



## Musical Ensembles Program Marketing Campaign

### Goals

The goals of Musical Winds & Strings are:

1. Expand program offerings for all ages.
2. Incorporate technology into music programs.

The mission of Musical Winds & Strings is to inspire lifelong learning and joy through music instruction. Lifelong learning should include adults as well as children. By offering more programs for adults, Musical Winds & Strings will fulfill the mission to its potential. There are currently no other music programs (music theory, music history, small ensemble, composition, etc.) besides private instruction offered for children or adults at Musical Winds & Strings. The first new program Musical Winds & Strings is introducing is the Musical Ensembles program. Musical Winds & Strings hopes the new Musical Ensembles program will promote more interaction between students.

Providing more programs—such as the Musical Ensembles program—will also help diversify the organization's income. Musical Winds & Strings believes incorporating classical music from all centuries is important and modern classical music often incorporates technology into the performance. To perform modern classical pieces, students will need the appropriate technology. With more income coming in from private lessons and the Musical Ensembles program, Musical Winds & Strings should be able to accomplish their goal to incorporate technology into music.

### Target #1: Parents with Young Children Ages 3-12 (Current Audience)

#### **Description**

The parents of young children are generally supportive of music and want music in their children's lives. Some children start learning music as young as age 3 with the Suzuki Method. Other children learn music through non-Suzuki methods and start at an older age. Parents also like having their children be involved in music because it teaches children how to focus, lets their children have a chance to meet and interact with other children, and engages children in arts and culture.

#### **Rationale**

This target is the current audience. There are plenty of parents with young children in the area—some of which are already taking private lessons—who make for ideal targets. This target will guarantee the continued success of the current programs.

### **Needs**

- High-quality musical experience for children
- Expert instructors teaching children
- Opportunities for children to interact with other children
- Daytime, evening, and weekend lesson time availability
- Lower pricing (than the current prices)
- Opportunities for well-rounded musical experience if desired (music theory, music history, composition, etc.)

### **Position Statement**

Musical Winds & Strings can provide your child with educational opportunities to study music under expert instructors and make music with other children as opposed to other non-interactive activities.

### **Target #2: Young Adults With Music Background Ages 18-40**

#### **Description**

Young adults are just starting their “real” lives. They have finished high school and/or college and are looking to settle into the community where their new full-time job is located. Some of these adults have musical backgrounds. They continued their musical involvement in high school and/or college and want to keep playing their instruments. These adults are looking for a way to keep music in their lives.

#### **Rationale**

This target meets the goal of expanding programs for all ages. There are currently no programs for adults. When programs for adults are created, this group will be the perfect target audience. This target also meets the goal of incorporating technology as well. Younger adults are likely to be more interested when there is updated technology involved with music—otherwise they might possibly think music is for older generations.

#### **Needs**

- Expert instructors
- Instructors that will treat young adults as adults and not as children.
- Daytime, evening, and weekend lesson time availability
- Opportunities to meet other young adults with similar interests
- Opportunities to explore newer music that involves technology
- Lower pricing (than current pricing)

#### **Position Statement**

Musical Winds & Strings can provide you with opportunities to explore new types of music at affordable prices while meeting other young people with similar interests unlike other music schools that only focus on classical music.

### **Target #3: Adults With Little or No Music Background (Any Age)**

#### **Description**

There are many adults at a variety of ages who wish they had played a musical instrument. Some adults used to play an instrument, gave it up long ago, and want to play again. There are also a few adults who would like to do some type of fun activity (like learning an instrument) to meet people.

#### **Rationale**

This target also meets the goal of expanding programs for all ages. There are currently no programs for adults. When programs for adults are created, this group will be another perfect target audience.

#### **Needs**

- Expert instructors
- Instructors who will work at a pace the student feels comfortable with (it may take longer for an adult to learn the basics of an instrument than a child)
- Daytime, evening, and weekend lesson time availability
- Opportunities to meet other people that are also looking to meet other people

#### **Promotion**

##### **Social Media**

Social Media will be used to reach young adults and older adults. Many young adults are on social media and several people of older generations have joined the world of social media also. Sending out multiple posts on the Musical Winds & Strings social media pages about the new Musical Ensembles program will help create interest and conversation. When people start to get excited about the new program, hopefully they will share the posts with their friends.

##### **Geofencing**

Musical Winds & Strings could use geofencing to promote the new Musical Ensembles program. This would probably work the best for the current audience of adults with young children. Musical Winds & Strings could put geofencing areas around elementary, middle, and high schools. That way, when the parents of the young children are sitting in their cars waiting to pick up their children from school, they will pull out their phone and possibly find an advertisement for the new Musical Ensembles program.

##### **TV Commercial (Antenna, Cable, Hulu, Amazon Prime)**

Cable TV would work well as a way to reach older audiences. However, many people use streaming services when they watch TV. To reach young adults, Hulu and Amazon Prime commercials might be the most effective tools. Many of my friends (and myself) watch a lot of TV shows which can only be found on streaming services. Putting a commercial on a streaming service would give Musical Winds & Strings a captive audience. A commercial on standard antenna TV would reach people of all ages. Many people have decided to get rid of cable and

just have standard TV with a streaming service. Running a commercial on Channel 2, 5, and 11 may be very effective.

### **Radio Advertisement**

People of all ages listen to the radio when they are going to work or school. Since people are usually driving somewhere or exercising when listening to the radio, Musical Winds & Strings would have a captive audience if they did a radio advertisement.

### **Press Release**

Many older adults still read the newspaper and many young adults do not read the newspaper. However, a lot of people follow the news on social media. Perhaps one of the news companies would do a social media post on the new Musical Ensembles program in addition to printing the press release.

### **School Newsletter**

Children often bring home a “Tuesday envelope” or something that has information from the school and the community in it. Listing the new Musical Ensembles program in the school newsletter or having a separate flyer about it may catch the attention of parents.

### **Rack Card**

There could be a rack card area in the library, fitness centers, and restaurants—places where older people, young adults, and families go. On this rack card, there could be some kind of sales promotion saying “\$10 off first session if you tear off the stub at the bottom of this card and bring it in.”

### **Credit Union/Bank Newsletter**

A flyer with community events has also been included in the last few statements I have received from my credit union. If Musical Winds & Strings could get on this flyer, people who receive hard copies of statements would see the advertisement.

### **Local Community Calendars**

Many companies—magazines, newspapers, TV stations, and credit unions—have local community calendars where anyone can post anything on the calendar as long as it is relevant to the community and follows the website’s guidelines. Some people follow these sites and will take note of the dates on the calendars.

### **Magazine/Newspaper Ad**

A magazine/newspaper advertisement would be a good tool to reach older audiences. If the advertisement is placed in the newspaper and magazine a few times, it could be very effective with the older audience.

### **School Classroom Performance**

One of the things that inspired me in middle school was seeing my own private violin teacher Michael Keelan—who was concertmaster of the Green Bay Symphony Orchestra at the time—come to my middle school orchestra classroom and perform a violin solo. The class was left in awe of his skills when he finished playing. Once the Musical Ensembles program gets going and

has at least one or two groups, they could perform at some middle and high schools to recruit students—and maybe some of the parents of those students! The group performing would also bring Musical Winds & Strings flyers and registration forms for the students to take home and show their parents.

### **Email Promotion**

An email promotion could be sent out to the current private students at Musical Winds & Strings. The lower rate for current students could be advertised in the emails. Promotional emails could also be sent to local middle and high school teachers for them to share with students and the students' parents. The same sales promotion used on the posters—\$10 off the first session—could be used for those emails.