

Public Relations / Marketing Report

January 2018

Additional Vertical Banner

The 2nd vertical banner has been purchased and received.

Meet & Greet / Informal Auditions – Jan. 22 & Jan. 29

Various Facebook postings to promote this event have been done since the first week of January. A mass email was sent to all patrons on Jan. 11, 2018 and an animated video was created and posted to the website and Facebook on Friday Jan 12, 2018.

February Fundraiser Marketing Dates

The posters and postcards have been designed and sent to the printer. These will be picked up and distributed to chorus members at rehearsal on January 22nd. Postcards are scheduled to be delivered to the BMEU on January 29th.

A promotional video with Jeff and Eddie has been recorded. Editing and finishing is in progress, with a target posting date for our website, YouTube channel and Facebook slated for February 1st.

An email blast to patrons is also scheduled for February 1st, and will include links to the promotional video as well.

Respectfully submitted by Doug Wentz, Public Relations and Marketing Chairperson