



# **We've Gone Digital: Getting the Word Out**

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**It starts with  
knowing your  
audience.**

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# Build a persona

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- Interests in music & art
- Patriotism
- Travel
- Wine
- Outdoors
- Concerts
- Poetry
- Reading
- Crafts
- Teaching
- Retired
- Charities
- Current events
- Local activities



# What is your online presence and does it match **WHERE** your audience goes?

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- Website
  - Constant Contact (QR codes, newsletter sign up, Donations, contact us form etc.)
- All social media channels (think of your audience first)
  - Facebook, Insta, X, Snapchat



Plano Community Band

Join The Band Events Donors Our Story Past Programs

ATTEND A CONCERT

**THE PLANO COMMUNITY BAND IS A VOLUNTEER ORGANIZATION WITH 70+ MUSICIANS FROM ALL WALKS OF LIFE WHO SHARE A PASSION FOR MUSIC.**

OUR STORY PCB2GO MUSIC 4 LIFE

**UPCOMING EVENTS**

JUN 15

JUN 24

JUL 03

Search Facebook

**Manage Page**

Plano Community Band

- Professional dashboard
- Insights
- Ads manager
- Create ads
- Settings

**More tools**

Manage your business across Meta apps

- Leads Center
- Meta Business Suite
- Nonprofit Manager

Plano Community Band  
Providing Free Concerts Since 1979

Plano Community Band  
1.5K likes • 1.6K followers

Edit Manage Advertise

Posts About Mentions Fundraisers Reviews Followers More

**Intro**

PCB is an all volunteer wind band that performs several indoor and outdoor concerts entirely for free during the year.

Edit bio

Page - Arts & entertainment

1900 Preston Road, Suite 267 #227, Plano, TX, United States, Texas

marketing@planoband.com

planoband.com

Promote Website

★ Rating - 4.8 (35 Reviews)

Edit details

Add featured

**Featured**

What's on your mind?

Photo/video Reel Live video

**Upcoming event**

FRI, JUN 14 - JUN 15  
Association of Concert Bands Regio...  
20 interested • 15 Going



# Focus on Facebook



# Critical success factors

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- Audience selection
- Length of campaign vs. budget
- Creative (peak curiosity)
- Time, location, free?
- Music to be played or theme
- Landing page with form if relevant
  - Track via Google Analytics

# Other attendance growth strategies



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- Partner concerts
  - Local choirs
  - Other bands (HS, Community, etc.)
  - Guest artists (former students!)
  - Themes:
    - Sci-fi, gaming, Broadway, marches
  - Venues
    - Malls, churches, parks, festivals
    - Go where the crowds are