# Marketing Your Quartet or Chorus… Winning Strategies For Better Gigs & Members!

*Leverage the power of 'New Media' to build your brand Identity and expand your presence in your community.*

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Feel free to contact me with any questions or for an electronic version of this document.

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## Introduction: Who Are You and Why Should People Care?

### Who Are You?

"I was born a poor black child…" I just love that Steve Martin (an obvious geeky white guy) line from 'The Jerk'!

Does your chorus really know who it is or who it wants to be? It's important that before you begin your marketing efforts you decide the type of members or gigs you are trying to attract.

### Why Should You Care About New Media?

The face of communication is changing from a 'One to Many' broadcast model (network TV, Newspaper, Radio to a 'Many to Many' interactive model. There are hundreds of channel choices on TV now, traditional print newspaper is quickly dying and radio is not far behind. People now listen to their mp3 player or smart phone, do a Google search to find any information they need and spend hours a day on Facebook and Twitter.

You need a multi-pronged approach to make it easier for your customers (new members or new gigs) to find you.

### I Can't Do It All!

When I show businesses or organizations this model the first thing that happens is that they become overwhelmed with the multiple platforms and decide that there is no way they could begin to put this into practice.   I understand the information overload, but if you take it one bite at a time and use some of my shortcuts it is definitely manageable.

The only other option is to give up and let someone else pass you by.  Your customers quickly make judgements about you by how easily they can find you and the quality of the experience when they do find you.

Do your best to make a great first impression!

If you use my recommendation for a web site you can have multiple people in your organization be responsible for different areas so that the work load doesn't fall on just one person.

Using this multiple platform approach you can easily show up in the first two or three listings on an internet search.

### Social Media - why is it so popular?

Quite simply – because we all have voyeuristic tendencies… ☺

If you've ever watched the old TV show "Green Acres" you know what a telephone party line was – 20 families might share a single phone line so if you're on a call, any of those 20 families could pick up their phone and listen in on your conversation.

Facebook and other social media is kind of like that – only with 800 Million potential connections instead of 20.  Plus, you can see their photos, videos and the photos and videos of all their friends and their friends, friends, etc.

Yes, It's a passive stalker's paradise ☺

## Chapter 1:   Let's Start At The Beginning...

**The core of your marketing efforts should be an attractive and up to date website.**

### What's In A Name?

The first decision you need to make when setting up your internet presence is picking a domain name.  This is the name you will use to direct your customers (prospective members or gigs) to your web site.

Good domain names are short, memorable and easy to communicate verbally.

www.east-somewhere-community-barbershop-chorus.com is an example of a perfectly horrible domain name.  Why?

- Dashes are hard to communicate verbally.
- It is so long that nobody is going to type it into a web browser.
- If they do take the time, typing that many characters is prone to mistakes.

WeLoveToSing.com is a great domain name.  It's short, it would look great on a business card or show flyer, it describes what we do and it communicates it well.

Think of a short, catchy name that captures the essence of what you do in a fun and interesting way, then also purchase the legal name of your organization as a domain also and point it to your 'marketing domain'.

Use the email addresses built into your hosting account so that they point people back to your domain.  If you don't want to bother checking a separate email account you can use them as forwarding addresses.   Ex:  advertise for people to contact you at info@WeLoveToSing.com and then forward that to your personal email or to several different contacts in your organization.

I often type in the domain part of an email into a web browser just to see what the organization is like.

Finally, make sure that your hosting account resolves the domain name without having to type the 'www' in front of it.  Almost all quality hosting companies will resolve domain names either way.  If yours doesn't – move ☺

Go to [IMdeanmartin.com/domains-hosting](IMdeanmartin.com/domains-hosting)  for my updated list of places to purchase domains and hosting.

## Why I Think You Should Use Wordpress

In the old days (and I've built web sites for more than 15 years now) the only choice was to build a site from scratch using html code.  Updates were cumbersome and as the site became larger they also became a nightmare to keep organized.  Most of us made our money back then from the business owner calling or emailing every month wanting to add or remove something from the site because they couldn't do it themselves.

You can still build a site this way, but with a content management system and backend database, you can easily manage updates from any web browser.  It also separates the content from the design so that you can update your design later without having to move or convert your content to the new layout.

Wordpress has become the de-facto standard in easy to use and powerful content management systems.  Wordpress has two versions – one that is a free hosting site for people to put up a simple blog.  The second, **and the version you should use...** is a free download at Wordpress.org that you can install on your own hosting account.  This version allows you to own your own content and provides the most versatility.

**Other benefits:**

- CSS compliant
- Built-in RSS feed
- Responsive designs that are mobile friendly and render properly on computers, tablets and smart phones
- Hundreds of free plug-ins to improve functionality
- Easily build a private membership area
- Integrates with Facebook, Twitter and other social media
- Hundreds of free themes or layouts
- Easy to learn with many free (and paid advanced) training resources available.

## Free vs. Paid Hosting

I am a firm believer in 'owning your content'.  I realize there are numerous free hosting options as well as many different hosting options with their own proprietary 'web site builders'.  These may seem like a good idea at first, but they become a real problem if you become unhappy with that particular company or worse yet, they close down.

Suddenly, all of your hard work and content is gone and you have to start over.  With a self-hosted Wordpress site on your own paid hosting account you can control everything.   You can backup the site, move it to another hosting company, control the domain name and where it resolves, etc.

If your organization can't come up with the $80-100 a year it costs to purchase a domain and hosting you really need to re-think your business model.

My 'owning your content' model follows through in the following way also.  Even though I use multiple social media outlets, my work flow always starts with the website.  New content (articles, photos, etc.) are posted to the web site first and then simply post a link on the social media site.  In this way, everything flows back to the site where I control the visitor experience.

## Chapter 2:  Build Your Facebook Presence

**Like it or not, with 800 Million + users, your customers ARE on FB.  Learn to use it effectively.**

### Set Up Your Personal Account

If you haven't done so already, I'm going to help you set up your personal account. Yes, I know that you can create a page without having a personal account – but if you're going to have more than one page (and you probably will if you belong to a chorus, quartet and possibly other organizations) – you'll want to be able to manage them from a single location.
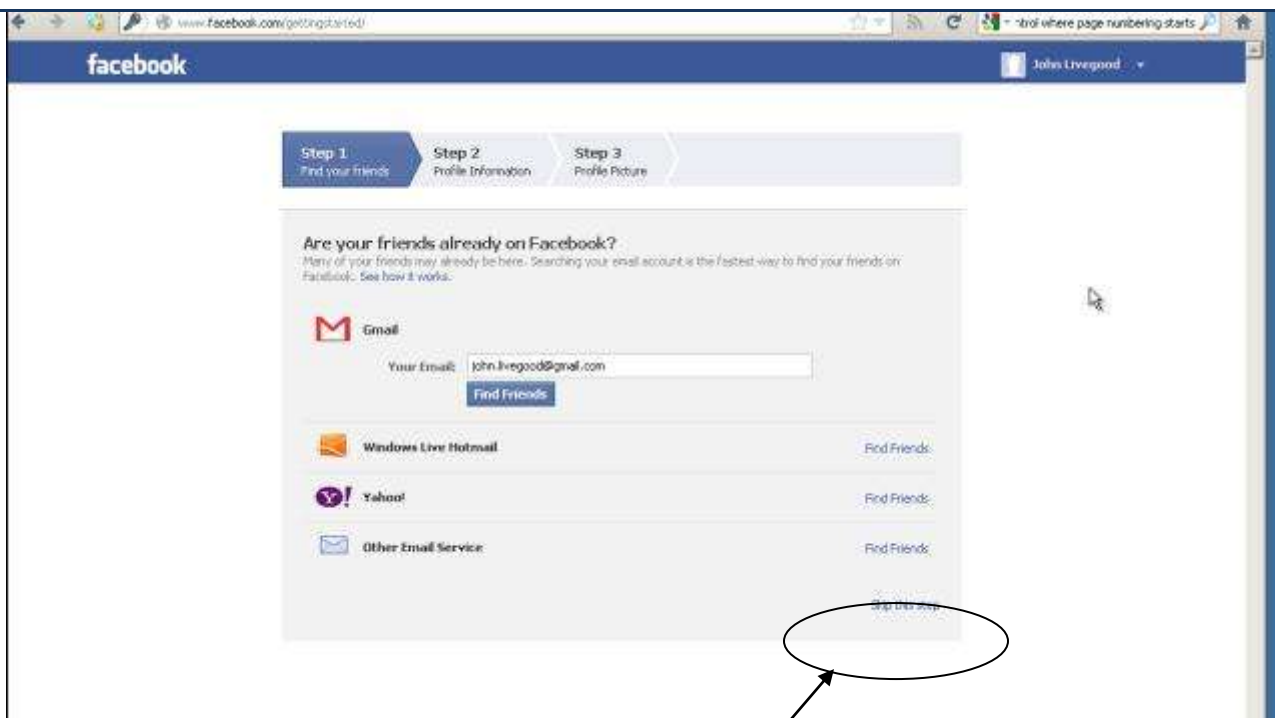
So, let's go to www.Facebook.com



Fill in Name, Birthday & a valid email address.

You'll need to confirm this email in order to continue.

Then click 'Sign Up'.

This is what your next screen will look like.

I always click 'skip this step' and do the same for the next couple of screens.

Next – go to your email and confirm your email address.  At this point you can login using your email address and password.
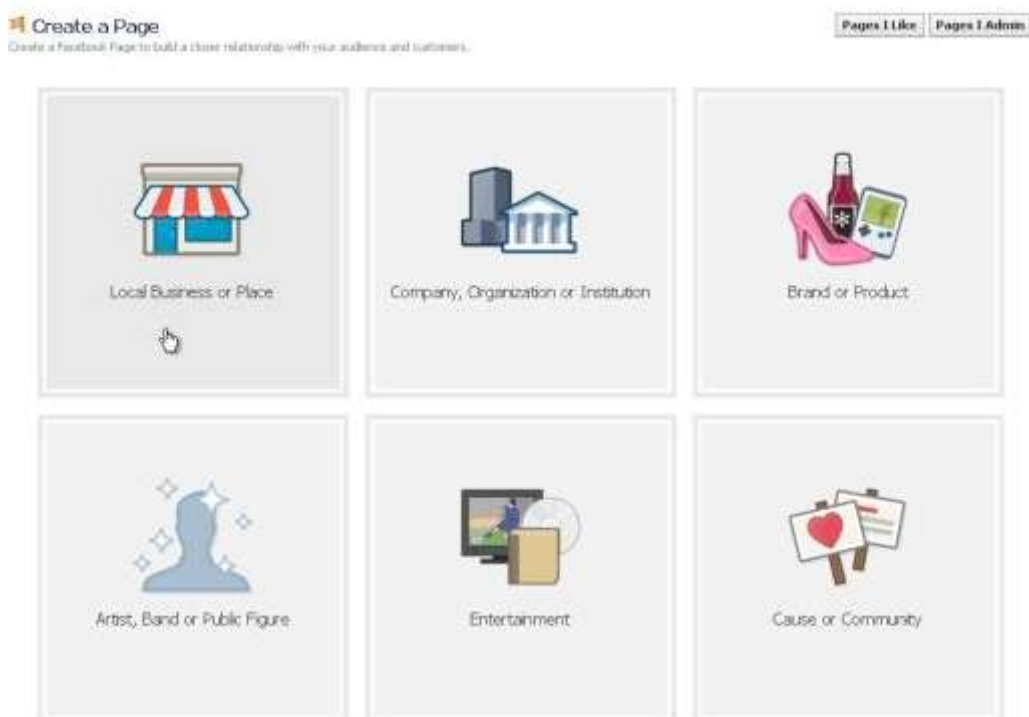
**Congratulations!  You now have a Facebook account and can set up your first FB fan page!**

