Salaries (consultants, publicists, designers)
- Digital and print advertising (media, social, web, e-blasts, radio, TV, postcards, posters, brochures, etc.)
- Events
- Technology (web, domains, marketing automation systems, social media management systems, etc.)









"Choruses with a strong brand will build relationships, establish trust, and connect with their target audiences more easily than choruses which do not."

-Tori Cook, Director of Marketing Chorus Connection





A brand is your chorus's identity - what someone thinks of when they hear your name. Your brand uses your mission statement, logo, actions, design, and messaging to tell your chorus's story.

Your brand consists of facts as well as the emotional connection someone feels about your organization. Therefore, a certain element of your brand is defined by your audience's perception of your chorus.

You should work towards developing a brand that tells the story of the organization, focus on delivering it seamlessly across all marketing channels, and strive to align your vision of brand and identity with your audience's perception of the organization.







## Why is a Brand Important for Choruses?

#### **Recognition & Trust**

By identifying and promoting your brand, people will start to become familiar with your organization. It keeps your organization top-of-mind and helps build a relationship with your potential audience members. It establishes a sense of trust and recognition before they even attend your performances! With a strong brand awareness strategy, your community can get to know you on a deeper level, making them more connected and committed to supporting your organization.

#### Competition

If you're living in a city like Nashville, Los Angeles, New York, or Boston, there's a lot of competition between choruses for audience members. There are live musical performances weekly, if not nightly, and your chorus needs to stand out from the crowd. On the flip side, choruses in smaller cities often struggle to get community support for arts programs. Your brand can help speak to your community and encourage people to attend your performances instead of any other activity they could be doing on a Saturday night!

#### Increased Ticket Sales

It's no surprise that if you 1) are recognized, and 2) stand out from your competition, that your ticket sales will increase through your efforts.







# Why is a Brand Important for Choruses?

### Psychology Through Design

The colors and typography in your print and web design play a crucial role in branding your organization. Do a quick google search of the psychological properties of colors/typography and you'll see that both can have positive or negative psychological effects on the person viewing them. Depending on your target audience, you'll want to carefully choose the colors and fonts that represent your chorus's personality but also are pleasing to your targeted viewers. In one quick glance of your marketing materials, a viewer should be able to immediately sense whether they are interested in building a relationship with your chorus even before they read any words!

#### A Sense of Purpose

Your brand is a starting point to build or further develop your organization's mission statement and vision, all of which help define a sense of purpose for your organization, its members, and your audience. This helps provide strategic direction for your organization.







Develop Your
Chorus's Brand
Step 1: Identify
Decision
Makers

There are five essential steps when developing your brand.

**Step 1 - Identify decision makers:** You will need a small team of people to help build out your brand. Loop in your key decision makers from your existing marketing team, perhaps the person who manages your website or social channels. Keep this team small, ideally five members or less. While you want to respect outside opinions, it can be overwhelming to have too many opinions and you will quickly find that it is impossible to please everyone!



Develop Your
Chorus's Brand
Step 2: Lead
Brainstorming
Exercises

**Step 2 - Lead brainstorming exercises:** Using your new team, schedule a meeting and walk through the following brainstorming exercises.

- 1. Building your chorus's personality: Take five minutes to individually brainstorm all of the adjectives that describe your chorus's personality. Think about your individual members, your sections, your director, and your board. What adjectives sum them up perfectly?
- 2. Describe your chorus's musicality traits: Individually brainstorm adjectives that describe the musical components of your chorus. If you were to describe the quality of your chorus, the skill level, repertoire choices, and sound quality what words would you use?
- 3. Select your top choices: After you've got a good list going for each of the first two exercises, share your ideas as a group and choose the top 3-5 in each category. Circle these for future reference.





Develop Your Chorus's Brand **Step 2: Lead Brainstorming Exercises** (Continued)

- 4. Define your audience categories: Now it's time to think about your target audience. Are you marketing to ticket buyers, patrons, potential auditionees, all of the above? List those audience categories on a sheet of paper with space in between for notes.
- 5. Build audience personas: Once you've chosen your audience categories, you will want to jot down a few qualities about them that make each of them unique. For each category, write down the answers to these questions:
  - What are the demographics of this audience?
  - What excites this audience? What does this audience like?
  - What upsets your audience? What do they not like?
  - What does your audience like to do? Talk about their hobbies, family, work life, etc.
  - What adjectives best describe each?
  - How do you want them to feel when they hear your chorus perform or when they think about your organization?





**Step 3 - Develop your design:** You'll want to make sure that your design components match the qualities of your target audience as well as your chorus's personality.

To get started, go back to <u>exercise 3</u> to your circled adjectives. Then look at the questions that you answered for each of your target audiences in <u>exercise 5</u>. Using these words, thoughts, and feelings, do some research into colors and fonts that will showcase your chorus's musical qualities and overall personality while also delighting your targeted audience.

Examples: If serenity, calmness, and trust are important to your chorus, you might consider a shade of blue. Is your chorus sophisticated and glamorous? Try black. Is your chorus known for its strength and boldness? Consider red. Are you trying to attract a younger audience? Try sleek, modern, simple fonts like "Modeka" or "Minimalust." Are your singers unique characters? Try a unique, descriptive font. You get the idea!

