

Region 17 Internal Marketing Meeting Harmony Weekend September 2010

First of all please let me thank everyone who was able to attend this very lively meeting/discussion. I will attempt to re-cap as much as possible. A big thanks goes out to Brenda Bowman of Pride of Toledo for taking GREAT notes for us!

Why Internal Marketing?

- Last year we focused on marketing to the public with our Pilot Program
 - 648 total inquires throughout the region
 - Gained 63 members (9%)
 - Only region that did better was region 34
 - Open House Month was the most successful initiative
 - This year we will focus on 'retention'
- International update
 - Upcoming webinars
 - How to use social media, cold starts, attracting younger members
 - Using Facebook to get barbershop on GLEE
 - New YouTube contest coming soon
 - SAI is developing a 5 year membership development program
 - Statistics show most members leave in the first 5 yrs.
 - Most critical years

What is Internal Marketing?

After much discussion and several definitions we decided on:

Internal Marketing is treating both members and prospective members with equal importance through proactive programs in order to achieve organizational objectives.

We spend so much time and energy on our new/prospective members that often the current/seasoned member feels 'left out'. Also, once the new/prospective member is 'in' we must continue to cultivate and keep them engaged. We MUST continue to create a sense of joy and enthusiasm in everything we do.

Selling Sweet Adelines to Sweet Adelines

- Questions to think about
 - How many of your members attended Harmony Weekend?
 - How many attend shows other than your own?
 - How much did YOU promote Harmony Weekend?
 - How much do YOU promote other shows?
 - What vehicles do you use? Email blasts, Social Network, newsletters?
- Over 80% will stop doing 'business' with a brand if it fails to meet their expectations
 - Do you meet the expectations of the marketing out there right now
 - Real women, real harmony, real fun?
 - What is the atmosphere in your rehearsal, how does it look, feel?
 - Do you have a properly structured rewards program?
 - Prize for the most guests brought in on guest night
 - Region recognizes attendance at HW – chapters could too!
 - Recognition fosters motivation
 - Promote are reward desired behaviors
 - 'noteworthy' award – recognize random acts of kindness
- How are you communicating with your members?
 - Verbal announcements at rehearsals
 - Email blasts
 - Online event calendar – updated regularly on website
 - Members only section on website
 - Box.net – file sharing site online

****Communicating with members as much as possible is vital to internal marketing****

Region 17 statistics

- 752 total members
- 2% under 25
- 3% 25-34
- 8% 35-44
- 14% 44-54
- 34% 55-64
- **39% 65 & over**

We want to 'grow' the under 25 – 44 group and the best way to reach them is through 'Social Media'. Facebook, Twitter, YouTube, – SAI will have a webinar on how to use all of these in 2011.

Summary

- Continue external marketing & move forward with internal marketing – Sell Sweet Adelines to Sweet Adelines!
- Get incentive programs in place
 - Recognize PUBLICALLY members for being there, and doing good things, etc.
 - Send articles to the Beacon, Pitch Pipe, Pitch Pipe Lite, etc.
- Check regional website marketing page often for updates/uploads
- Use the regional marketing email group for communicating and asking for ideas between Harmony Weekends. marketing@region17online.org