

Public Relations / Marketing Report

Annual Summary for 2017-18 Concert Season

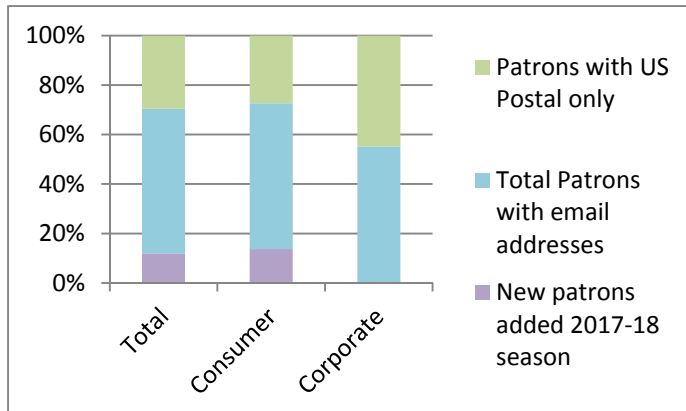
We've made some significant strides in promoting the chorus this past season, in large part due to member participation in several facets of chorus promotion: community outreach, social media shares and recruitment efforts. The overall impact was reflected in the increased donations received, and a positive 19% growth rate in concert attendance over the prior season.

Below are some key metrics that provide significant insight into our demographics, return on advertising dollars and also reveal some interesting statistics about our patron base:

- 45% of our emails are opened on mobile devices, whereas the industry average is 62%
- Our email open rate is 35%, versus industry average of 21.5%
- 68% of our patron base is in the 35-64 age range; 58% of our patrons are male
- Facebook likes have increased by 27% this season

Email Marketing

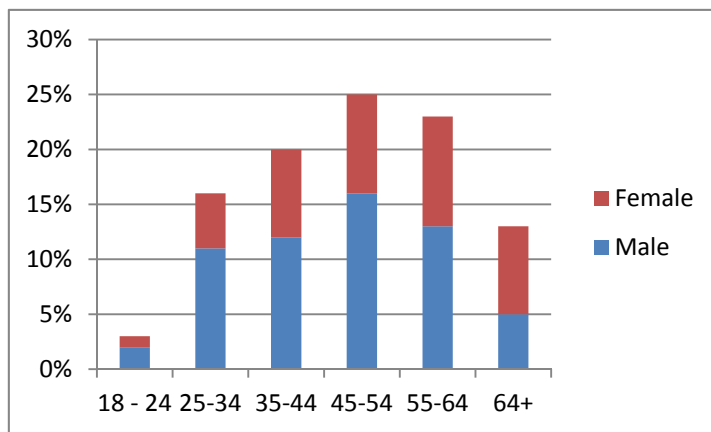
	Total	Consumer	Corporate
Total Patrons on mailing list	810	694	116
	Industry Avg	HGMC Avg.	
Email Delivery Rate	93%	99%	
Email Open Rate	21.43%	35%	
Click rate on email links	3%	8%	
Click to Open Ratio	2%	9%	
Unsubscribe Rate	2.8%	< 0.01%	
Bounce Rate	0.49%	< 0.01%	
Email Device			
Mobile	62%	45%	
Desktop	38%	55%	



Facebook

	2016-17	2017-18
Total Page Likes	1124	1432
Organic (unpaid)		
Post Clicks		8%
Reactions, comments and Shares		14%
Boosted (Paid)		
Average Reach		3793
Average Engagement		277
Average Cost / Boost		\$83.33
Reach per dollar		45.70
Cost per click		\$0.30

DEMOGRAPHIC



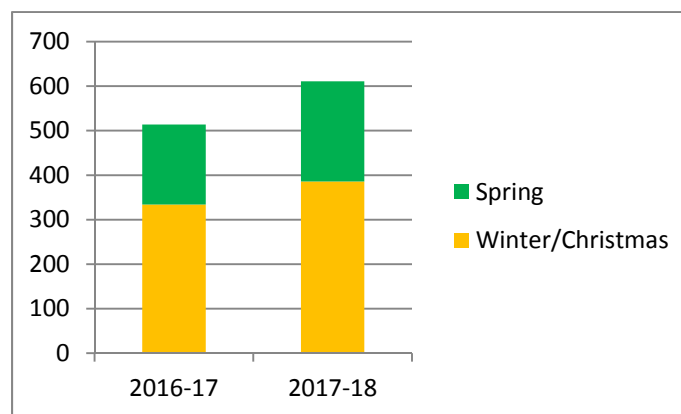
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US Postal Service Bulk Mailings

Pieces mailed	5522
Invalid address rate	< .01%
Address Changes	43

Concert Attendance

	2016-17	2017-18	
Winter/Christmas	334	386	
Spring	180	225	
Totals	514	611	19% increase



Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson