

This- and- That from the Marketing Workshops

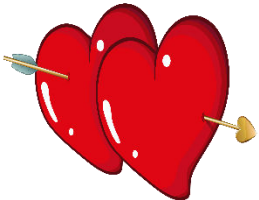
Many great ideas came up during the ZOOM Marketing Meetings. Here's a few of them:

Websites/Facebook:

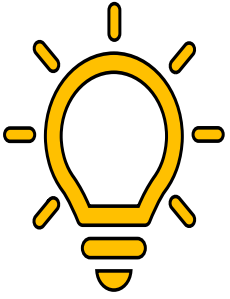


1. If you have a new chorus name, think about updating your website address to reflect the new name. If you're now called "**The New Barbershop Singers**", but your internet address is "*Old Singers Incorporated*", you might think about purchasing an updated address.
2. If you are a .org, .net, or other address extension check around and see if your name is available as a .com. This way you have double the chance of someone finding your website... have the .com re-direct people to your .org, Website. You don't need to redesign your website, just use it as a re-direct.
3. Develop a regular method for updating Facebook and other social media. If the last posting is three years old, viewers might think you've disbanded.

Singing Valentines:



1. Start planning in November, form quartets and decide dates and delivery times. Help quartets practice their songs. Have the music team help them improve.
2. If you did digital Valentines during the pandemic, think about expanding your SV product by offering customized emails, with video link for a fraction of your regular price.
3. Have a live quartet available to do ZOOM deliveries. Work for better cameras and mics to offer the best product possible...Reach beyond your geographics to send SV happiness around the world.
4. Use the find a phone/friend feature to keep track of your quartets.



General ideas:

1. What number do I call to reach you? Will anyone answer? How many calls will the chapter miss? Look into the possibility of a virtual phone number. A number you can send to the right person, take phone messages, and return calls. Such as **RingCentral** and **Nextiva**, and [SourceForge](#) (I found these on my first Google search, there's probably a lot more).
2. When building a video presence for your chapter, make sure to use your chapter's singing, to let the customer know what to expect.
3. When you have guests make sure they experience a typical Chapter rehearsal. Have welcome packets, guest books, and systems in place to make a guest want to come back next week.
4. Build partnerships with other chapters for brainstorming, shared performances, and ideas. Build relationships with other performing arts groups in your community for shared performance.
5. Don't be afraid to ask questions and learn from other chapters.

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