Develop Your
Chorus's Brand
Step 3: Develop
Your Design
(Continued)

Once you have your first color chosen, you can search the web for "complementary colors" to your new HEX or RGB code that you wrote down. When in doubt, use <u>Pinterest</u>. In Pinterest, simply search for "color palettes," or if you already know a color, type in "[blue or #......] color palettes." There are plenty of pre-made palettes available so you don't have to start from scratch every time.

You'll also want to ensure that your design components are written down for your entire marketing team. Put your web/print fonts and colors in a "style guide."

To create a style guide, write out each color in your brand including the HEX, RGB, and CMYK colors. Next write out any fonts you use for your print and web text. List the font type, size, and weight for your headers and body text. Often times print is different than the web, so also list which fonts are used in each case.



**Step 4 - Create your logo:** If you don't have a logo, it's time to get one! Find a creative singer who is willing to design this for you or outsource to a design firm. Fiverr also has a variety of designers available to create logos at an affordable price. Discuss your creative vision with your designer highlighting on the exercises you've completed in <a href="step 2">step 2</a>. Review and revise the logo as necessary until you find the design that represents your chorus's vision and brand.

If you do not have a volunteer designer or the funds to outsource, you can consider using free tools online such as <u>Logomakr</u> or <u>Canva's logo templates</u> which help you create a logo from their existing graphics and your new colors. It is a far-from-perfect solution, but it can be a valuable resource in a pinch!







**Step 5 - Write your mission:** You've already established your chorus's personality, musicality traits, and even how you want your audience to feel - all essential components in your mission statement. To expand upon your mission, ask your brainstorming team:

- 1. Why do you do what you do? How does your choral music affect your community?
- 2. How do you deliver this message and your music to your audience?
- 3. What are the goals for the chorus? What does the future look like for the chorus and what are you hoping to achieve through your music?

Compare notes between this exercise and your brainstorming exercises in <u>step 2</u>. Begin to formulate a formal mission statement from your answers. Don't forget to incorporate your chorus's circled adjectives from your brainstorming exercises.







**Let your members know!** Circulate your brand, design, and mission to your singers, board members, and chorus staff. Let it be the driving force behind your values and purpose.

**Exhibit your brand.** Keep it consistent throughout your website, email marketing campaigns, print pieces, and social channels.

**Maintain brand.** Meet with your team annually to confirm that your brand, adjectives, values, and design still match the representation of your chorus. Colors/fonts go out of style, and your chorus will evolve, so don't get too far behind in updating your brand.

Rome wasn't built in a day and your chorus's brand certainly won't be either. Be patient with yourselves and continue to review, revise, and tweak until you have the brand that perfectly personifies your chorus.





### "Content is king."

-Bill Gates, Co-Founder Microsoft Corporation







Content is any marketing piece that is developed by your organization. It is every blog, webpage, social post, photo, video, infographic, landing page, print piece, newsletter, email, and any other type of piece that your marketing team publishes.

Content comes in all shapes and sizes and as Bill Gates says, "content is king."







Content marketing is a marketing theory that the creation and distribution of content is most successful when it focuses on educating, inspiring, entertaining, enlightening, or informing your target audience instead of directly promoting your brand, or in this case your chorus. Content marketing is said to be more effective than cold outreach, generate more revenue, and is less expensive to create.

And it works. It really does work. Just look at Forbes's article "<u>Data From 10,000 Articles Prove That Content Marketing Really Does Work</u>" or NewsCred's article "<u>56 Reasons Why Content Marketing Works</u>." Even in the nonprofit world, <u>organizations have seen success with content marketing</u>.

It is time that every chorus invests in a content marketing strategy.

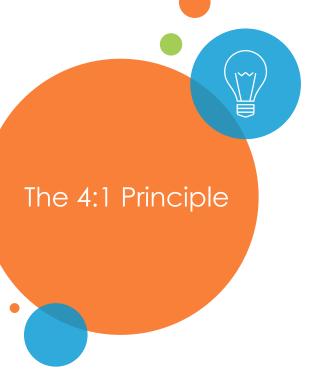


"If you are directly promoting your organization more than 25% of the time... you're doing it wrong."

-Tori Cook, Director of Marketing Chorus Connection







Think about your current marketing strategy. What are you currently posting about? Your upcoming concerts? Fundraising events/soliciting donations? Audition announcements?

If you are directly promoting your organization more than 25% of the time... you're doing it wrong. By doing this, you make a statement that it's all about you and not your audience.

As content marketers, it is our job to make sure that every piece of content we create is relevant and helpful to our target audience. Successful content marketers live by the 4:1 principle; for every direct promotional piece you post, you should post three relevant pieces of content.

If we want to send the most relevant pieces to our audience, we need to understand first their buyer personas.







Think about who you are trying to market to. What does their day-in-the-life look like? What are they responsible for, what types of blogs/movies/music do they like, what social networks are they on, what are their life's frustrations, and what are their goals? Think about what motivates and inspires your audience, what makes them laugh, or what challenges they are facing that you can help solve. Then, build your content marketing strategy around this concept.

Chorus's buyer personas likely fit into one of these categories: audience for concerts, potential singers for recruitment, donors and patrons, and volunteers for recruitment.

To start with a buyer persona, you may have to make some assumptions and you'll see that I've made a few on the next page. It is better though to survey your audience or collect actual data about them, when possible, to better focus your content.



# Example Buyer Persona: The Family Concert Goers

### Why do they come to concerts?

- The parents love art and music and want to instill an appreciation for the arts in their children
  - The parents want to spend quality time with their children and try to plan exciting nights out together
- The parents want to relate to their children in a meaningful way by participating in their children's interests
- The parents feel that music is an important part in adolescent education
- The parents want their kids to learn the value of practicing their instruments or voice at home

## What are their challenges?

- Irying to do everything in a limited amount of time (dealing with schooling, extracurriculars and work-life balance)
- They don't have the money to take their family out often
- Their children are not interested in classical music
- Getting their children to practice their musical craft

### What excites them the most?

- Seeing their children succeed and be happy
- Seeing their children perform (if they are musical)
- Jokes about how difficult it is being a parent
- Finally getting time for themselves
- Cat videos (because who doesn't love a good cat video?)







"The most successful choruses know their audience and how to delight them through content and their performances."

-Tori Cook, Director of Marketing Chorus Connection







Taking the information you gathered from the last page, start to generate ideas for content that might be relevant or helpful to this buyer persona.

Possible content ideas for this buyer persona:

- Blog or video on how to motivate your children to practice
- Video interviews with your existing family concert goers asking what they like most about performances, why they come, etc.
- Funny parenting memes
- Fun things to do with your children on the weekend in the area
- An educational article on how music affects adolescents
- A humorous, opinion piece on how parents who instill a love for the arts are the best parents in the world
- Video of a cat practicing piano

When possible, try to keep your content targeted geographically since likely your buyer personas will live nearby.



Use the Personas to Guide Your Organization The usefulness of your buyer personas doesn't stop at your content creation; use these personas to help choose appropriate repertoire for your performances, plan audience engagement events, and even to recruit volunteers or singers! For example, to excite "The Family Concert Goer" buyer persona, you might plan themed concerts such as "family night out" or "date night out" with hired childcare. Your artistic director might also choose repertoire that is more popular with youth or families.

The most successful choruses know their audience and how to delight them through content and choral performances. Don't miss the opportunity to connect with your audience on a deeper level!







# "Content is king, but distribution is queen. And she wears the pants."

-Jonathan Perelman, Former Vice President Buzzfeed
Motion Pictures



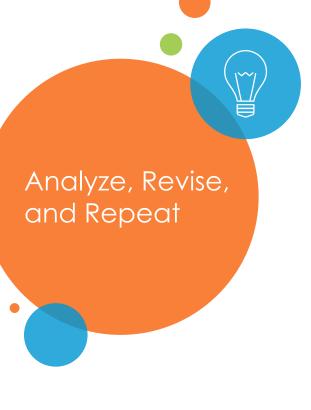




It's not enough to create great content; you'll need to promote your content in areas where your target audience is likely to find it. For each persona, think about the following:

- Where are they likely to go out in public?
- What types of online news or publications do they read?
- Which types of social channels are they on?
- What type of forums do they participate in?
- How active are they in the community?

For "The Family Concert Goer," these channels might include schools, parenting magazines, parenting forums on Facebook, and parenting Meetup groups in your area. You might also find that this audience is more active Facebook than Snapchat, for example. Using this information, identify specific advertising or content distribution opportunities within each of these marketing channels. Utilize these channels when appropriate to launch a new piece of content.



It is important to analyze your content marketing efforts on a regular basis. Pull analytics from your website, social channels, marketing email/automation system, and/or blog to see which content efforts are working and which are not. Use your analysis to help you tweak existing content and develop new content that relates to your target audience.

As you become more skilled in creating buyer personas, try sending surveys and polls to gather data about their challenges, excitements, etc. Continue to analyze this data to create better content!







Your website is your best 24/7 staff member. It is working all of the time to promote your chorus, your brand, and your concerts.

It is the heart of your digital presence. Your audiences will come to your website first to find out more about your organization, to get their questions answered, to determine if you are a credible organization, and, hopefully, to buy tickets or donate.

Because it provides the first impression for your organization, it needs to be available and it needs to be executed well.

If your chorus doesn't have a website, it's time to get one. And if you do have a website, it's time to optimize it for your audience.







If you don't have an existing website or are looking to redesign your site, you'll want to choose an appropriate content management system. A content management system houses your digital content such as your website and blog.

There are many content management systems available. These are my top four picks in order of preference for nonprofits:

- WordPress requires more technical expertise; great integration capabilities; responsive templates
- 2. <u>SquareSpace</u> easy for the non-tech-savvy user; limited in integrations and plugins; responsive templates
- 3. <u>Wix</u> easy for non-tech-savvy user; not fully responsive (uses mobile and desktop editor instead)
- HubSpot full-service marketing automation platform; comes with a price tag; great integration capabilities; responsive templates







When we talk about optimizing your chorus's website, building a responsive website is a great first step.

A responsive website automatically adjusts its images and content to fit on various screen types. This means that the website is going to look great on any mobile, tablet, or desktop.

But web design is more than just looks. Responsive web designs provide the best **user experience** too, making it so that people want to stay on your website.







#### Why Your Chorus Needs a Responsive Website

#### Increase Presence in Google

Google cares about your user experience. In 2015, Google started ranking mobile-friendly designs higher in mobile searches, leaving non-responsive websites in the dust. Ever gone to Google and wondered why you don't show up when you search? Well, there may be a few reasons for that, but having a non-responsive site is one of them! Make the switch to responsive, and you'll get an immediate boost in your SEO.

#### Easy to Use Across Multiple Devices

Raise your hand: how many of you have a cellphone? Pretty much everyone? Well at least 80% of you do according to SmartInsights. On top of that, mobile traffic now accounts for over half of all internet traffic. If over 50% of your website visitors are on a mobile device, why wouldn't you give them a mobile-friendly website?

#### Lower Your Website's Bounce Rate

If a user comes to your site on mobile/tablet and it is formatted for desktop, it is likely that they will leave your site immediately - or "bounce." No visitor wants to zoom in to every paragraph of text or click on the teeny-tiny menu just to switch pages - both of which are elements of a non-responsive design. So, even if you are getting people to your site... if they leave immediately, then what was the point of getting them there in the first place? Keeping web visitors on your site is just as important as getting them there!





#### Why Your Chorus Needs a Responsive Website

#### **Boost Your ROI**

Now, more than ever, <u>great UX (user experience design)</u> is claimed to <u>deliver a higher ROI</u>. A well-designed site will keep people on your website, make it easy for them to find what they are looking for, and hopefully lead them to your ticket sales page. This not only means a better sales process, but also means less staff time dedicated to answering support/ticket questions which will inevitably result in a higher ROI for your chorus.

#### Attract a Younger Audience

It's no secret that most choruses are looking to attract a younger audience - not only for ticket sales, but also for recruiting new singers.

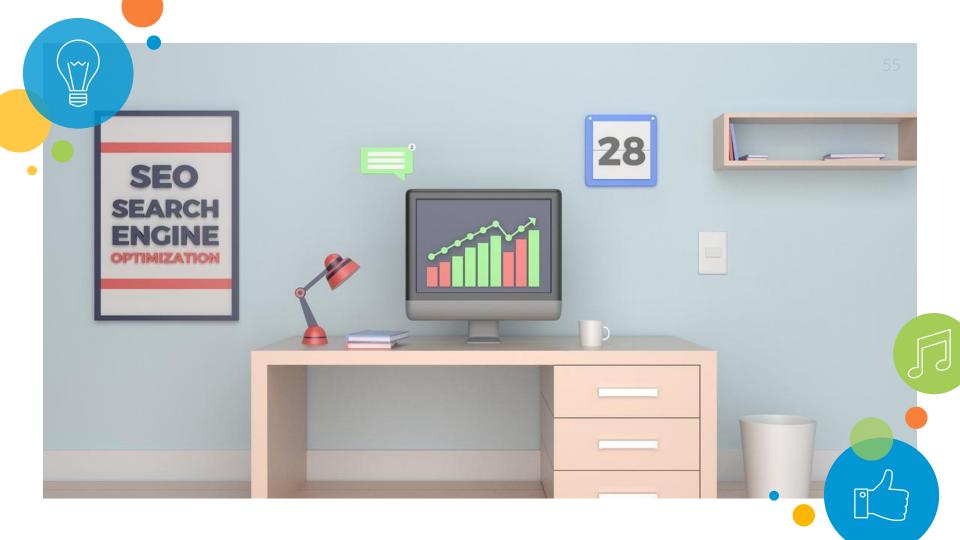
A responsive website can help make your chorus look modern and youthful and it can also enhance the user experience for a younger audience. Younger audiences are more likely to visit your site via a mobile/tablet device and they expect a good user experience when they get there. They are used to instant gratification and if your site does not provide this, then they will leave.

#### Enhance Your Social Media Efforts

Many people visiting social media are using their phones to do it. If your social media campaigns are pushing to a non-responsive site, a person might click over, see a poorly-designed website for mobile, and immediately leave your site. If they click on a social post over to a nice, easy-to-use, and responsive site, then they might stay a while longer helping enhance your web visits from social.









SEO is another important factor in making your website successful.

SEO stands for "search engine optimization." Search engines, like <u>Google</u>, have built-in logic that helps identify the most relevant content for the person searching the web. If you type into Google, "best restaurants in Boston," for example, Google will try to answer your question to the best of its ability using this logic.

SEO logic is complex and ever-changing; it's nearly impossible to keep up with it. But, remember that Google's ultimate goal is to answer someone's search query. So, regardless of the exact logic, it stands to reason that if you want to show up at the top of search engines, you need to **create content that answers your target audience's questions.** 



Come up with a list of questions your target audience would ask and start to create content to answer these questions.

