

Natural Tie-In: A Story

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Once upon a time there was a Vice President of Marketing and Public Relations in Tri Cities, Washington, that also sold radio advertising.

One day, in October, this **VP of M/PR** was working with an advertising client on an upcoming store event. The store event was a Christmas Open house on a Friday night and the following Saturday. As the client shared the planned activities for their Open house the sales rep asked, do you ever have music at the event. The client told the sales rep/**VP of M/PR** they played Christmas records through the PA.

The following day the **VP of M/PR** had a brainstorm.

The next week he suggested that his barbershop chorus or chapter quartets could provide live music. The client thought this was an interesting idea and wanted a proposal.



The client was a florist, so the proposal was to trade \$300.00 worth of singing in December for \$300.00 of roses in February. Every rose the Chapter traded was one less rose to buy, making the value of every Singing Valentine a couple of dollars more. Accidentally this was a natural tie-in.

Your Chapter may have natural tie-ins that you overlook. Now's the time to poll your membership for unexpected opportunities in your community.



BTW –The Chapter provided three quartets for the Christmas Open House. The quartets shared the 11-hour event. As the audience turned over every hour, they had no trouble repeating songs.

Singing Valentine's that year grossed \$2500.00 for the chapter.

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