Now that you're logged into Facebook they're going to try to get you to invite friends, set up your profile picture, personal information, etc. Just skip all that stuff (you can do all of that later – should you choose to do so) because all we care about is getting down to business ☺

Go to the very bottom of the screen and you'll see a couple of menu choices – we want to choose "Create a Page"

Facebook © 2012 · English (US)     About · Create an Ad · Create a Page · Developers · Careers · Privacy · Cookies · Terms · Help

At this point you have several choices…

**Create a Page**
Create a Facebook Page to build a closer relationship with your audience and customers.     Pages I Like     Pages I Admin

Local Business or Place     Company, Organization or Institution     Brand or Product

Artist, Band or Public Figure     Entertainment     Cause or Community

If you're building the page for a place with a physical address that is important (such as a local brick and mortar business) you'll want to choose 'Local Business or Place'. Artist, Band or Public Figure is self explanatory as is a Cause or Community. What I choose for a typical web site promotion is 'Brand or Product' and then in the drop down

menu choose Website, then type in the name
of your site, click to accept the terms of
service and 'Get Started'
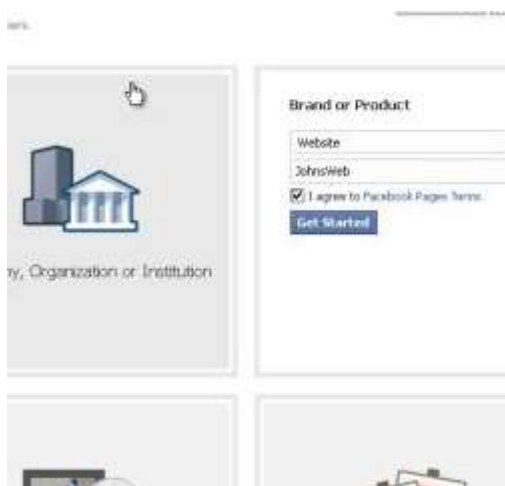


The next page allows you to upload a profile picture from your hard drive or import
from a website.  I usually just upload a logo first – you'll have plenty of chances to
change this later.

Click 'next' and enter a description of your business or web site and the actual URL of
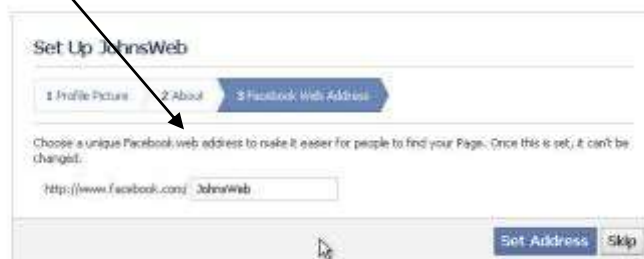the site address.



P a g e  |  **1 0**

The next screen is a crap shoot ☺

Sometimes Facebook will allow you to enter a 'vanity URL' at the time of page creation and other times you'll need to get 25-30 fans or 'Likes' before you are allowed to apply for a vanity URL. They flip flop often on this policy.



If you got lucky and can enter a vanity URL here – skip ahead to chapter 2 where we help you decide what to use – **Do not make an entry here without thinking it through as it cannot be changed later!**

## Seeding Your Facebook Page:

If you didn't get lucky you will need to get 25-30 Facebook fans (aka 'Likes') before they will allow you to have a vanity URL.  This is something you want to make happen ASAP because it *affects everything else you do to promote your page.*

To make this happen as quickly as possible I go to [www.Fiverr.com](http://www.Fiverr.com) and pay one of the vendors there $5 to 'seed my page' with fans.  Almost all my clients are US based so I want US based fans.  I simply type 'US Facebook Fans' in the search box and then sort the gigs by Rating which places the highest rated vendors at the top of the list.