Make sure your website is submitting its content to Google and other search engines (otherwise, they won't be able to find you!). Content management systems like <u>SquareSpace</u>, <u>WordPress</u>, and <u>Wix</u> automatically submit your website to search engines for you. However, some systems do not do this - particularly with smaller, local companies. If you do not have a system that does this for you, you will have to <u>export</u> and submit your sitemaps to <u>Google Search</u> <u>Console</u> on your own. You may need to export again and resubmit it any time you create new webpages.

Master a topic around your brand. Are you known for innovative programming? Start to create and post content around this topic so that search engines begin to place you as the "trusted site" on that topic (known as topic clusters).





Make sure your chorus has a local listing on Google. Put your address on your website and social channels.

Fix any broken links on your site using a broken link checker.

Put headings inside your content's HTML using tags like <h1></h1>.

Do video! Videos rank higher in SEO than text content.

Add alt tags to images. Alt tags can include keywords for your target audience.

Use an SEO plugin (like <u>Yoast for WordPress</u>) to update your metadata. Beware of CMSs that don't allow updates to metadata.

Boost site speed by compressing images or getting a faster host.

Use hyphens (not underscores) in web URLs.



If you're still not showing up in Google as often or as high up as you'd like, try subscribing to these resources to learn more about your SEO efforts:

Moz Blog

Whiteboard Fridays at Moz

Moz's SEO Learning Center

<u>Backlinko's Blog</u>

Backlinko's On-Page SEO Tips

<u>Kissmetrics Blog</u>

<u>Hubspot's SEO Resources</u>

<u>Linktrack</u>







# "The goal is to transform data into information and information into insight."

-Carly Fiorina, former CEO Hewlett-Packard







Analyze Your Website

Your website will require ongoing maintenance, review, and analysis.

Google Analytics is one of the best tools out there for analyzing your website. Set up your account, add your unique analytics code to your content management system (most CMSs have articles on how to do this), then start tracking your site! Import this helpful list of reports to get started.

For more advanced web analytics, check out these platforms:

<u>Hotjar</u> - heatmaps and recordings to track web visits and usability

<u>Peek User Testing</u> - get real feedback on the usability of your website

(check out their <u>nonprofit page!</u>)

<u>SimilarWeb</u> - monitoring tool for outside sites and apps <u>SEMrush</u> - track other local choruses/competition in the area

Use this analysis to help you improve and optimize your website!







Email marketing is a direct form of marketing where emails are used to engage an audience. Usually the audience consists of a **database of subscribers** which is often managed by an **email marketing platform**. Emails might include promotions, content, or follow-ups with contacts.

Email marketing does work with an inbound content strategy. While inboxes are become more cluttered, the more important it becomes to send enticing, relevant, and helpful content to your contacts in addition to your promotional emails.





You can't send emails to a subscriber list of zero! First, you need a mechanism to collect leads and a strategy for doing so.

Most email marketing systems and/or content management systems have a mechanism for capturing leads - either via pop-ups on your website or a landing page with a form. Have some type of form on your website for gathering email addresses/contact information.

Gated content can be a great way to collect leads. If you create a helpful piece of content for your target audience, put a lead capture form over it so that someone has to fill out a form to get the content. Only gate content that is so good that someone would WANT to give your their email to get it (like this eBook)!

Once you have a growing subscriber/lead database, your email marketing efforts will start to see some return as well.







Once you've gathered your emails, you'll want to start marketing to your email distribution list. And by "marketing" I don't mean sending them only promotional emails! Remember the 4:1 rule? This applies to your email marketing too. Try to send relevant emails to your target audience and sneak in promotional emails from time to time.

Segment your email list by buyer personas if you can. Are you marketing to a donor, ticket buyer, chorus member, or all of the above? Are they the "family concert goer" or are they "the college student studying music?" Once your list is segmented, try sending relevant content with the appropriate lingo to each group. Perhaps when you promote your concerts to the "family concert goer" you would highlight your family-friendly repertoire. If you are sending your email to the "college student studying music," try highlighting the educational experience they will get at the concert such as a pre-concert talk (or promote the reception/open bar!).





After sending your emails, check your open rates, click rates, and unsubscribe rates. A good email usually has an open rate of 20% or more, click rate of 3% or more, and unsubscribe rate less than 1%.

The open rate typically indicates how enticing your email's subject line or preview text was. If you are seeing low open rates, try experimenting with more clever or personalized subject lines.

The click rate shows how successful your email's "call-to-action" was. Most emails should have a link over to your chorus's website. If the link's text or the content of the call-to-action is not exciting to the reader, they will not click over to your site.

The unsubscribe rate means that the contact isn't interested in receiving your emails any more. Don't worry about unsubscribes unless you are seeing a high rate of them! If you are getting hit with too many unsubscribes, try to discover why and fix the issue.

Never Buy, Import, or Manually Add Contacts to Lists I see this too often with nonprofits; they research a list of contacts in the area and add them to an email marketing list. Please do not do this! This goes against every marketing rule in the book and it will not help you. If a contact receives an email that they did not sign up for, they can mark it as spam. If enough people mark you as spam, email providers will block your other emails from being sent to people who do want to hear from you! Plus, you don't want to be the organization that annoys people who didn't want your emails in the first place. This does not help your brand.

Only send emails to people who have personally subscribed to your email marketing list. Use your awesome content and lead capture forms to gain subscribers.

The only time you should manually add a contact to a marketing list is if you have personally asked the contact to do so and they have agreed verbally or in writing to be added to the list.





Most nonprofits don't seem to utilize marketing automation to send email nurtures to their subscribers, though it is important to know that this is an option for choruses. Marketing automation platforms, like <a href="https://example.com/HubSpot">HubSpot</a> and <a href="https://example.com/Mailchimp's Automation">Mailchimp's Automation</a>, allow you to save time by automating your marketing tasks and workflows.

This comes in hand when deciding which emails to send and when to send them. Great marketers set up automatic email nurture campaigns with behavior/demographic-based logic that send emails to subscriber lists based on various criteria. Automation systems are very smart and typically can see when a subscriber opens, clicks, or engages with your emails and website. The systems then use this information to send specific, targeted emails to users who behave a certain way online or who fit within a certain demographic such as your buyer persona.

Automation platforms usually cost money and are most beneficial for managing long-term relationships with your audience.



There are plenty of email marketing systems out there. Here are a few favorites:

<u>Mailchimp</u>

<u>CampaignMonitor</u>

**Constant Contact** 

HubSpot (check out their free version and

**HubSpot for Nonprofits** 

<u>ActiveCampaign</u>

<u>AutoPilot</u>

<u>Sleeknote</u>

<u>UserEngage</u>











## Social video generates 1200% more shares than text and images combined.

Source





Video marketing has been shown to have higher engagements, stronger SEO, and increased buyer conversions. It has become so essential in business that companies which do not do video marketing are now falling behind companies that do.

Since video can immediately tap into the human emotions, it's a key marketing ingredient for nonprofits. Use video marketing to your advantage as a mechanism for sharing your chorus's story and brand.

With a video studio and the right volunteers, you can see for yourself how effective it can be!









Setting up a basic production studio is easy and doesn't need to cost you a lot of money. Check out <u>Wistia's blog</u> to learn how to set up your own DIY video studio.

In order to keep costs down, I recommend using a smartphone to record instead of purchasing a camera. The following equipment will have you up-and-running with a DIY video studio for under \$300:

- <u>Background paper</u> pick a Savage color that suits your brand
- Tripod
- Phone holder with attachment to tripod
- Studio lighting
- <u>Directional mic for smartphones</u>
- Extension cords and power strips

Once you've received your equipment, find a dedicated area of your office to set up the studio. Encourage your marketing team to use it!







After you've set up your DIY studio, you'll also need video editing software. The following platforms are both affordable and easy-to-use for amateur video editors:

- WeVideo cloud-based; free with WeVideo's branding; easy-to-use; affordable upgrade options available
- <u>iMovie</u> available on Macs; free; relatively easy to use; limited in abilities
- <u>Filmora</u> switch into easy mode;
   perfect for people with limited video
   editing experience









Many videos are published directly to social media channels such as Facebook, Instagram, and YouTube. However, if video marketing is a key marketing strategy for your chorus and you are producing an abundance of videos, then a video hosting and analytics platform may be essential for you. Check out these options:

- Wistia
- Vidyard
- Vimeo

Compare video hosting platforms







# Marketers who use video grow revenue 49% faster than non-video users.

Source







- 1. Before shooting, determine the goal and purpose of the video.
- Choose a location with a drier acoustical sound. Try to avoid echos!
- 3. Decide how you want the viewer to feel. Do you want them to laugh, cry, feel inspired, etc.? Then think through ways you can elicit this reaction.
- 4. Write out the story for the video and a sample script.
- 5. Choose the right on-camera personality that fits the video's purpose.
- Meet with the on-camera personality to discuss the vision, plan, and prepare them for the shoot.







- On your smartphone, go into your camera's setting and change "record video" settings to 4k at 30fps/60fps.
- 2. Remember the <u>rule of thirds</u> for shooting.
- 3. Get your lighting and your sound right (see <u>DIY Video Studio</u>).
- 4. Minimize noise in the room. Turn off any fans or other noisy appliances.
- 5. Shoot each shot a few times so you can choose which take you like best.
- 6. Use a tripod so that the camera doesn't shake or move.
- 7. Shoot with smartphone/camera horizontally.
- 8. Don't let on-camera personalities read from a script. Try to get them to speak as casually as possible.
- 9. Don't change the focus, zoom, or angle mid-sentence. If you want to change angles, wait for a break in the conversation.



- 1. Trim off any clips you do not plan to use in order to scale down the workable video.
- 2. Keep transitions and effects as clean and professional as possible. Try not to over-do them.
- 3. Find the appropriate sound clips and music for the video that fits your video's emotional appeal. Check out <a href="mailto:freestockmusic.com">freestockmusic.com</a>, <a href="mailto:AudioMicro">AudioMicro</a>, or <a href="mailto:royaltyfreemusic.com">royaltyfreemusic.com</a>.
- Use stock video footage as filler when needed. Check out <u>Videezy</u>.
- 5. Keep most videos under two minutes.
- Customize the video to showcase your chorus's brand and personality.







By 2019, internet video traffic will account for **80% of all consumer internet** traffic.

Source





To learn more about video marketing, check out the following resources:

- Wistia's Blog
- <u>Vidyard's Blog</u>
- Vimeo's Blog
- Why You Need to Focus on Video Marketing in 2017
- The Importance of Video Marketing
- <u>Video Marketing Academy Resources from HubSpot</u>











Both print and web design requires someone with a particular skillset. Because of this and general lack of volunteers, many choruses choose to invest in hiring a print and/or web designer.

For web design and development, look for someone who understands HTML, CSS, jQuery, and Javascript, who has experience working in responsive frameworks, and preferably has a background in graphic design and/or web development.

For print design, find someone who has access to and understands Adobe Creative Suite, has experience creating style guides and delivering on brand, and preferably has a background in graphic design.

Some designers are capable of doing both web and print design and development.







Nowadays, there are plenty of tools out there to do your own chorus design. Even without an experienced designer, a tech-savvy volunteer could pick up these tools with ease:

<u>Canva</u> - a complete design tool for designing everything from social media images to ebooks

<u>PicMonkey</u> - a simple tool for editing images and creating collages

<u>Logomakr</u> - a tool for generating your own logo

<u>Canva Logo Maker</u> - another tool for generating your own logo

<u>Pixlr</u> - a free online photo editor similar to PhotoShop

<u>Piktochart</u> - tool for creating infographics

Fiverr - designers available for small projects; very inexpensive \$5+







<u>Stencil</u> - create social media graphics with ease

<u>Snappa</u> - create social media graphics, digital ads, or web graphics

Over, Inc - mobile app for adding text overlays to images and designing social posts

<u>Pablo by Buffer</u> - Buffer's social media image creator









Pixabay - free stock photos; no credit required

<u>Unsplash</u> - free stock photos; no credit required

<u>StockSnap.io</u> - free stock photos; no credit required

Freepik - free designs; some require credit

<u>Iconstore</u> - free icons

Giphy - free; embeddable and downloadable GIFs





Color Psychology - research on emotional impact of different colors

<u>Color Psychology Infographic</u> - statistics on the psychological impact of colors

<u>Typography Psychology</u> - research on fonts for a psychological response

<u>Typography Infographic</u> - simple approach to choosing fonts

<u>Image Color Picker</u> - a tool for identifying the specific color from an online image

<u>Font Pair</u> - choose fonts that go together

What Font - identify fonts you like on the web with this Chrome extension

Coolors - color palette generator









"You can never go wrong by investing in communities and the human beings within them."

-Pam Moore, CEO & Founder Marketing Nutz







When developing a social media strategy, it's important to determine how social will fit into the mix of your overall marketing strategy as well as the vision and mission of the chorus.

Find a team, set goals, and choose channels and content that fit into your organization's structure while also providing relevance to your target audience.

Consider which types of content you want to create and share as well as determine what personality you want to portray.

Experiment, automate, and analyze to refine your social media strategy.







# Implementing Your Social Strategy

#### **Find Your Team**

Look for a team of tech-savvv. well-connected, and experienced social media marketers to develop and implement your social media strategy. Social media is not a side project, but rather an important component of your overall marketing strategy. It should be put in the hands of someone who knows what they are doina! Determine how much time each person can contribute and try to delegate assignments. Your social team will likely have someone leading the team with a few dedicated content sourcers, writers, and/or posters.

#### **Set Goals**

Consider your chorus's mission and overarching goals. Using this, plan out how you can help the organization reach these goals through use of social media. Set clear, measurable goals for yourselves. Sample metrics might include post engagements, followers, post clicks, video views, ticket buyers via social, social referrals to website, or leads/email subscribers generated via social.

# Choose Which Social Channels to Use

Don't take on more than you can chew! Carefully select which channels your chorus will use based on the demographics of your target audience. For example, if your buyer persona is "The Family Concert Goer" you might want to find channels that parents frequent. Here is a breakdown of demographics by social channels.







# Implementing Your Social Strategy

#### **Source Content**

Start to follow organizations that your target audiences follow. If your buyer persona is "The Family Concert Goer," search for parenting Facebook groups/pages, Meetups, Reddits, or other forums in which local parents might participate. By following or liking these channels, you'll find great shareworthy content on a daily basis even if you aren't creating your own content. This is also a chance for you to engage with your audience in a non-promotional way and, if the opportunity arises, even post your own relevant content in the forums.

# Post Your Chorus's Content

As your marketing team creates new content, post to social channels. But, remember the 4:1 ratio! This applies on your social channels too. For every social post that promotes your concerts or events, you should post three other pieces that are relevant and interesting to your target audience such as "10 Activities to do With Your Children in [Boston]," "How to Help Your Kids Become More Cultured," or "The Benefits of Singing for Children."

# Make Your Own Social Content

Some content will be created specifically for social. Think videos, memes, GIFs, etc. As a team, brainstorm some ideas for creating original, unique social content that resonates with your target audience.







# Implementing Your Social Strategy

# Experiment with Boosted Posts & Advertising

Try experimenting with boosting the post (Facebook) or advertising your content within your social media platforms. This typically works best when you put spend behind a piece of content that is already performing well organically. Did your organic post get a lot of likes or shares? Try putting advertising dollars behind it to see the additional reach.

#### Automate As Much As Possible

Try to use social media management, listening, and scheduling tools to automate your workload. Automating can help eliminate your administrative work and allow you to focus on the creative content generation and strategic side of social media management.

#### Analyze, Revise, Repeat

Most social channels have their own analytics dashboard available. Run these reports on a regular basis to ensure you are posting the most relevant content. Learn what works, what doesn't, and revise your strategy to boost your results.











#### **Popular Social Networks**

<u>Twitter</u>

<u>Facebook</u>

**Snapchat** 

<u>Instagram</u>

<u>Periscope</u>

Google Plus

<u>LinkedIn</u>

<u>Pinterest</u>

<u>Tumblr</u>

**YouTube** 

<u>Reddit</u>

#### **Social Management Platforms**

<u>Buffer</u>

<u>Hootsuite</u>

<u>TweetDeck</u>

**SproutSocial** 

**HubSpot** 











It's important to try to build real relationships with the media. If they know you, they are more likely to pay attention to your emails and write about your chorus. If they don't know you, your emails will come across as spam. This is why some choruses hire a publicist who has already established relationships with media in the area.

If your chorus has the budget to hire someone, search for publicists in your area who specialize in the performing arts. Publicists offer a variety of services, so you'll want to decide on which areas you'd like them to focus. Ask for specific examples of their work and for a quote based on the services you require.







If you don't hire a publicist, you'll likely need to conduct research on your own. Do some research in your area to compile a list of media contacts from local newspapers, TV stations, radio stations, and music departments/schools.

**Do not use this list as an email blast list!** But rather, use this list as a way of simply keeping track of the various media opportunities available to you.

Try to find opportunities to meet and network with journalists or important musical figures in your area. Join your local choral consortia or media/entertainment groups, when possible, to get to know these contacts.







## Media Outlets & Opportunities

#### **Newspapers**

Research your local newspapers, journalists, and reviewers who cover the arts in your area. Send press releases and invite them to review your performances.

#### **Print Advertising**

Try looking for advertising or listing opportunities in print magazines, Chamber of Commerce city guides, or concert programs for other arts organizations

#### Radio

Compile a list of local radio stations, any specific broadcasts that focus on the arts, and any advertising opportunities available. Try to get into arts programming for interviews with chorus leadership.

#### **Digital Advertising**

Look into advertising opportunities in arts-centered e-newsletters/blasts, online magazines, social media, and arts websites in your area.

#### **TV**

When you have a newsworthy event, contact local news anchors to try to get publicity at the event.

#### **Arts Organizations**

Tap into the potential reach of your fellow arts organizations. Use any existing choral consortia to help market your events, add your events to any arts calendars, or suggest ad swaps for concert programs.





We've already covered developing your <u>chorus's brand</u>. Once you know your organization's story, then it's important to share that with the media.

The media isn't interested in hearing about your events unless there is something newsworthy about them. Are you raising money for a charity? Are you programming something new or unique? Are you taking a standard choral concert and transforming it into something else? Are you collaborating with a guest conductor or ensemble? Will a celebrity be in attendance?

Decide for each concert and event what the story is that you want to tell. For every press release, every piece of content you create, tap into the human emotion with your storytelling abilities to deliver the organization's purpose and mission.



- Do not email blast your list of contacts. Customize your pitch for each news outlet.
- 2. Pitch your story, not your organization.
- 3. Include something newsworthy in your press release.
- Highlight other work the journalist wrote that is similar to your organization's work.
- 5. Include links to your website, Facebook events, or other digital sites with event information.
- 6. Create a catchy subject line to entice opens.
- Get on a first-name-basis with your local media contacts by introducing yourself via networking events, email, or phone.









### Final Marketing Fundamentals Checklist

#### **Marketing Team**

- A plan for recruiting your committee
- List of positions and responsibilities
- A team of marketers who have experience

#### **Content Marketing**

- Investment in content marketing strategy
- Buyer personas
- Content ideas focused on buyer personas
- List of content distribution channels

#### Strategy and Budget

- □ An initial SWOT Analysis□ An initial web & social
- analysis

  An initial ticket sales analysis
- An annual marketing strategy
- Specific, measurable goals
- An annual marketing budget

# Brand Development

- □ A mission□ A logo
- ☐ A style guide
- ☐ Share brand with team
- Showcase brand across marketing channels

#### Website

- A responsive web design
- A content management system
- Basic understanding of SEO
  - Web analysis platform

#### **Email Marketing**

- Email marketing system with contact database
- Lead capture forms/system
- Regular email correspondence
- Automation





## Final Marketing Fundamentals Checklist

#### **Video Marketing**

- Video Studio
- ☐ Videographer
- Video Editor
- Video Hosting & Analysis
  Platform

# Publicity & Promotions

- Publicist
- ☐ List of media contacts
- Networking events with media
- Regular communications with media
- Press releases with stories

#### Design

- Web and print designer
- Access and knowledge of various design tools

#### **Social Media**

- Social media chair and committee
- Social media management system
- Social media strategy
- Content sourcing channels
- Creation of own social content
- Paid ads/boosted posts







# Thanks for reading! Need some more marketing advice? Click here to book a free 30-minute marketing consultation with Tori!





