

PR Marketing Report – June 2022

- Congratulations to all on a great concert!
- Lindsay has been a tremendous help for social media and marketing; I understand that she is transitioning – need to give her some direction on who she reports to next and what she will be doing.
- Monthly stats will be a work in progress while we settle on what's important to us. Lindsay and I developed a social media calendar for the 35 and Still Alive concert set – we posted at least twice weekly to Facebook, but had less success getting our posts onto Instagram. That said, the Instagram stats for what did get out there look great:
 - Web visits (90 days)
 - 1900 unique visitors
 - 2800 unique sessions
 - 41% bounce rate (lower is better – though this is debatable with our content)
 - 53% computer, 45% mobile device, 2% tablet/other
 - It's hard to track some of this because Groupanizer is lumped in with the Public Web site – for example, of those sessions, 454 were to the My Music page...which makes me wonder how many times people redownloaded their music (which is just amusing to me for some reason)
 - YouTube Chanel Visits/views
 - Views: 507
 - Watch time: 109 hours
 - Subscribers: +3 (31 total)
 - FB Stats
 - Post reach 4,694
 - Post engagement 1,967
 - New Page Followers 17
 - Reactions 693
 - Comments 91
 - Shares 90
 - Photo views 180
 - Link clicks 117
 - Instagram Stats last 90 days:
 - Posts: 15
 - Reach: 259 accounts (+408%)
 - Engagement 68 (+1033%)

- Total Followers 119 (+8.1%)
- Constant Contact Stats
 - Open rate – 37% (this is truly amazing...most companies are happy with 3%)
- Things that went well for this concert set (from a PR perspective):
 - Social media calendar
 - Web site updates
 - INTERN! SO VALUABLE
 - Sharing of posts on social media
 - Not many leftover flyers/posters. NO leftover 4 ups!
 - YouTube livestream
 - Cast party (though this is really more Membership)
 - Photos at Bergstrasse
 - Custom artwork post-concert
- Things that could go better for the next concert set:
 - More promo videos
 - Concert attendance – Bergstrasse should have been a full house for sure. Heroes grove weather couldn't be controlled.
 - Promo for joining the chours
 - Would like to aim at a more streamlined process for adding to mailing lists
- Groupanizer expires in 2 weeks – are we on month to month at this point? If so, can we start looking at Chorus Connection as a tool?
 - Cost of Chorus Connection ~\$30/monthly for current membership
- Web site: I'd like to look over the next few months at migrating our Web site to an updated design and platform. SquareSpace is recommended by Chorus Connection and a few others; GoDaddy also has a platform that can be used based on WordPress.
 - Squarespace is ~\$23/month
- Questions to help PR for the next concert set:
 - When should we have folks come try us out? First few rehearsals?
 - What will auditions look like?
 - Is there budget to print some Sing with Us business cards to hand out at outreach and other events?
 - What's our budget for the next concert set? Would be good to start on concepts asap.
- Activities/Action Items for PR-Marketing over the next 60 days:
 - Extend Social Media Calendar
 - Begin marketing for Fall return of singers and new members
 - Pre-work for marketing material for Holiday sets