

Finding New Members

Jennifer Cooke

Region 16

June 2020

Social Media



Social media can play a vital part in marketing your chorus to potential members, along with building excitement and buy-in for chorus events.

Sponsorships/Partnerships

Sponsorships and partnerships can connect your chorus to the community at large.



Connecting to other arts entities, schools, choruses, and interested business is a great way to spread the word and build legitimacy within your community.

Planning

In order to plan marketing for your chorus, look at what you already do well and what needs improvement.

By utilizing platforms that work for you and reflect your chorus' identity and values, you can attract and retain your "target" member.



Websites



Websites are the "face" of your chorus, and often, they are the first impression for incoming guests. How you present that face can determine if a potential member makes contact or not.

Social Media

In the chat box, share some ways in which your chorus utilizes social media.

- Facebook
- Twitter
- Instagram
- MeetUp
- SnapChat
- LinkedIn

Facebook

MeetUp

Marketing Through Facebook

Have a clear goal and strategy

It's important to have a clear goal for using Facebook, and a strategy to achieve that goal.

- Create regular posts featuring a special member, fun activity, or interesting fact
- Post a daily/weekly photo of a specific activity, and encourage others to do the same.
- Set a goal and strategy which gives you direction for your Facebook marketing and a way to measure your success.
- Encourage members to participate and share.



Marketing Through Facebook

Create a Human Voice for Your Chorus

Facebook users like to talk to and see real people. Whoever manages your Facebook page must be able to write in a voice that sounds real and likeable, using a style that suits your chorus.



Marketing Through Facebook

Post Regularly

Unlike traditional media (such as magazines or television), or other online media (such as web pages), social media is built around frequent updates.

Recent research suggests that Facebook users check their page more than 25 times per week, and they need to see that you are regularly posting new material. Some guides recommend posting at least once a day, but the core principles are to post when you have interesting content, and to judge how often your audience wants to hear from you.

Encourage comments and reply quickly

Encourage your members to respond to your posts or to post their own comments about your chorus or a topic that's of interest to them and you. When they do post, respond quickly — within 24 hours is best.

Marketing Through Facebook

Use Pictures and Videos

Pictures and videos are a major element of Facebook's appeal. Use them frequently to keep your friends engaged and entertained.

Facebook can also be used to distribute community surveys. If you do this, make sure that you keep surveys short, and provide a survey link that users can easily click, ignore or share with their friends.



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Marketing Through MeetUp

Create a MeetUp account.

Even if your group has no special events to publicize, or you have no intention of meeting regularly, or even if your membership is invitation-only, create an account anyway. Write a good description of what you do and the kinds of people who would be a good fit. You never know who's searching for you.



Marketing Through MeetUp

Connect your Facebook account to Meetup.

This lets your Facebook friends see what you're up to on Meetup, and vice-versa which further spreads the word.

All In

Encourage your members to sign up for the free account and CHECK IN for every event. A potential member is much more likely to attend an event with 20 people attending, as opposed to 5.



Marketing Through MeetUp

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Sponsorships and Community Partners

- Chamber of Commerce
- Local newspapers
- Local TV stations
- Arts entities
- Local choirs
- Schools and educational events



Sponsorships

Partners

Sponsorships

- Financial Support
- Advertising
- Performance Opportunities
- Year-by-year



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Sponsorships

Partners

Partnerships

- Community Support
- Performance Opportunities
- Volunteer Opportunities
- Year-by-year



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Chorus Website

- The potential member's first impression of the "face" of the chorus.
- All aspects of the initial page should be designed with the target member in mind.
- Mission and Vision should be accessible (not necessarily on home page)
- Pertinent information should be within eye line and on home page
- Chorus Logo: Reflects Mission and Vision statements and/or Core Values
- Contact Information, Rehearsal Information, and Membership Information available "at a glance."
- Links to social media should be prominent
- The further an individual has to click or scroll to get information, the more quickly they will lose interest.



Impediments

- Rehearsal information "buried" at bottom of page, requires clicking, or is incomplete.
- Mission/Vision not available
- Contact information non-existent or hard to find.
- Lack of response or slow response time
- Little or no "human interest" - pictures, social media, etc.
- Visitor has to click or scroll to find information; website is text-heavy.



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Planning Marketing

- What does your chorus currently do to market yourselves to potential members?
- How can you update your marketing to be more widespread or to target specific groups?
- What are your “next steps” to effectively market your chorus to potential new members?

*Social
Media*

*Community
Connections*

Website

Social Media



- What platforms work for your chorus?
- Do you have social-media-savvy person to manage the chorus platforms? Can you create a social media team? Do you need to recruit a non-member?
- What are ways in which you can use social media to engage members and potential new members?

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Community



- What arts entities are already established in your community?
- What kind of relationships work best for your chorus? Sponsorships? Partnerships?
- How can you connect with educational institutions?
- What do you have to offer? Approach each relationship with this mindset.

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- Ask a non-member to visit your website and give feedback.
- How easily could a visitor find:
 - When you rehearse
 - How/where you rehearse
 - Who you are (mission/vision)
 - How to follow you on social media
- How can you revamp your website to appeal to potential members and your "target" audience?

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