This looks like the best one out of this search.  I look for quality over quantity.

There are a lot of 'Fake' user profiles on Facebook.  Fewer real fans always beats a larger volume of fake ones.

I will place my Facebook fans order on Fiverr and then just wait to do any real promotion (telling friends or others about my page) until the following day when I have my additional fans and vanity URL.

**\*NOTE:  Even if you can create your username without getting at least 25 'likes', I will pay to have a quality like campaign done anyway to 'seed my page'.   You will get a much better response from any promotion if you already have 100 or more 'likes' before asking for more fans.**

## What If I Don't Want To Be Associated With This Fan Page?

This is a common problem and an easy one to solve…

You may be asked to develop a fan page for a political party or social cause that you do not necessarily agree with.  Not something that is an ethical dilemma that would cause you to not do the work… just a personal preference issue.

When you 'like' a page on Facebook all of your friends will be able to see that information.  This is what makes the viral thing work – your friends see a cause that you like and they like it and so their friends can see it and on and on.

Thankfully, you can create a page without anyone knowing you are the administrator.  Simply don't click the 'like' button and you are not associated with that page in any way.

## Two Mistakes You Don't Want To Make

Mistake #1:  "I don't need to spend $5 to 'seed my page' with fans…"      The problem with this theory is that a fan page follows the Chicken / Egg dilemma.  People want to be involved with things that are popular.  If you start promoting your page and only have 10-20 fans only your most ardent followers (your Mom, etc.) will even consider following your page.  If people see your page already has 200-300 other fans it's much easier for them to click the 'like' button.

Mistake #2:  "If 200 fans are good, then 1000 have to be much better…"  If you buy one of the '800+ Facebook likes' gigs on Fiverr you're going to end up with a lot of fake user profiles.  These profiles will have photos that look like porn stars / terrorists / other flakes.  You don't want your fan page to have this look.  Trust me – I've been there.

## Your Vanity URL

Now that you have your required number of fans you can choose your vanity URL.  I like this to be short, memorable and I also like to have a matching Twitter ID so that Facebook and Twitter match.

For example:

www.Facebook.com/SingAcappella

www.Twitter.com/SingAcappella

To walk through the steps of setting this vanity URL simply go to
http://facebook.com/username

If you're like me and going to have a Twitter account also (and you should), then open another browser window to www.Twitter.com and do some checking to make sure you can get that particular twitter ID before you choose your final FB vanity URL.  Here's a great site to check if your username is open for availability on a number of different social media web sites – http://namechk.com.

**Once Your FB Vanity URL Is Set You CANNOT Change It!**

**Choose Wisely** ☺

## Providing Updates to Facebook

Your Wordpress web site and Facebook will work together perfectly.  As mentioned earlier, I always post information first to the web site and then simply copy and paste the URL into the Facebook update box.

Facebook is smart enough to look on that page for any photos or videos along with the first section of text and automatically posts it to Facebook.  It only takes a matter of a few seconds and I have my Facebook update finished.

I also have my organization's Twitter account linked to Facebook so that it automatically creates a twitter post also.

**Automation Is A Beautiful Thing!!!**

People love photos and videos so your updates should include these as much as possible.  Take pictures of everything you do and post it as 'news' on your web site and then as an update to social media sites.  Make sure you include the names and cities of the locations and Google will pick those up and include them in the search text.

## Tagging On Facebook – The Magical @ Sign

The @ sign is a nomenclature that is taken from Twitter land and Facebook simply uses it to create links to and tie together references to other people or pages.  In the same way that you would use a hyperlink on the web so that people could click through to the web page you are referring to, Facebook uses tagging but goes one step better.

