

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

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# It starts with knowing your audience.



### **Build a persona**

- Interests in music & art
- Patriotism
- Travel
- Wine
- Outdoors
- Concerts
- Poetry

- Reading
- Crafts
- Teaching
- Retired
- Charities
- Current events
- Local activities

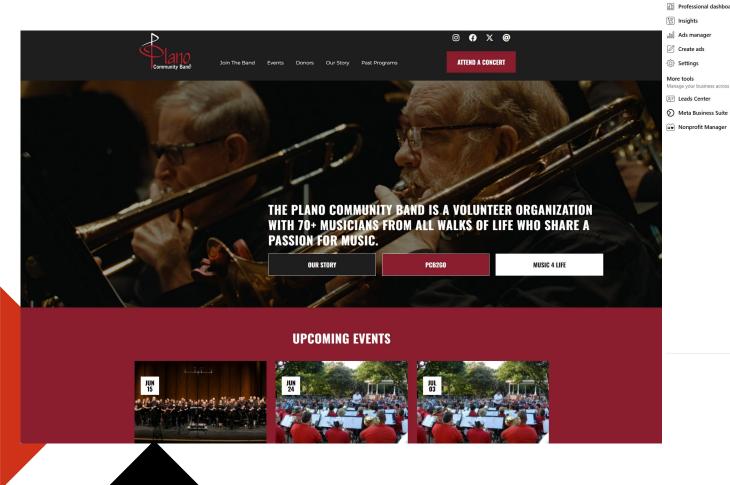


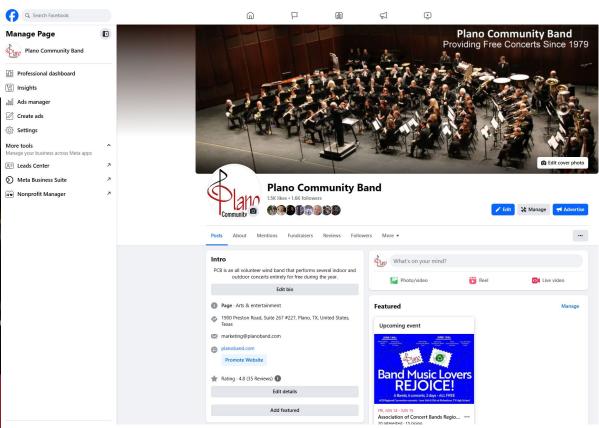


# What is your online presence and does it match WHERE your audience goes?

- 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









### Focus on Facebook





### **Critical success factors**

- 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

- 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

