

Public Relations / Marketing Report

December 2017

Christmas Concert Advertising Campaign Statistics

We continue to increase our market penetration through our website, social media and direct mail promotions. The following metrics reflect the realized results from our Christmas concert marketing efforts:

Facebook:

- Followers: 1,146
- Paid Promotion (boost of promo video (\$25.00)
 - **Impressions** (# of times ad was displayed on a screen): 3,525
 - **Reach** (# of individuals that saw the ad): 2,670
 - **Results** (# of clicks): 184
- Posting interactions (11/30/17 – 12/13/17)
 - **Reach** (# of individuals that saw the ad): 8046
 - **Engagement**
 - Postclicks: 637
 - Reactions, Comments & Shares: 395

YouTube:

- "A Dickens Christmas" promo video
 - Views: 400+
 - Likes: 7

Email Blasts:

- "A Dickens Christmas" email promotion
 - Contacts: 412
 - Open Rate: 138 (33%) *industry average is 17.7%*
 - Click Rate: 36 (26%) *industry average is 8.1%*

Twitter

- "A Dickens Christmas" promotion
 - Followers: 59

Open Auditions – Jan. 22 & Jan. 29

Email reminders for Open Auditions will be sent on **January 8, 2018** to those individual that have expressed an interest in joining the chorus – either from the various Pride Festivals over the summer, or at one of our holiday concerts. A variety of Facebook posts will be made starting the week of Dec. 18, 2017, and continuing throughout the month of January.

February Fundraiser Marketing Dates

January 8 – Graphics to printer

January 22 – Distribute posters to members

January 29 – Postcard mailing to BMEU

February 1 – Email blast to patrons

February 1 – February 11 – Facebook postings and promotional video

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson