

PR Marketing Annual Report - Annual Meeting, August 2023

Executive Summary

PR Marketing has enjoyed a successful year with a robust online presence. YouTube was our highest but not our only success. The PR Committee utilizes a social media calendar for planning out campaigns at a steady, metered pace with messages that are often crafted ahead of time and scheduled for release.

The team this past year has included Chris Aulbach, Stephanie Lynne Smith and Lawrence Turner with many contributions from Stephen Creps and Kyle Reily. Everyone can make a difference with PR marketing by continuing to share and post on social media.

If you read nothing more, please check out Planned Activities at the end of this report as it will affect each member of the chorus.

Print Media

Print media has included producing mailing cards, posters, flyers, and more recently, business cards. In the coming year the committee will focus on printing more business card sized physical media vs the bigger posters and “4 up” handouts.

We have advertised with The Burg for each of our concerts. HGMC will continue to advertise in The Burg.

Social Media

We discontinued our presence on the Twitter platform, now known as X, after the acquisition by Elon Musk.

Email campaigns, strongly led by Chris Aulbach, have been engaging and led to open rates that far exceed our expectations. A 3% open rate is considered a successful campaign. HGMC regularly enjoys an over 50% open rate with a greater than 20% click through rate.

Facebook and Instagram have been successful with Facebook reach growing exponentially – this should be tempered with an incident of a boosted post that acquired less than favorable attention from conservative individuals and groups mostly outside of our market area. Unfortunately, Facebook does not separate the good from the bad and the numbers for the year are all lumped together. Even so, taking out the approximate number of shares and reactions from the negative incident, our page reach grew by more than 50% year over year.

Instagram reach has also grown by more than 50% with a steady growth of new followers each month.

YouTube is our highest success online platform. We have hundreds of hours of viewing thanks to our live streaming events. Concert live streams have racked up approximately 100 viewers live each time with many more following; for example, Moving Along had 225 views; 113 during the show and the rest following the performance.

HGMC is being watched (and listened to and enjoyed!) internationally; this is not a claim that many choruses our size can make or substantiate.

In total, we had 951 views of our concert events online this past year; that's akin to adding nearly 1,000 audience members. Many thanks to Stephanie for pushing this outreach venue. Kudos to all who share this with friends and family and supportive organizations.

Planned Activities

PR Marketing will continue our use of social media and email to promote our events and fundraising activities. In the future we may try boosted posts but need to refine and control how and where Facebook and Instagram promote items so as not to be inundated with those affectionally known as trolls in our online presence.

Two big changes are coming for HGMC:

Chorus Connection: This will be our new chorus 'intranet' where members and staff will interact and communicate; we are moving away from Groupanizer **THIS MONTH**. Please look for an email from Chorus Connection.

Chorus Connection was developed by a GALA Chorus member who saw an opportunity to create easy to use, affordable, feature rich software for chorus use.

Please look for an invitation to Chorus Connection in the coming week in your inbox. You will need to sign in and create your account. Your music for this season will be on Chorus Connection.

You can always sign into Chorus Connection by going to ChorusConnection.com and clicking Login at the top right of the screen.

Website: With the decommissioning of Groupanizer, we will launch a new chorus website. The Members Only link will move from the top left of the screen. More details to come.