Not only does Facebook create a link in your update that references and can be clicked through to that person or fan page, it also post that exact same update on the other person's or fan page wall.  This allows everyone who is friends with that person (or has 'liked' that fan page) the opportunity to see an update that you created.

This is just another way to multiply your exposure.  You may only have 400-500 fans on your particular page, but if you create an update and in that update tag a fan page with several thousand fans, your update is potentially seen on that page and the walls of all the fans of that page.

**How Can You Use This?**

For local business, I will mention upcoming Chamber of Commerce events and tag the chamber.  Look for non-profits or civic organizations that are celebrating something and congratulate them in an update – tagging them in the process.

Find ways to congratulate influential people in your market niche and tag them.  If you have an event that you participated in and took photos of, place them online and tag individuals in the photo and also tag their name in the update.

## Use Facebook As Your Fan Page

This is one of the best (and little used) features that Facebook has.  You can basically browse FB assuming the identity of your fan page.  You can 'like' or follow other fan

pages and then post updates or comments on their wall that all their fans will see – directing them back to your own page and allowing them to become followers of you.
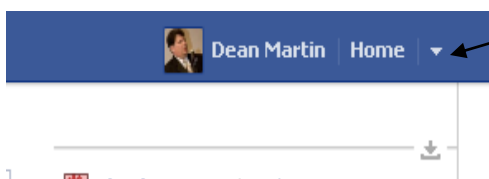


Click on this arrow and you will see the option to 'Use Facebook As:' and then you'll see a list of your current fan pages…

Your photo and name will change to your fan page cover and name.  You then simply search for other fan pages in your niche or a complimentary niche and post relevant updates or comments on their fan page.

## Chapter 3: Google Plus & Other Networks

As a social network Google + does not have the loyalty and userbase that Facebook does. It is still necessary for you to create a presence there because Google uses this for it's geographic search formula and has since converted local pages over to this format.
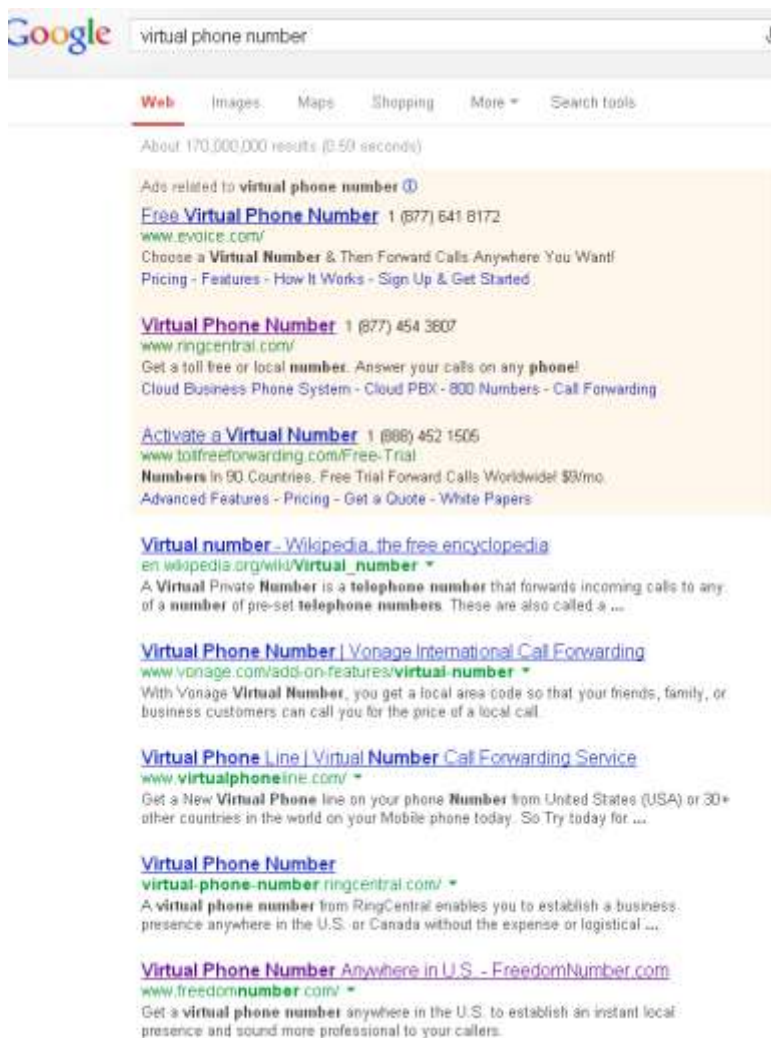
Setting up a G+ presence will improve your listing in the Google search engine and of course the ranking you have when people do a search for you. This also means that you will want a permanent phone number for your chorus. I recommend getting one of the 'virtual phone numbers' that you can have simply go to a voice mailbox and then email several contact people in your organization that there is a new message.

The service that we uses costs about $7 per month and also allows us to login to a web interface and forward the number to one of our cell phones during singing Valentine's season or the day of a big show or event where people will want to talk to a living, breathing person.

The steps are basically the same as setting up a Facebook page, just go to the following link:

https://plus.google.com/

Again, once your page is set up you can copy in links from your web site and it will pull in photos, text, etc.

Once you have your page set up you can 'use G+ as' your organization and do a search for other Barbershop choruses and quartets to follow, comment on their links, etc.

## Other Networks

There are numerous other social networks you can use (Flickr, Blogger, LinkedIn, etc.) but the first one I recommend in addition to Facebook, Twitter and G+ would be to set up your own organizational YouTube channel.

Google owns YouTube and ranks videos better than just about anything else you can post. Find ways to include your organizations name in the title of the video, then put a URL back to your website as the first line of the description.

Add a clickable link back to your web site as the first line in your description



Let me caution you to be cognizant of the quality of product that you put online. You don't want to post poor quality videos as it will have a negative impact on your brand instead of a positive one.

Be Easy To Find

You are probably asking yourself, "What is the point of being in all these places?" The fact is that when your customers (members or gig clients) do a search for 'barbershop chorus yourtown' or 'barbershop quartet yourtown', you want to show up at the top of the first page or better yet – several times on page one.

I did a quick screen save of this type of search using Frederick, MD as the location and you can see that our web site is at the top but our Facebook page is also on page one.

If I had a couple of quality Youtube videos online they would show on page one also.

The secret is to get as much content as possible on your site and make sure that you include your city as often as you can in your articles, alt-tags for photos, videos, etc.



Companies like gigmasters.com and gigsalad.com spend thousands of dollars on search engine placement. I like to use as many free techniques as possible to outrank them.

I have an old quartet website (we split up more than 5 years ago) that still outranks every other site in several of my local towns. I leave it online and have my contact info
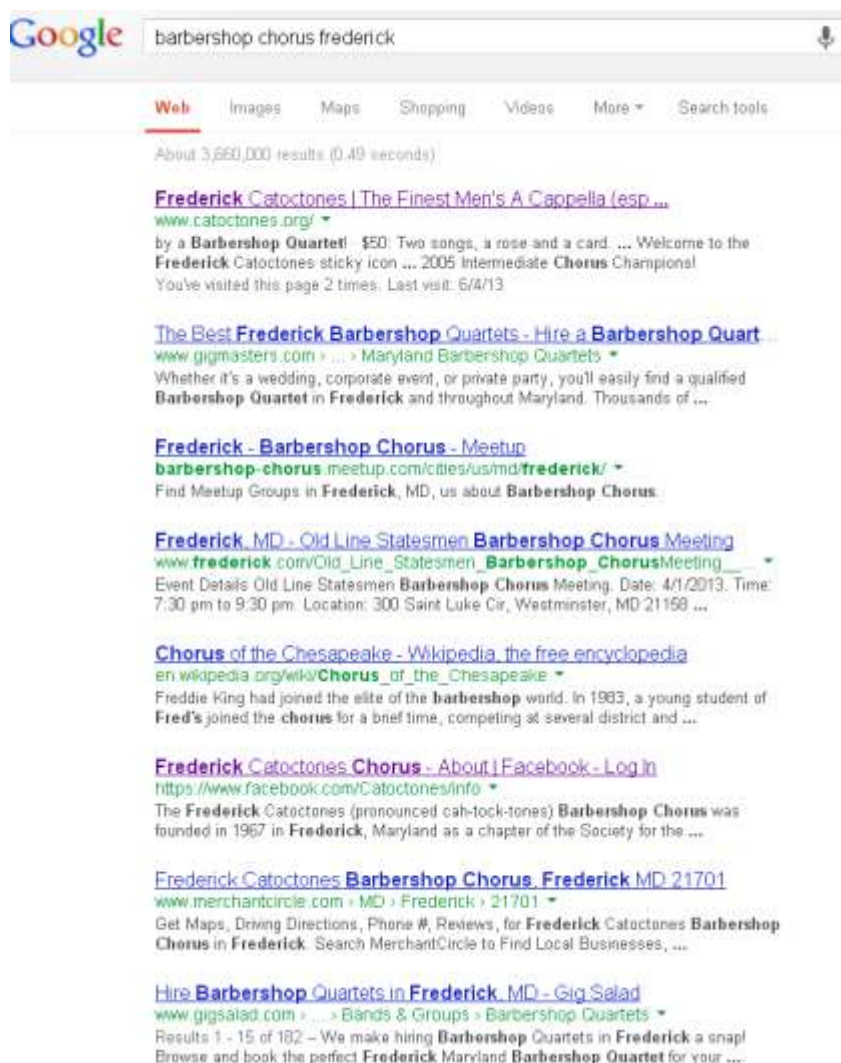
available.  When someone emails me looking for a quartet, I explain that I am now in another group and send them our current info and pricing guidelines.

## Paid Placement

There are a couple of additional paid ways that you can promote yourself. Gigmasters.com is the oldest and the largest site.  A basic listing is $79 for three months and will allow you to list in up to 6 categories and a 100 mile radius.  The pricing goes up from there.

Gigsalad.com is a couple of years old now and does have the option of a free starter listing but the free listing doesn't allow a link back to your web site or a phone number. You simply receive an email if someone wants to hire you.  Other packages are available at $9.99/mo. and up.

Facebook ads can also be used effectively to market an upcoming show, guest night, etc.  They are very inexpensive and can be targeted by geographic area, gender, age and other interests.

## Email List

I am a firm believer in keeping your name in front of your clientele to build exposure and solidify your name in their mind.  The more you keep your name in front of them the more readily they will remember you when they need a group to perform or when they hear of someone who is interested in singing and decide to give them your name.

Once your list is larger than a couple of hundred emails you'll want to use a professional email platform to manage it and provide the highest delivery rates.

The list manager that I currently use along with about 45 of my local business clients is located at:

www.imDeanMartin.com/aweber

## Business Cards, Flyers & Color Brochures

Over the past 8 years or so, the cost of full color printing has vastly decreased.  You can now purchase several thousand full color business cards for around $100.  Brochures and promotional flyers are only a bit more.

If you don't have someone in your chorus who does design work, let me recommend a web site where you can get just about anything done for $5 (or a little more).

[www.Fiverr.com](www.Fiverr.com)

It really is amazing what you can find there and what you can get done.  Do a search for what you are looking for and then sort by highest rating and you won't be disappointed.

## Additional Information

If you want more information about using the internet and new media in your chorus or quartet marketing feel free to email me.

[dean@dean-martin.com](dean@dean-martin.com)

I'll also be happy to send you this document in electronic form with clickable links.

Thank You,

Dean Martin