

# Public Relations / Marketing Report

December 2016

## Concert Promotional Summary

It appears that all promotional efforts for our "Merry Kitsch-Mas" concerts succeeded in increasing attendance at all four show venues, as well as increasing our engagement with the public.

The following metrics can be directly attributed to promotional efforts over the last four weeks:

### **Website:**

291 new visitors to our website

### **Facebook:**

- "Sneak Peek" email campaign promotion
  - **Cost:** \$25.00
  - **Demographic:** Harrisburg, York, Lancaster
  - **Reach:** 1,679
  - **Video Views:** 61
- Lancaster Concert Event promotion
  - **Cost:** \$10.00
  - **Demographic:** Lancaster Only
  - **Reach:** 559
  - **Engagement:** 15
- "Mark Your Calendars" video promotion (\$25.00) reached 4,105 people, resulting in 1,679 video views
  - **Cost:** \$25.00
  - **Demographic:** Harrisburg, York, Lancaster
  - **Reach:** 3,654
  - **Engagement:** 1,516
- **Previous 28 day Overall Summary:**
  - Likes:** 21 (133% increase)
  - Total Reach:** 9,001 (446% increase)
  - Engagement:** 839 (280% increase)
  - Video Views:** 1,763 (10,919% increase)

## Mailing List

Recruitment of patron signups during our concerts resulted in fifteen (15) new entries being added to our mailing list.

## New Member Recruitment

An open recruitment email blast is scheduled to be sent out to all patrons on January 5, 2017, with the usual Facebook and Twitter tie-ins. A reminder email will be sent on Jan. 19, 2017 to those individuals expressing an interest in joining, with several independent Facebook and Twitter posts to promote recruitment as well.

The PR schedule for recruiting new members is as follows:

- **Jan. 5, 2017** – Email campaign to all consumer Patrons (excluding former members) announcing open auditions and asking them to spread the word to anyone that would be interested in joining.
- **Jan. 12, 2017** – Email campaign to former members asking them to consider rejoining the chorus.
- **Jan. 19, 2017** – reminder email to Recruitment Prospects that open auditions are on 1/23 and 1/30

No money was allocated in the budget to use Facebook promotions for recruitment, but a motion will be made at the board meeting to allocate funding (\$75.00) to promote three Facebook recruitment campaigns.

*Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson*