

Square Dance Marketing Manual

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Section 1: Goals and Objectives

Albert Einstein once said, “A well-defined problem is half the solution. The goal of this document is to provide callers, dancers and dance organizations with the education and guidance needed to create solutions to the existing challenges our activity faces. So, let’s begin by defining some of the problems. Here is a list of problems seen in many areas of the country. Feel free to add any to this list:

- Demand is down – small crowds.
- Customer base is unable to dance as often as in the past.
- Declining dancer population due to health reasons.
- Halls are expensive.
- Declining caller population.
- Dancers don’t want to hold office.
- Business plan hasn’t changed in decades.
- Can’t get anyone to take lessons.
- Can’t get a big enough crowd to pay our bills.
- There aren’t enough of you – the current dancer.

This square dance marketing manual has been developed by CALLERLAB members in support of our mission: “To foster the art of square dance calling, and improve caller skills.” Just like the square dancer population, the number of square dance callers today is dramatically smaller than 30 years ago. For CALLERLAB to increase the population of callers, we must start by growing the population of square dancers, thereby providing more opportunities for callers to call, and developing a population base from which new callers will be recruited.

It is CALLERLAB’s goal to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets. This includes:

- Education about marketing fundamentals, which will provide a review of the many things you need to consider about our activity when you begin marketing square dancing.
- Accurate research about the state of our current activity and an understanding of the general public’s image and awareness of our activity.
- Defined marketing strategy elements and exercises for groups to determine target demographics, benefits sought by each target demographic, analysis of our product versus products we compete with, a list of our marketing challenges, and a position statement.
- Brand management tactics.
- A large list of marketing tactics with “How To” instructions for each.
- Collateral marketing material to support specific tactics.
- Recommendations.
- Case studies to demonstrate successes that are repeatable.
- Fundraising ideas.
- Face-to-face training programs to assist local dance groups in their marketing efforts.

Section 2: Marketing Fundamentals

The Marketing Bridge

Some time ago, the Harvard School of Business conducted a study on the elements that make a business successful. From that study came a report on the factors which combine to make a sale. These factors together make what was called the “Marketing Bridge”. Here are five basic factors:

YOUR BUSINESS – What is your business? Does your business provide a product or service that the public needs or wants? Is it a quality product? Where are you located? What is your reputation in the market? What do your potential customers think of your business, your product, or your service?

PRICE/VALUE – Is your price right for the value received? Is your price competitive?

ADVERTISING – How do you advertise? Do you use the proper medium? Is your advertising consistent and timely? Are you doing enough advertising? Do you have a plan that you follow? Has your advertising generated results for you?

MERCHANDISING – Is your store clean? Are your displays attractive? Is the lighting correct? Are your displays timely?

PERSONAL SELLING – Do your associates have good product knowledge? Are they helpful? Do they smile? Are they cheerful and sincere? Can your associates explain the benefits your product offers? Do your associates ask for the sale?

Most of us don't look at square dancing as a business, because we are both the proprietor and the customer. After all, when we put on a square dance, it's for our own entertainment. Callers give thought to the content of the dance, the club leaders make sure we have a dance location, we generally ask for a suggested donation to cover our costs, and that, for the most part, is the end of it.

While square dancing is a hobby to most dancers, our success as a form of entertainment is just as dependent on each of these factors. So let's take a moment and think about our Marketing Bridge as it relates to our other customers - the new dancer and the potential new dancer.

OUR BUSINESS: We love to square dance. It's one of our favorite past times. Most of us would agree that square dancing is a quality product. However, the general public may not feel the same. Are our dances truly fun? Are our beginner classes entertaining? What do non-dancers think of square dancing and do they want it? If not, why not? What about where we dance, when we dance, and how often? What do non-dancers think about these things? CALLERLAB, through the Foundation for the Preservation and Promotion of Square Dancing, funded a study with three focus groups to determine some of the answers to these questions. Articles have been written on the findings and a video tape was produced. If you would like to know more about the results, contact your local CALLERLAB

member and ask them to request a copy of the tape from CALLERLAB. Tapes are available for \$8.

PRICE/VALUE: The cost for an evening of entertainment depends on what you do. Two tickets to a movie, small-size popcorn and two sodas goes for about \$25 where I live. An evening of dancing to a live band with cover charge, two drinks, and an appetizer goes for about the same or more. A two and a half hour dance with coffee/tea/water and lots of finger food goes for \$14 per couple. To non-dancers, our activity is certainly a great value. I wonder if our activity is thought of as being of low quality based on our cheap price. Think of a menu. Which steak would you perceive to be the better quality, the one for \$8.95 or the one for \$14.95?

ADVERTISING: What forms of advertising have you used and what were your results? Many clubs have relied on word of mouth. Word of mouth is almost always the best form. Have you ever heard a club member say "I've already asked everyone I know"? We meet new people every day of our lives that we have not asked. Many dancers are uncomfortable asking others to join our activity. I believe there are some dancers who don't speak freely about being involved with square dancing. CALLERLAB collects success stories on recruitment and is has developed a publication called "Winning Ways", which contains many of these successful methods and promotions. "Winning Ways" is available on CALLERLAB's Website, and on the CALLERLAB Knowledge website. If your club has a success story to share, contact a local CALLERLAB member and ask them to share it with the CALLERLAB Home Office.

MERCHANDISING: Merchandising is mostly a retail topic; however, the way your new dancer flyers look is important. Also, consider the appearance of your dance hall. Is the stage clean? Did you do any decorating? Is there a cloth on the caller's table? Are the rest rooms clean? Is the entrance well lit? You only get one chance to make a first impression. Make sure it's a good one.

PERSONAL SELLING: This one is the most important. Square dancing offers social interaction in a fun and safe environment that is both physically and mentally stimulating. There are lots of other ways to say it: "Friendship Set to Music", lifelong friendships, and so on. Let's make sure we are always helpful and friendly, smiling and cheerful, and proud of our activity.

A sale is never made until the seller asks for the business. Let's be sure that we are always asking for the business!

The 4Ps and the D

Most marketing models are built on the 4Ps and the D. These are topics that go far beyond typical advertising elements designed to accomplish customer acquisition. Give some thought to our business of square dancing and how our business operates as you read through these.

Planning: Planning is simply that -- what is our plan to run our business? What will we sell? How will we sell it? Who will buy it? Why will they buy it? When will they buy it? How

will they know who we are and what we sell? How will we beat out the competition? The most important of these questions is: what will we sell, who will buy it, and why will they buy it? Our business plan hasn't changed in years. We can't get enough people together to take a class. We can't get enough dancers at our dance to pay our bills. Here are two clichés for you to consider: "The definition of insanity is doing the same thing over and over again and expecting different results", and "We don't plan to fail, we fail to plan."

The "Who" in who will buy it is our potential customer -- our target prospect -- and we have two very different definitions of our potential customer. The first is you, the active square dancer. We need to get you to come to our dance, our festival, our weekend, our convention. If we can get enough of you to do that, we'll be fine. Problem: there aren't enough of you. The second, and I believe more important potential customer, is the non-dancer. We must be successful at recruiting non-dancers who become new dancers in order for us to survive.

Product: We don't usually think about the product as being anything more than square dancing, but it's actually a lot more than that. When business owners develop their products they consider things like the features and benefits of the product, competition and, most importantly, how will the target prospect think and feel about the product. Square dance product lines include dances, weekends, and festivals, in the form of Mainstream, Plus, Advanced and Challenge formats. It can also include round dancing in the format of Phase II, III, IV, V and VI. It can include contra dancing or line dancing. Some features that we don't usually think of include things like club memberships, dress code, music, dance location, dance night, talent and so on. These are all features of our product: square dancing.

What are the benefits, and how do we stack up against the competition when it comes to delivering those benefits? Some of the benefits are: fun; social interaction; physical and mental exercise; stress relief; music selection; entertainment; travel experiences; and lifelong friendships. These are many of the benefits we offer. But does our potential customer know about these benefits?

Square dance lessons are also a product. We offer them as an education product with the purpose of teaching non-dancers how to dance, to make them our first customer – you. We offer this product now and then if we can get enough people to buy it. The product looks something like this: 30, two-hour classes on consecutive Thursday nights from 7:30 p.m. until 9:30 p.m. beginning in September and ending in February, with the weeks of Thanksgiving, Christmas and New Year's off, for a fee of \$120 per person in advance; and not until the completion of the course will the new dancer be capable of dancing with the general square dance population. Is that a tough product to sell?

Products are always changing, improving, evolving with the changing of time and technology. Our product has not changed much since the 1970s, but society has. We are trying to sell the identical product that our parents bought to our generation and our children's, which are three very different generations. Is that a tough product to sell?

Price: We have to cover our costs in order to stay in business, so as our current customer base decreases, we have to look for any hall we can find that is cheap. Callers and cuers have to cover costs including travel, lodging, equipment, insurance, music, performance license, and so on. Most clubs charge guests \$5 to \$7 per person and a smaller fee (often

dues) to their members. If your home club charges members \$100 per year per couple for a minimum of 15 dances, that's an average cost per dance of \$3.33 per person per dance. By comparison, to go to the movies today you'll pay \$10 per person. Add popcorn and a soda and you'll be looking at \$17. So should we charge \$17 per person for a dance? If we did, our current customer, you, might not pay the price. Price is ultimately determined by the value your prospect places on the product. By comparison, ballroom dance lessons cost as much as \$50 per couple per hour. At \$300 for a couple to take 30, two-hour square dance classes, we're charging the equivalent of \$10 per hour per couple, compared to \$50 for ballroom. So how much should we charge?

Distribution: Distribution is the method in which the product or service is provided to the prospect. We have a system to let our current dancers know when and where they can go to dance. For our new dancer prospect there are several things to consider. Convenience is important to them. They can't go to a retail store and buy it. They can't buy the product on line. Do they want to try the product before they buy? Here is how the auto manufacturers handle distribution. They build the product in a major city like Detroit; they put it on a train and bring it to a large city like Denver, and then a truck hauls the product from the train to the dealer's lot. The dealer then must get you to come to his lot in order to buy the product. I'll bet you know where the closest Ford dealership is to your home. If you want to take tap, jazz or ballet lessons, I bet you know a dance studio somewhere near you. If you want to learn how to square dance, do you know of a square dance studio somewhere near you?

Promotion: Promotion includes many elements like brand building, brand management, image, public relations and advertising, marketing strategy, internet strategy, personal selling, direct marketing, sales force, sales promotions, purchase incentives, budget allocation, partnerships, contests, and product sampling. Promotion is the delivery of messages that inform, educate and persuade consumers to purchase the product, and the methods used to communicate those messages.

There is a difference between promotion and recruitment. When we make an effort to get a class started, we recruit for square dancing, but don't usually promote square dancing. We recruit new dancers when we put an ad in the newspaper, or when we hang a flyer at the grocery store or on the bulletin board at work offering lessons. We recruit new dancers when we e-mail an invitation to lessons to a friend. We promote square dancing when we dance at the mall, or dance on a float in the parade. We promote square dancing when positive articles are published about the activity, and when we tell our friends about the fun we have, or when we hold a party dance. Promotions tell folks *why* they should square dance. Recruitment often only invites people to participate without telling them why they should. Purchases are made for only two reasons; because consumers need the product, or because they want the product. We have a problem: non-dancers don't see a need for, or have a desire for, our product. We must figure out how to create a desire for the product, or we must convince folks that they need our product.

Here is a short list of questions to ask yourself, stated so they relate to the four Ps and the D:

- Does our product fit the lifestyle of our potential customers?
- Do our potential customers have a clear understanding of our activity?

- Are our potential customers aware of the benefits our activity offers?
- Do our potential customers know that our activity exists in their community?
- Do our potential customers know where or how to find us if they wanted to participate?
- Do our potential customers have a desire for our product?
- Are there opportunities for our potential customers to sample our product?
- Are there multiple opportunities for our potential customers to purchase our product?
- Does our sales force, made up of volunteers, have a passive interest in the success of our activity?
- Does our sales force have training and guidance?
- Is our sales force motivated?
- Can we fund a plan if we had one?

The Zero Moment of Truth

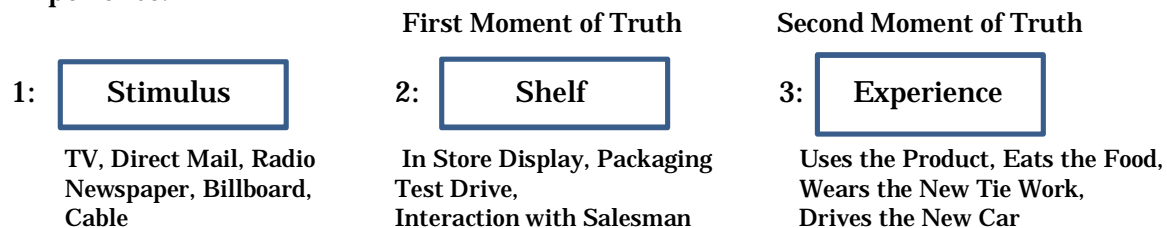
The Zero Moment of Truth is a study conducted by Google that describes the impact the internet has had on consumer behavior. It is presented here to help educate dancers and callers about the importance of including the internet and the many marketing tools available through the internet in their marketing efforts.

“Shoppers today want to explore and think about how products can improve their lives. They do reconnaissance to gain the insights they need. They find incredible detail online, from every possible source. They browse, dig, explore, dream and master, and then they’re ready to buy with confidence. And what they learn, they share with others.”

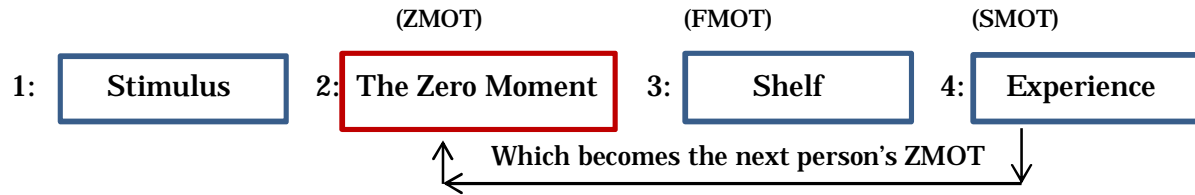
Dina Howell, CEO Saatchi & Saatchi X

70% of Americans now say they look at product reviews before making a purchase! 79% of consumers now say they use a smart phone to help with shopping! 83% of moms say they do online research after seeing TV commercials for products that interest them!

The classic mental model of marketing involved three elements: Stimulus; Shelf; and Experience.



The New Mental Model of Marketing:



- ZMOT examples:
- Consumer searches product on line using a search engine.
 - Consumer tweets out for product recommendation.
 - Consumer posts question about product on Facebook.
 - Consumer searches Yelp or Google for product reviews.
 - Consumer comparison shops on competitor's website.

5,003 consumers were asked, "When you were considering purchasing a product, what sources of information did you seek out to help with your decision?"

Answer: 76% said Stimulus, 77% said FMOT, and 84% said ZMOT.

Influence ZMOT Has on Purchasing Decision:

Category Purchased	# of Sources Used	% of Shoppers Influenced at ZMOT
Automotive	18.2	97%
Consumer Electronics	14.8	92%
Travel	10.2	99%
Grocery	7.3	61%
Insurance	11.7	94%

Source: Google/Shopper Sciences, *Zero Moment of Truth Industry Studies*, U.S., April 2011

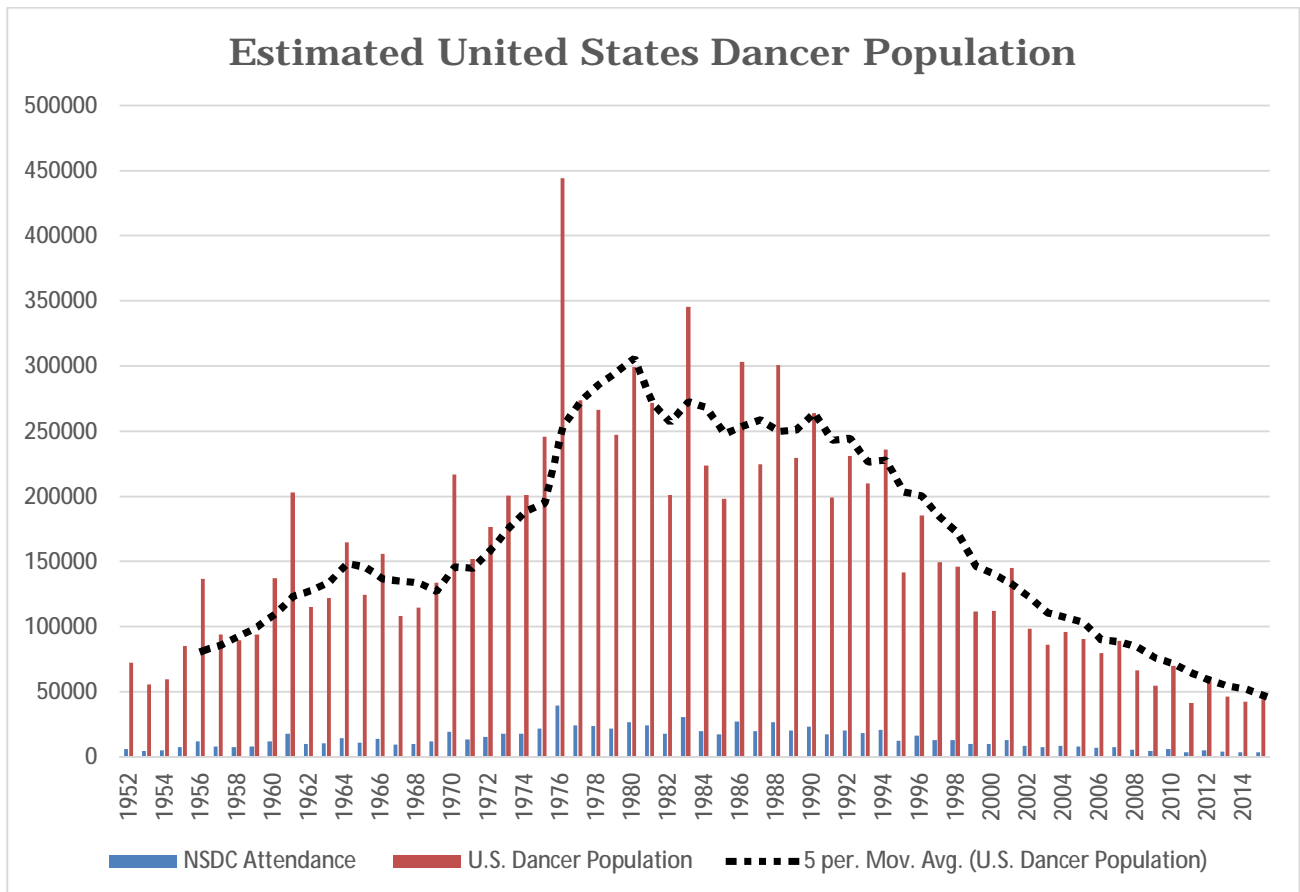
Section 3: Research

Census and Trends of Dancer Population

The United Square Dancers of America organization (USDA) estimates the total number of active square dancers in the United States in 2015 to be 44,700. This number was determined based on actual population submitted through USDA affiliated clubs for insurance purposes, and the organizations estimate of active dancers who do not subscribe to their insurance program.

No actual research has been conducted to determine dancer population in the United States or any other country. Should census information become available, it will be added to this section.

To illustrate the decline in dancer population with no actual census data is difficult at best. Using the current estimated U.S. population and the attendance at the National Square Dance Convention in Springfield, MA we can determine the percent of active dancers that attend the convention: 8.96%. Assuming that percentage to be consistent over time, we can use the NSDC attendance records to determine the approximate U.S. dancer population over time. Below is a chart showing those numbers.



Demographics of Dancer Population

The most recent demographic surveys we found were taken in 2004 and 2005 at the National Square Dance Conventions and through an on line survey during that same period. While the data is ten years old, it is the most recent data we have. Below is a chart presenting the demographic composition at that time:

Age	Respondents	% Composition
0-18	69	1.95%
19-29	23	0.65%
30-39	48	1.36%
40-49	260	7.34%
50-59	912	25.75%
60-69	1,550	43.76%
70+	680	19.19%
Average Age:	61	

Gender:	Respondents:	% Composition
Male	1,578	46.82%
Female	1,792	53.18%
No Response	236	

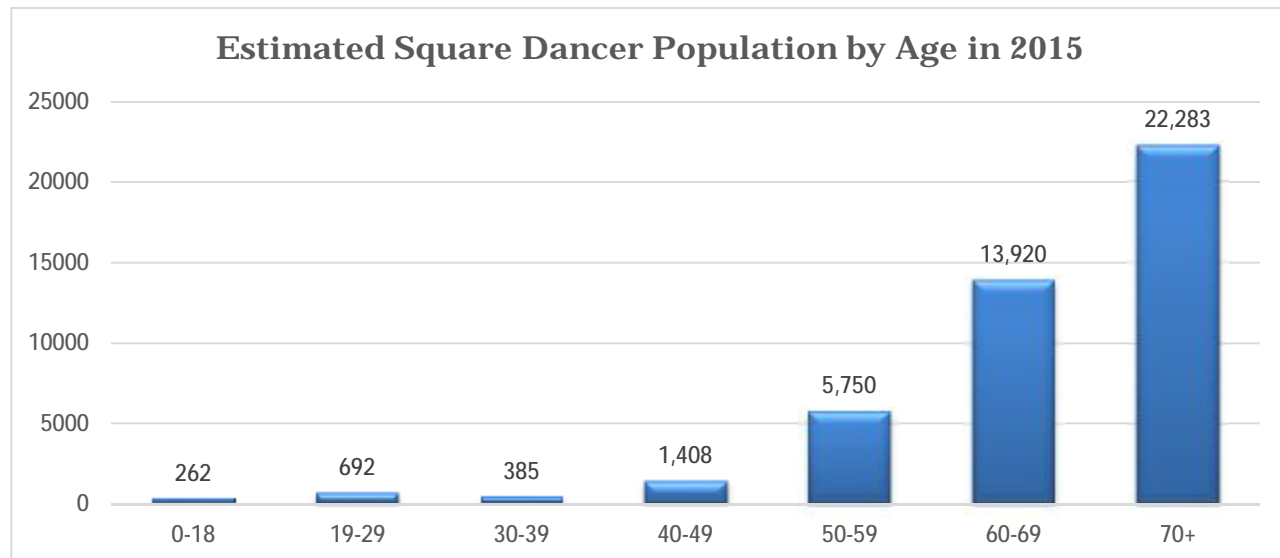
Marital Status:	Respondents:	% Composition
Single/Divorced/Widow	811	22.82%
Married/Permanent Partner	2,743	77.18%
No Response	53	

Annual Income:	Respondents:	% Composition
\$0 - \$20,000	184	6.15%
\$20,000 - \$40,000	693	23.18%
\$40,000 - \$60,000	853	28.53%
\$60,000 - \$80,000	575	19.23%
\$80,000+	685	22.91%
No Response	675	

Education:	Respondents:	% Composition
Grade School	53	1.50%
High School	728	20.64%
Some College	1,096	31.07%
College Degree	973	27.59%
Advanced Degree	677	19.19%
No Response	80	

As of the writing of this document in early 2016, the data above is 11 to 12 years old. With no current census available, we can only guess at the current demographic composition of square dancers in the United States today. With relatively little success in recruiting new,

and especially younger dancers over the past ten years, the average age is likely somewhere between five and ten years older. By adding seven years to the average age and using the USDA's estimated dancer population in the United States, today's estimated dancer composition and population would look approximately as shown in the graph below*.



*Calculated by multiplying the % composition in 2004/2005 of each age group times the average estimated number of dancers in 2004/2005, then reduced by the percent decrease in dancers from then until 2015's population from the USDA, with 70% of that number of dancers moved up to the next ten-year age cell.

Public Image of Square Dancing

The only official research on the public image of square dancing was conducted by STARworks in 2000. STARworks conducted three focus group surveys; one each in Charlotte, NC, St. Louis, MO, and Portland, OR. The participants in the focus group sessions were baby boomers, primarily between 35 and 55 years old. The result of the research was summarized by STARworks in the follow statement:

"Square dancing has an image problem in the general public, particularly among those in the targeted empty nester baby boomer age group. This target population sees square dancing as out of date, country oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RVs. Most people say they are familiar with square dancing, but their familiarity is with traditional square dancing, not with modern western square dancing. As a result, their image of square dancing is strongly influenced by the traditional square dancing and does not reflect the realities of modern western dance."

*STARworks

Public Awareness of Square Dancing

The only official research on the public awareness of square dancing was conducted by STARworks in 2000. STARworks conducted three focus group surveys, one each in Charlotte, NC, St. Louis, MO, and Portland, OR. The participants in the focus group sessions were baby boomers, primarily between 35 and 55 years old. The results of the research are summarized by STARworks in the follow statement:

"Modern western square dancing does not have a high profile, even in cities where there is an active dance community. Non-dancers in these cities do not know about the dance activity in their city, nor would they know how to get in touch with a program if they wanted to. Few had seen any notices about dance classes, or knew where it was done. Several claimed that square dancing was a rural activity – not done in an urban environment where people have many alternatives for entertainment. As a result, people who might be enticed into square dancing have no idea how to get involved."

STARworks

Section 4: Marketing Strategy Elements

Target Description

You need to have a well-defined target consumer in mind when building a marketing plan. When square dancers are asked who they should try to recruit into square dancing, the answer is usually “everyone can square dance” or “it’s a family activity”, or “anyone”. While we are willing to accept anyone who wants to participate, the reality is that we do not have the resources or products available to market our activity to everyone with success. When you select a specific target, it does not mean you are excluding everyone else. It simply means that you’ve determined a select group that you have a higher chance of success with, and anyone else is welcome to join in as well. The better defined, the more focused your efforts and resources can be, generating better results. So how do you define your target consumer?

Start by looking at the group you are recruiting for. You should analyze who your current customers are. Remember that your new customers will be participating in the activity with your current customers. So who are they? Here’s an easy fill-in-the-blank Q & A.

Age? _____

Gender? _____

Income? _____

Education? _____

Marital status? _____

Occupation? _____

You should also consider psychographic characteristics of your dancers:

Lifestyle? _____

Values? _____

Interest/Hobbies? _____

With these answers in mind, you’ll be able to determine a narrow target of people who would likely enjoy the activity for the same reasons your current customers do, and will feel comfortable mixing with your current dancer groups. That should be your target description, unless you’re trying to change the profile of your current dancers by recruiting new customers who do not fit the current profile.

If we assume at this point that your goals are to recruit dancers who are younger than your current dance group, then what? Individuals have a comfort zone in terms of people they

will socialize with. Generally, most individuals are comfortable socializing with people in their peer groups. The zone is generally ten years either way of their current age. Lots of other factors figure in to this, like common occupations or hobbies, etc. For non-square dancers to feel comfortable they must, at first, be dancing with people in their zone!

This gives you two options:

If you are recruiting for your current dance group, and want to recruit younger dancers, set the age of your target consumer at ten years lower than the average age of your club members. Each time you successfully teach a new group and add them to your club, your club's average age will go down and you'll be able to decrease the target age. Over time, this will increase your club's size while reducing the average age.

Begin a new club. If your club's average age is 70 and you recruit 40 year-olds, they may attend your class, and a few of them may join your club; however, many will not simply because they don't want to spend their social time with people their parent's age. You would be more likely to retain them if they were joining a club, even if it's new, where the average age of the members was close to their own. After reviewing and gaining input from any appropriate individuals, write a description of your target audience below. You may change this, or more clearly define it as you work forward through the Marketing Strategy Elements section.

Benefit's Sought by your Target Consumer

Consumers purchase a product or service for one of two reasons or a combination of the two: To satisfy a want or a need. Often, businesses create new, or modify existing, products so they better fit the needs or wants of their target consumer. In the case of square dancing, we have many features and benefits. Some may be deemed desired or needed, and some may be undesirable. Consumers always make their purchasing decisions based on the benefits the product offers. You'll need to determine what benefits our product offers that your target consumer wants or needs.

Start by making a list of all the possible features and benefits our activity offers.

Now, take the list and reduce it by putting similar benefits together. For example, if your list includes "Square Dance Cruises" and "Going to Nationals", you can combine those into one category ;"Vacation Activity".

Now, logically determine which of the remaining features and benefits are desired by your target consumer. Cross out any that the consumer could care less about. Cross out, but make note of, any that the consumer may see as a negative. You will need to get your list

down to three to five items. If you are not personally in your target demographic, you'll need to review these with individuals who are.

Now you have a list of the benefits that you will feature in whatever marketing tactics you choose to utilize. You should not include features that the consumer is neutral about; that would be a waste of your resources.

If you came up with a few items that might be viewed negatively, you should never include that information in your marketing, and you should consider making changes to your product to eliminate this negative. Here's an extreme example: "We require you to sign up the first night for a year's worth of lessons." It's unlikely that any club does that today, but if you do, the consumer would probably balk.

Here is an example of the process, which was conducted during the writing of the original Marketing Plan presented to CALLERLAB in 2005:

Benefits Sought by Target (Target was a 50 to 55-year-old empty nester).

Seven Committee members responded to specific questions about the benefits square dancing offers. Those benefits are:

- Leadership Opportunities
- Make New Friends/Socialize/Fellowship/Find a Partner
- Travel Opportunities
- Affordable
- Camping Opportunities
- Have Fun/Laughter/Joy of Success
- Learn Something New/New Challenge
- Clean Environment
- Family Activity
- Physical Health Benefits
- Mental Health Benefits
- Music
- Ability to Dance All Over the World
- Easy to Learn
- New Activity to do with Partner

Eight Committee members ranked the benefits listed in terms of the most important to the least important to the target. The top five benefits desired in order are:

- Fun/Laughter/Joy of Success
- Make New Friends/Socialize/Fellowship/Find a Partner
- Physical Health Benefits
- New Activity to do with Partner
- Mental Health Benefits

Competitive Analysis

Every product or service offered competes with other products or services that offer similar benefits. Marketers will often look for features and benefits that are SIGNIFICANT, UNIQUE, and CREDIBLE. You will need to compare square dancing as offered by your group against other products or activities that offer similar benefits, or that the target consumer already participates in.

To do this, look at the short list of benefits you determined in the Benefits Sought exercise above. Make a list of the kinds of activities or products your target consumer group already purchases. Since our activity is a social activity, what other social activities do they participate in? If health is determined to be a benefit, what do they do now to maintain or improve their health? Is health improvement even a benefit your target consumer desires?

Once you've completed the exercise, you'll discover features of our activity that set us apart from our competition. These may be features you will want to include in your marketing messages, however you decide to deliver those messages (marketing tactics).

Here are the results of the competitive analysis exercise conducted by the CALLERLAB Ad-Hoc Committee in 2005 when writing the original marketing plan:

Competitive Analysis: 3-Strong, 2-Neutral, 1-Weak

Activity	Fun	Social	Physical	Partner	Mental
Square Dancing	3	3	3	3	3
Movies/Theater	3	2	1	3	2
Cards/Games	3	3	1	3	3
Health Club	1	1	3	2	1
Television	2	1	1	1	2
Casino	3	2	1	2	2
Bar/Night Club	3	3	1	3	1
Internet	3	1	1	1	3
Travel	3	2	1	3	1

Conclusion: Square dancing is the only entertainment option that offers all five benefits sought by the target customer!

Marketing Challenges

Marketing Challenges are the needs a business has, that can be addressed through marketing, expressed as a question. The question should be stated as follows: “In what ways might we _____”?

These challenges must be an issue or a change on which marketing can have a positive effect. For example: finding better ways to teach beginners is always a challenge, but it’s not one that marketing can directly affect. However, getting the public to associate square dancing with current music is something marketing can affect.

In Section 2: Marketing Fundamentals – the 4 Ps and the D – there was a list of questions to ask yourself. Those questions should have uncovered some problems that need to be addressed. Here is a list of those topics more clearly stated:

- Our product doesn’t fit the lifestyle of our potential customers.
- Our potential customers don’t have a clear understanding of our activity.
- Our potential customers are unaware of the benefits our activity offers.
- Our potential customers don’t know that our activity exists in their community.
- Our potential customers don’t know where or how to find us if they wanted to participate.
- Our potential customers don’t have a desire for our product.
- Opportunities for our potential customers to sample our product are very limited.
- Opportunities for our potential customers to purchase our product are very limited.
- Our sales force is made up of volunteers who have a passive interest in the success of our activity.
- Our sales force is unmotivated with no training and no guidance.
- We don’t have a plan to market our business.
- We don’t have the ability to fund a plan if we had one.

Most of these problems can be solved, or at least addressed, using marketing tactics. You are encouraged to come up with a list of your own “In what ways might we” questions. Below is a list of the five marketing challenge questions determined by the CALLERLAB Ad-hoc Committee:

- In what ways might we convince non-dancers to associate fun, fellowship, physical and mental health with square dancing?
- In what ways might we introduce square dancing as a new activity to individuals who have more time available because their children have grown up and moved out?
- In what ways might we correct the public’s perception about square dancing so that inaccurate, negative images of square dancing are replaced with accurate and positive images?
- In what ways might we make it obvious that square dancing is alive and well in the community?
- In what ways might we make it easier for the community to get involved with square dancing?

Position Statement – Overall Strategy

A position statement is an expression of how a given product, service or brand fills a consumer need in a way that its competitors don't. This statement usually includes a point of differentiation (how your product will help your customer in a way that distinguish you from your competitors), a frame of reference (the segment in the market where your company competes), and a reason to believe (a compelling phrase that gives your customer a reason to believe in your claims). Included somewhere within your position statement will be a definition of your target consumer and the benefits they should expect to see from purchasing your product.

In 2005, the Ad-hoc Committee created a position statement that described the benefits offered by our activity, but did not clearly define the target consumer. The position statement was: "Today's square dancing is a fun activity set to modern music that offers great social interaction while providing both physical and mental health benefits."

Here are a few position statements from companies you will recognize:

Amazon: "For World Wide Web users who enjoy books, Amazon.com is a retail bookseller that provides instant access to over 1.1 million books."

Volvo: "For upscale American families, Volvo is the family automobile that offers maximum safety."

As you have gone through the exercises in the previous sections, you've determined first your target consumer, then the benefits offered by square dancing that are specific benefits to that specific consumer, and then how square dancing compares against its competition at delivering those benefits. That should give you the information you need to develop a strong position statement.

Use the space below to write in your Position Statement:

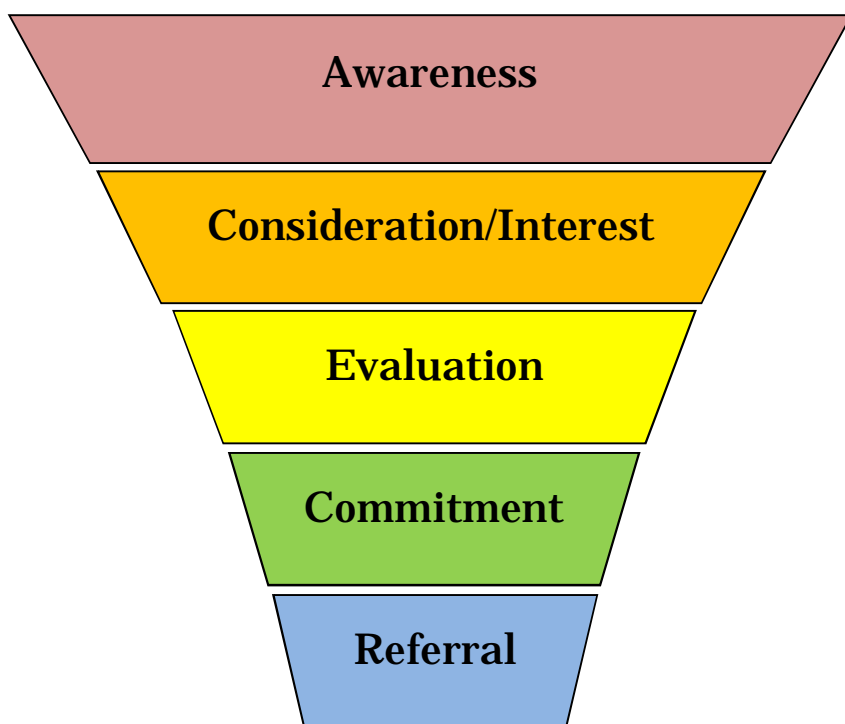
Now that you have it, everything you do to market square dancing must relate to your position statement. If your target was described as young adults, your marketing material and activities must be focused on young adults. So – no photos of dancers in their 70s for example. If your benefits include fun, social, and health, don't choose to promote the low cost of going to a dance. If you are promoting something that is not related to your position statement, you will be wasting your time and money.

Section 5: Sales/Marketing Funnel

The goal of a marketing campaign is, frankly, to sell something. For square dancing, our goal is to move individuals through the funnel until we receive the outcome of them joining our activity by learning to dance and then participating on a regular basis.

Often, we attempt to recruit new dancers through various means and the result is disappointing. A potential customer goes through several steps before purchasing a product as shown in the sales funnel below. A well-thought-out marketing plan should address all stages a customer goes through on their way to making a purchase.

Dance groups sometimes execute a marketing tactic with high expectations and then give up when those expectations are not met. For example, let's say your organization puts a float in the local Independence Day parade. You put a sign on the side of the float about square dance lessons beginning in two weeks. Your club members' expectations are that several people will show up to take lessons. When that doesn't happen, they determine that the parade was unsuccessful and should not be done in the future. The research from STARworks tells us that the community is unaware that the activity exists, is unaware of the benefits our activity offers, and has an outdated image of square dancing. The float in the parade begins to address the awareness phase of the buying cycle, but only that phase. It takes multiple impressions on the consumer before they move to the consideration stage. Growing the awareness and understanding of our activity should be the first step in your marketing plan. It's vitally important.



The sign on the side of the float announcing where and when a beginner class is starting is a call to action message. It is asking the consumer to make a commitment. It is possible that someone viewing the parade has enough knowledge about square dancing to react to the sign and show up for lessons, but that is extremely unlikely.

Now let's take this same consumer (let's call her Jane) through the sales/marketing funnel by reaching her in many ways. Imagine this: Jane has now seen your parade float four times. She also saw a square dance exhibition at the ballpark. Twice now, Jane was handed a flyer that talked about square dancing. In each case, there was a message about beginner classes and a website where she could learn more. She now knows the activity exists, has heard the music, and witnessed dancers having fun. She knows that there is a club near her that offers lessons, and she knows there is a website she can go to for information; but, she's not convinced. Her church scheduled a social event that included square dancing so she attended. AND, she had fun! She decided to go to the website but didn't recall the name. So, she googled "square dancing in Springfield" and found the site. Then while on Facebook, she saw a post about beginner lessons starting. She also got an invite through Nextdoor.com to go to a square dance party to kick off the local club's lessons. She attended and had fun. At that time, she was invited to learn to dance by participating in the club's beginner class and she said _____?

In this example, Jane witnessed five exhibitions, received two flyers and participated in a beginner event before going to a website to learn more. Then a Facebook post and a Nextdoor.com invite got her to sample the product again. Then came the close! Someone she had danced with asked her for the commitment to learn the dance. And she said, "YES"!

The point here is that there are no one-shot wonders. Moving your prospect from completely unaware of your product to a purchase takes an ongoing marketing strategy designed to engage them at every step through the sales funnel.

Section 6: Brand Management

Our Brand

Our brand is what the public perceives square dancing to be, not what we believe it to be. We need to create a new brand for the activity. Branding, especially re-branding, takes time. It is accomplished by consistently delivering the correct message to the public. Non-dancers who have a negative perception of the activity have no desire to participate. We must change their desire to stay away from the activity to a desire to get involved.

Image and Brand are Synonymous

Definition of Branding: The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. Source: businessdictionary.com

Definition of Brand Image: The impressions in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. Source: businessdictionary.com

Ask yourself: "What is the current brand image of square dancing?" "What is the current brand image of your square dance club or organization?" If you could change it, what would you want the brand image of square dancing to be?

Here is what the STARworks Research told us about our image:

Image

"Square dancing has an image problem in the general public, particularly among those in the targeted empty nester Baby-Boomer age group. This target population sees square dancing as out-of-date, country-oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RVs. Most people say they are familiar with square dancing, but their familiarity is with traditional square dancing, not with modern western square dancing. As a result, their image of square dancing is strongly influenced by the traditional square dancing and does not reflect the realities of modern western dance." Source: STARworks Research

Re-Imaging

Re-Imaging is establishing a new and different impression in the consumers' mind, changing the personality of our brand. How? Through advertising, campaigns with a consistent theme. The experience a new dancer has when purchasing our product must be consistent with the brand as we've described it, authenticating it through the consumers' direct experience.

Logo:



Old Logo



New Logo

While most dance groups use the image of a square dance couple in their promotional materials, that logo is associated in the mind of the consumer with the old brand they have established in their minds, and so every time a non-dancer sees the old logo it reinforces their old image of square dancing. **PLEASE, stop using this logo!**

A new logo was established by the Alliance of Rounds, Traditional and Squares (ARTS) Board. The logo was designed by Zackery Turner, an artist in Medford, Oklahoma. The British Columbia Square and Round Dance Federation commissioned the logo, so that its members would have something a bit more modern to use on promotion posters. The ARTS Board voted on and accepted the logo to be used as the start of their new “Re-Imaging Square Dance” project in late 2014. The purpose of this design is mainly to have a new “brand” to use in marketing to the non-dancer.

To establish the new logo as the recognized logo of our activity, it needs to be used extensively by any caller, dancer or dance organization in their external marketing. It should be used anytime there is marketing message delivered in a viewable format: flyers; posters; banners; magazines; Facebook posts; website graphics; T-shirts; polo shirts; hats; YouTube video; television/cable ads; etc. Only by this logo being seen across multimedia platforms will it replace the old logo and its associated misperceptions.

Slogan:

“Live Lively, Square Dance”

A new slogan was established by the “ARTS” Board. This slogan was chosen after reviewing multiple phrases used by various clubs around the nation. It was also voted on to be used in future marketing material. The overall goal of a slogan is to speak specifically to the features and benefits that a product delivers. There were many slogans being used such as “Square Dance – For the Health of It”. While this is a positive message, it only speaks to the health benefits square dancing provides. Therefore, if your promotion is about the social benefits of square dancing, there would be a disconnect between what the slogan says and what your campaign is focused on, causing confusion to the target consumer.

Here are the reasons why “Live Lively, Square Dance” was chosen. “Live” means to continue to have life, or remain alive, to support one’s self; subsist. That word directly relates to the health benefits: physical exercise, mental exercise, stress relief, flexibility, and long-term benefits resulting in a longer life. “Lively” is an adjective that means full of life and energy, active and outgoing, energetic, animated, spirited, vivacious, enthusiastic, vibrant, exuberant, cheerful, zestful and exciting. That word speaks to the other benefits: friendship, fun, motion, etc. Square Dance, of course, is the name of the activity we are promoting, however when used in the phrase “Live Lively, Square Dance” it takes on a new meaning. The consumer reads or hears the tag line in a few ways. First, some consumers will think “How can I live lively?” and get the answer “Square Dance”. Some consumers will see it as a statement; to live lively you should square dance. It is also a call to action that says “Go Square Dancing!”

To establish the new slogan as the recognized slogan of our activity, it needs to be used extensively by any caller, dancer or dance organization in their external marketing. It should be used anytime there is a marketing message delivered in a viewable or audible format: flyers, posters, banners, magazines, Facebook posts, website graphics, T-shirts, polo shirts, hats, website videos, YouTube video, television/cable ads, radio ads, on-hold messages, speeches, etc. Only by this slogan being seen and heard across multimedia platforms will it resonate with the consumer and represent the benefits our activity provides.

Section 7: National Website Initiative

In Section 4, Marketing Fundamentals, the Zero Moment of Truth, describes how vitally important it is to have information about your product on the internet. In this information age, consumers do massive amounts of research about products and services on-line, especially new products and large ticket items.

The internet is also a place of discovery, a place for education, a virtual showroom, and an ongoing source to connect consumers with the products they are seeking. Because it is a virtual showroom, it allows businesses to showcase their products, manage their brands, and drive consumer confidence. When a non-dancer visits one of our sites they are most likely in the consideration/interest or the evaluation stage of the sales funnel. Our websites can communicate the benefits of our activity, deliver call to action messages, and provide connectivity to any caller or dance group anywhere in the world! And the messages can be delivered in multiple ways: webpage banners; printed copy; videos; etc., as well as sorted into sections to make it easy to find the desired information.

In 2005 the Ad-hoc Committee recommended that a system of websites be built as a showroom to market to and connect with consumers who were in the consideration stage. The concept was to create a national site that would be promoted in all marketing efforts and that would be linked to state and local sites:

SquareDanceAmerica.com

- SquareDanceAlabama.com
 - SquareDanceAuburn.com
 - SquareDance(next city).com
- SquareDanceAlaska.com
 - SquareDanceAnchorage.com
 - SquareDance(next city).com
- SquareDance(next state).com

All the sites would basically be linked together allowing the “selling” portion, housed on the national site, to drive consistent messaging regardless of where in the world a consumer is accessing the site. It also would make it easy for consumers to find the sites.

The concept also allowed for other countries to tie in if they chose:

SquareDanceCanada.com

- SquareDanceAlberta.com
 - SquareDanceCalgary.com

The suggested layout included two basic sections, the first of which would be a section with information designed to educate consumers on the benefits of square dancing:

- Home Page
 - Friendship Set to Music (Articles, Photos, Videos, Testimonials)
 - § Friendship Stories
 - § Couples' Stories

- § Singles' Stories
- § Wedding Stories
- Square Dancing is Good for You (Articles, Photos, Videos, etc.)
 - § Physical Health Benefits
 - § Mental Health Benefits
 - § Stress Reduction
- Who Square Dances (Articles, Photos, Videos, etc.)
- Square Dance Dress Code (Articles, Photos, Videos, etc.)
- Today's Square Dance Music (edited MP3s)
 - § Singing Calls Examples
 - Classic Rock Samples
 - Country Music Sample
 - Contemporary Music Samples
 - And More
 - § Patter Music Examples
 - Contemporary Music Samples
 - Country Music Samples
 - Classic Country Samples
 - And More
 -

The second section was designed as a call to action section encouraging consumers to take lessons, or schedule an exhibition or beginner dance, and providing them with easy to find contact information near where they live:

- Home Page
 - Learn How to Dance (Articles, Photos, Videos, etc.)
 - § Beginner Dances
 - § Instruction Formats
 - § Classes in your area
 - State
 - City
 - § Contact Information
 - Schedule an Exhibition
 - State
 - City
 - § Contact Information
 - Schedule a Beginner Dance
 - State
 - City
 - § Contact Information
 - Find Clubs in Your Area
 - State
 - City
 - § Contact Information
 - Find a Caller in Your Area
 - State
 - City
 - § Contact Information

This website concept was never developed, however a few years later the ARTS created a national website to promote square dancing, round dancing and contra dancing.

The site is www.you2candance.com and it contains many of the items listed above and below.

- Video Demonstrating Square Dancing, Describing the Music used, Health Benefits, Cost, etc.
- Find A Caller In Your Area
- Add 10 Years to Your Life
- 10 Reasons to Dance:
 - Social Aspects
 - Healthy Environment
 - Stress Relief
 - Cardiovascular Fitness
 - Body & Brain Boost
 - Calorie Burn
 - Distance
 - Sturdy Bones
 - Rehabilitation
 - Mental Health
 - Balance
- Get Started Section
- Resources: Caller/Cuer Listing, Club Listing
- Association Listing
- Square Dance Diversity – Gay Community, Handicapable, Teen and Youth
- Blog page with Stories

The site is well built and can be a good marketing resource for our activity. There are, however, three challenges with this site:

First, the site is only somewhat known by the square dance community but is not promoted to consumers. Ideally, the site should be listed on every marketing piece released to consumers. It should be on every flyer, in every radio ad, on every Facebook post, etc. Many clubs and dance organizations have their own websites and those are the sites listed in each groups marketing material.

Second, keeping the list of clubs updated with correct contact information is difficult. To accomplish this, the site uses the site www.wheresthedance.com as its club listing source. Again, the challenge is getting all clubs listed and maintaining accurate information. The site allows a consumer to type in their zip code and will then give them a geographical list of clubs in distance from the user's location. Many clubs are not listed on the site. You should see if your club is listed and, if not, submit your information.

The site generally will provide you basic information on the club the consumer has selected including dance location, dance night, caller and cuer information and a link to the clubs website if they have one. Unfortunately, only some of the club websites are built with recruiting dancers in mind, and many do not include information about their classes.

Third, keeping the list of callers updated with correct contact information is also difficult. The site's original list of callers was researched and last updated in 2011. Consequently, there are many callers listed who have retired, moved, or passed away. You should see if your club caller is listed and if not, submit your information.

The concept of a national square dance website is still viable, including the use of you2candance.com as long as a system can be set up to manage the content on a regular basis and clubs begin including the site in their marketing material.

Section 8: Generational Marketing

Appealing to a Younger Audience

To make square dancing appealing to a younger audience, we need to offer them a product that fits their lifestyle and satisfies their needs and wants. They must find the product attractive, engaging, captivating, and desirable.

Fit: Everyone wants to feel that they are a good fit with the activity. They need to be able to see themselves participating in the activity. Many features of our activity need to be considered. Where do we meet? When do we meet? How often? How long? Who will be there? What will they get out of it? Is there a dress code? Who will I be socializing with?

Age Differentials: Humans want to interact socially with their own peer group. Generally we have a limit in social activities to age differentials.

Prospect Age	15	25	35	45	55	65
Comfort Zone	12 – 25	18 – 35	25 – 45	35 – 55	40 – 65	45 - 75

Generational Profiles:

Adults 60 to 70:

This age group is semi-retired, does light physical activity, and is willing to join a group and make longer commitments. They are slower learners, they want exercise that helps them stay healthy, and they will dance in churches. They are okay with, but not excited about, dancing in senior centers. They are very family and church oriented.

Adults 50 to 60:

This age group is employed full-time and they are beginning empty nesters. They want exercise to stay young. They are new grandparents, and they are easily bored and impatient. They want to feel young and they will dance in a church. They don't mind senior citizen discounts, but don't want to be "old". They might dance in a senior citizen center, but don't want to. They are embracing technology, have laptops, and are on Facebook.

Adults 40 to 50:

This age group works full-time and has middle-school and high school aged children at home. They are very active and very busy. They are socially connected, don't like long-term commitments, and are not joiners. They take care of their children and parents. They belong to a gym. They like trends but don't have to be trendy. They embrace technology, and have laptops, smart phones, and I-pads. They are on Facebook and text-message friends and family.

Adults 30 to 40:

This age group is also very busy. They are physically active and love to be trendy. They work full-time and have young children at home. They like trying new things, but they need child care. They won't dance with grandma and grandpa. They are very socially connected through the internet. They prefer to dance at a club, at a gym, in a ballroom, or at a community college. They text message, e-mail, are on Facebook and Pinterest.

Adults 20 – 30:

This age group is young, active, in school, getting married and starting their careers. They work a variety of shifts. They are very mobile, learn fast, and retain what they learn. They like to try lots of new things. They are very trendy and are competitive. They would dance at a church, but prefer venues that have a festive atmosphere, often including alcohol. They are huge users of technology including smart phones and I-pads. They text, tweet and e-mail. They are on Facebook but see it as old technology.

Music Preferences:

Top Four Music Formats by Age Group:

Source: Omaha Arbitron Ratings Fall 2013

Age	Age 12 - 20	Age 21 - 30	Age 31 to 40	Age 41 - 50	Age 51 - 60	Age 61 - 70
Format #1	Rhythmic CHR	Modern Country	Pop CHR	Modern Country	Classic Hits (70s-90s)	Classic Hits (70s-90s)
Format #2	Pop CHR	Pop CHR	Modern Country	Classic Hits (70s-90s)	Modern Country	Modern Country
Format #3	Modern Country	Rhythmic CHR	Adult Contemporary	Rock/AC (tie)	Classic Rock	Classic Country
Format #4	Adult Contemporary	Rock	Rock	Rock/AC (tie)	Rock	Classic Rock

Conclusions: If you want to appeal to a specific age group, here are some recommendations:

Adults 60 to 70:

Very few changes needed. We use their favorite music. They will join a club and make a longer term commitment and will dance in the halls we use. They will dance with our current generation of dancers. Emphasize our health benefits. Involve travel opportunities if possible. Shorten your class time and possibly add a second night each week to increase retention. Don't set a required finish date for your beginner classes. Market to them through word of mouth, church bulletins and create marketing events.

Adults 50 to 60:

Minor changes needed. Use more modern country and classic rock music. Move your dance out of the senior center if possible. Emphasize the ability to re-connect with their life partner. Once a week classes work fine. Emphasize square dancing as a way to stay young and healthy. Mix in travel opportunities, dinners, and additional social activities beyond just square dancing. Change things up to keep their interest. Use club websites and club Facebook pages, as well as e-mail to stay connected with them.

Adults 40 to 50:

Moderate changes needed. Use more modern country and adult contemporary music. Keep using the classic hits music but cut back on classic country and adult standards. You'll need to offer multiple times for dancing as you'll be competing with high school sports for their time. Be flexible. Get out of the senior center. De-emphasize dress code. When marketing to them, try not to use pictures, videos or live performances with dancers over the age of 55. You may need to start a new club specifically for their age group. Communicate with them through email, club websites and Facebook pages. Start capitalizing on social media.

Adults 30 to 40:

Major changes are needed. Use a lot of non-traditional music. Use as much new music as possible. New meaning not just recently released square dance music, but also music that has been on A/C, CHR and modern country stations in the past five years. These folks will be uncomfortable with your current club because of the age differential. You will need to get many of them together and probably start a new group specifically for their age group. They don't need square dancing to be healthy so don't emphasize the health benefits. They are all about fun. They can handle blast classes. You may need to overcome child care issues with this group. Market to them with websites and social media campaigns. Don't play old music or show old people, which they perceive to be anyone over 60. Try to use dancers no older than 45 or 50 at the most.

Adults 20 to 30:

Major changes are needed with this age group. Use a lot of non-traditional and new music just like with the 30-40 year olds. Eliminate the dress code. Don't even think about dancing in a senior center. College campuses are a great place to dance. So are well decorated ballrooms. Offer drop in classes to allow the most flexibility. Teach them quickly to keep them from getting bored. They like to be seen, so arrange for them to dance in public places. They are spur-of-the-moment, quick-to-organize groups. They would love flash mob dances. Marketing to them is all about social media and internet. Websites with lots of updates, photos and videos posted from recent dances. The latest singing call to Bruno Mars' music. Facebook posts. Tweet upcoming dances or class reminders to them. Allow them to post their favorite photos and videos. They will need a club who's demographic closely matches theirs.

Section 9: No Cost Tactics

Elevator Pitch

An elevator pitch is a brief and succinct statement that is used to spark interest in square dancing. It should be short, taking approximately 20 to 30 seconds to state. When someone asks you about square dancing, what do you say? Here are a few examples:

“I love square dancing! I’ve met so many of my friends at square dances. It’s a lively, fun hobby. It’s easy to learn, and we dance to all kinds of music today. I love that I get to dance with so many different people, have fun, and get some great exercise while doing it. You should try it.”

“Square dancing is an art and a sport combined into one. We know all the calls, but don’t know what will be called next, so we have to pay attention. It’s fun working with the other dancers in the square to get through all the calls successfully. So, it’s good exercise both mentally and physically. Mostly though, it’s just a lot of fun. You should try it.”

This tactic is a one-to-one tactic that you would usually use in a conversation with someone individually. Ending the statement with “You should try it” almost always generates a response. If the response is a follow up question like, “Where or when do you dance?” you can talk more about the activity. Be sure to answer their question. It could be a positive statement like “Maybe I should” giving you the opportunity to provide them with more information. It could also be an objection like “I can’t dance”, giving you the opportunity to explain more about how easy it is. Regardless of the response, you’ve now engaged the individual in a conversation about the activity and had the chance to invite them to participate.

Networking

Networking is simply strategically getting involved with a group or groups so that you can share information about square dancing. These groups can be almost anywhere; at work, at church, at business or social functions. There are dozens of events where you can meet and make connections. Your best events and groups would be those whose participants are likely to be in your demographic target.

You should be prepared for this opportunity. Be friendly, be conversational. This is a good time to have your elevator pitches ready. You should also have business cards that you can give people. If this is a business type event, be sure to collect business cards from the people you connect with. If it’s social like a church group, after the event write down as many names as you can remember. These are individuals you may want to follow up with later.

Remember that your goal in attending a networking event is to meet new people, so don’t be bashful or shy. Try to meet as many people as possible. Arrive early and stay late. This is a selling event disguised as a social event, so don’t hard sell. Simply introduce yourself and start a conversation.

Follow-Up

Be sure to follow up with any contact that had a question or you made a promise to. You may already have plenty of contacts and just need to follow up with them. After every networking event, take the list of the new contacts you've made and make a second impression with them. The easiest is to simply thank them for the opportunity to meet them, thank them for their interest in square dancing, and give them a method to stay in touch with you and the activity. This can be done with an e-mail, a thank you card, or even a phone call.

Here's an example of a thank you card:

John,

It was great meeting you yesterday. Thanks for letting me tell you a bit about my favorite hobby, square dancing. My card is enclosed in case you want more information. It has my contact information and our website address. Let's stay in touch!

Thank you, *Jane Smith*

Tips:

- The list of contacts you made should be kept as part of a database. You'll want these connections for other marketing tactics.
- Have a business card to give them with your contact information including e-mail and a website.
- Give them two business cards at the networking event – one for them and one for them to give someone.
- Put two business cards in the thank you note.
- If your follow-up is an e-mail, include the contact information and website address.
- If your follow-up is a phone call, you will probably have the opportunity to follow-up again with more information. Don't fail to do that.

Build A Database

A database to a salesperson is a prospect list and a client list rolled into one; and it is GOLD! You or your club should have a database. I recommend that each member of your club keep a database and that your club keep a database. Each club member's contacts from their database should be combined into the club's database, giving your club a large list of prospects to market to. The database itself is not a marketing tactic, but it is a base needed for many marketing tactics. For example; you can't mail a flyer to someone if you don't know who to mail it to.

Your database can be kept in a variety of ways. There are many free "Client Relations Manager" (CRM) systems available online, or you can use an Excel spreadsheet.

You should keep the following information:

- Name (first and last)
- Address
- E-mail address
- Phone number
- Cell phone number
- Source (club member who provided the contact)
- Relationship (friend of club member, member of church, etc.)
- Notes (any additional notes needed)

Once you begin using the database for various marketing tactics, you should keep track of the sales efforts made towards each contact; sent flyer, sent e-mail, etc.

Special Promotions

Special promotions are generally sale-related tactics such as buy-one-get-one-free offers, or gift with purchase offers and so on. You can be creative here and come up with whatever works for your club. Some ideas might be:

- Club members get a free pass for every student they bring to class.
- Club members get a year's free dues when three couples they brought to class join the club.
- If you bring a partner to class, your partner's fee is half of the regular fee.
- Children under 18 learn for free if their parent is taking the class.

Volunteer

Volunteering is a great way to get visibility for you, your club or organization. Select the cause that you are supporting based on how it relates to your target consumer. You may choose to answer phones for a telethon or radiothon. Help with a running or cycling event by serving water along the route. You could join an association for a cause that you believe in. Any of these activities will help develop good relationships and get exposure for the activity.

Philanthropic Partnerships

A philanthropic partnership is essentially volunteering taken to the next level, where your club or organization supports a specific cause and gets something in return from that cause.

Example: Your square dance club hosts a dance to raise funds for the American Heart Association. The American Heart Association endorses square dancing as a great way to stay heart healthy and publishes an article about square dancing in your state's American Heart Association newsletter.

Example: Your square dance club volunteers to help with the local Alzheimer's Association "Walk to Remember" by entertaining the walkers with a square dance demonstration before they leave on the walk, and then handing out water along the route. In exchange, you get the opportunity to demonstrate square dancing, speak to the crowd about how square dancing helps cognitive skills, and the Association puts an article about square dancing in its newsletter.

In both examples, square dancing provides health benefits to help prevent these diseases. It should make sense that anyone who supports the American Heart Association could quickly recognize that square dancing helps prevent heart disease. Therefore, the article they publicized with the endorsement of the activity would create greater awareness and consideration with those who read the article.

Special Events

In business, especially retail, a special event might be a grand opening, an open house, or a sampling event. For square dancing a special event would be an opportunity for the public to try square dancing without taking lessons – so, a beginner event.

Many callers are booked to do beginner dances every year. The challenge is converting these into recruiting opportunities. Callers need to use their discretion when determining to what extent they can recruit new dancers from these events. In most cases, they were hired to entertain the participants and a big sales pitch on square dancing would be out of line. This could, however, be a place where you could have your business cards available for people to pick up, maybe a brochure about square dancing, or a simple announcement about how to find out more about square dancing would be appropriate.

Dance Party

Try a dance party! A dance party, or party dance, or whatever you choose to call it, is simply a beginner event where the goal is to give people the chance to experience square dancing without feeling the obligation to take a class. These are usually sponsored by a local club, but could be sponsored by your dancer association, caller association or marketing team.

A dance party is not lessons, and it is not your club dance. It is a single night where your group invites non-dancers through whatever methods you chose to come be entertained and sample square dancing. You can choose a theme if you like and decorate accordingly, and you can provide food and beverage if you choose. You can have prizes. Whatever you like, just be sure the participants are entertained.

As a part of the event, you will have the opportunity to gather the participant's information for your database, provide them with information about square dancing, and invite them to participate in a class.

Many clubs offer the first night or two of lessons free to give consumers the chance to sample the activity before making a commitment to a class.

You can make the first night of class a party dance; however if you do that, you must publicize the event as a party dance, not the first night of lessons. If you associate the party dance with lessons, consumers will sense an obligation to take a class and would be less likely to participate in the party dance. You also must make extra effort to make it a party, not lessons disguised as a party.

Speaking Engagements

Giving a speech about square dancing is a great way to educate consumers about our activity and why they should consider participating. But how do you get booked to give a speech? First, if you are a member of a networking group, those groups often are looking for members to give presentations as part of their regular meetings. Seek speaking opportunities at associations where you feel that a presentation on square dancing would be of interest to the association's members.

If you get this opportunity, you'll want to be sure to find a way to collect contact information, provide business cards, or brochures to the audience, and invite them to participate in our activity.

Testimonials

A Testimonial is a personal review or recommendation about the virtue of a product or service. Consider great testimonials as third party word-of-mouth marketing. Typically, comments from satisfied customers help to transform your promotional pitch into a credible, unbiased recommendation for your product, which in our case is square dancing. One dictionary definition is "a public tribute to someone and to their achievements." The term testimonial typically applies to the sales pitches made by ordinary citizens to whom potential customers can relate. Pitches made by celebrities are usually referred to as endorsements.

An effective testimonial about square dancing describes how this activity "has really made a difference in my life and can help you, too." A good testimonial promoting square dancing should include the benefits of square dancing, and be from someone to whom the potential dancer can relate. Tailor your testimonials to your target audience. Testimonials from current dancers will be more influential than former dancers if you are looking for new dancers. Include the name, location and perhaps the occupation or other relatable information for credibility. Reviews from other active people; former couch potatoes; people who like to travel. Formerly lonely, inactive people who now benefit from the many positive aspects of square dancing will help potential dancers relate to others just like themselves.

"Nothing draws a crowd quite like a crowd." – P.T. Barnum

American showman P.T. Barnum was a man who knew a little something about the power of social proof, and his evergreen advice stands as a lesson that every business owner needs to learn:

“Your customers will always be more persuasive than you.”

No matter how compelling you make your copy, or how beautifully you design your product, customer reviews will still play a pivotal role in enticing people to give your business a chance. Potential customers want the honest scoop on your business and, when evaluating you, they heavily favor the opinion of the crowd.

Simply put, if you want customers to envision themselves successfully using your product, make use of a testimonial from a current customer that they are able to relate to.

How to Generate and Collect Testimonials:

Ask! Dancers who want to help encourage potential dancers to join square dancing can provide a positive review to be used in promotional material. Encourage specific examples, avoid using generic terms such as “easy”, “best”, and “innovative”.

Anytime you receive a great letter or e-mail about square dancing, ask if you can use their comments for promotional purposes. Always get permission before publishing anything.

Include a link on your website to a form for your customers (dancers, students, attendees at a community dance, church groups, etc.) to give feedback. Suggest “tell us what you think” or give an example of the type of feedback you are looking for by using other testimonials.

How to use Testimonials Effectively:

Keep quotes short, snappy and easy to read. Credit the quote with name, location and other pertinent data.

Never fake it! Do not “make up” testimonials. This is fraud.

On your website:

- Use your best testimonials in the sidebars or above the headline keeping them front and center on your homepage.
- Include testimonials on every page so, no matter where the visitor clicks, they will find positive customer comments.

Suggestions for good testimonials anywhere you use them:

- Do not over-edit. Testimonials work best as the author submitted the review. Small grammar and language quirks lend authenticity to the comments. Sometimes a criticism can be a positive. If you cannot post or print a comment “as is” and feel uncomfortable doing so, don’t.
- Place appropriate testimonials to match up with points you are trying to make -- use comments that fit.
- Always get permission to use a customer testimonial. This is repeated on purpose.
- Keep your testimonials fresh by keeping them updated.

- You can use a positive quote on the back of your business card. Another creative idea is to share testimonials in a blog.

Why use Testimonials?

Testimonials build trust. Testimonials do not sound like a sales pitch but more like a recommendation. Done well, a good testimonial can help overcome skepticism by convincing your prospect that this worked well for someone else.

“Legality”

The Federal Trade Commission (FTC) in fact found that in U.S. businesses an alarming number of testimonials were fictitious and misleading. In Dec of 2009 they introduced a new set of rules governing testimonials. In essence it is now illegal to use testimonials that “mislead consumers and affect consumers’ behavior or decisions about the product or service.” However, despite new regulations, online consumers often view testimonials with a high degree of skepticism. Companies from the private sector have begun to offer testimonial verification services to help consumers verify the authenticity of displayed testimonials. From “Wikipedia”: *There are several very good web pages regarding testimonials. If you want more in depth information, Google is your friend.*

Endorsements

Endorsements are also very persuasive. An endorsement involves an individual or entity associating their trust or expertise with the product in a positive way. Many celebrities and professional athletes endorse products. Locally, radio and television personalities often endorse products or businesses. In most of these cases these are paid endorsements.

Endorsements can also be provided by other professionals like doctors, or organizations like the American Heart Association or the Alzheimer’s Association, etc. These types of endorsements are based on the professional opinion of an individual or organization.

Referrals

You should have a strategy to ask for referrals. Your club members may tell you that they have asked everyone they know to square dance, often that isn’t the case. Your new students are a great source for referrals. Ask them for five to ten names of friends or relatives and their contact information. Don’t pressure them, just ask. Most people who enjoy the activity would gladly give you referrals.

Once you have some names and contact information, add them to your database and develop a plan to contact these referrals. If you can include the individuals who gave you the referral in the process, even better.

Publicity Stunts

A publicity stunt is a planned event that will gain the public's attention to the event and the organizers. When putting a publicity stunt together, be sure that whatever it is, is legal, creative, and you publicize it.

A flash mob dance fits into this category. A flash mob dance is a dance held in a place where there are many onlookers who have no idea that a square dance is about to happen. The set-up is usually where the dancers are mixed in with the crowd and the crowd can't tell them from anyone else. A caller is set up and begins playing music at which time the dancers come out of the crowd and set up their squares and begin dancing. It can be very choreographed, or kept simple.

A flash mob can make a great impression on the crowd watching, but to get press coverage of the event, you should let the press know about the flash mob and invite them to cover it. Some will. Some won't. Be sure that you have permission to hold the event from the property owner, or the city. Sometimes a permit and a certificate of insurance will be required.

Retread Recruiting

How many dancers quit dancing when they started their families? How many quit dancing due to a temporary health condition? How many just got busy and stopped going dancing? We have all witnessed former dancers re-entering the square dance activity. Why not make an actual effort to recruit former dancers back into square dancing?

Here is where a database is needed. Build a database of all the former dancers you can think of. Try and find copies of old club rosters. If you kept track of the names of lesson takers over the past years, add them to the list. Perhaps you could do this as a club effort, or as an association effort.

Recruiting them can be done in several ways. Here are a few:

- Host a reunion dance and invite them to attend.
- Invite them to a private club event, like a Christmas party.
- Host a party dance for new and former dancers and invite them to attend.
- Have dancers they are still friends with call and invite them.
- Mail party invitations to them and follow up with a phone call to get their RSVP.

However you do it, getting these former dancers on the floor and moving will cause some of them to re-join the activity, and certainly more than if you just hoped they would find their way back on their own.

Media Coverage

Media relations involves working with media to inform the public about any variety of square dance events and stories in a positive, consistent and credible manner. This means working directly with the people responsible for producing news and features in the mass media: television; radio; newspaper; magazines; and the internet. The goal of media relations is to maximize positive coverage in the mass media without paying for it.

We usually just respond to a request for an interview, but we can take steps to garner interviews. For all mass media reporters, the key for them is that the story will be of interest to their consumers: television has viewers; radio has listeners; newspaper, magazine and internet have readers.

Now you're in sales! Your job is to prospect who to pitch a story, build a relationship with them, learn what they like and don't like, and pitch them the idea of covering your dance, lessons, anniversary, beginner party, wedding story, whatever!

1: Make a list of the media outlets in your area. The website www.USNPL.com is a great source to find media outlets of all kinds, with contact information. When a newsworthy event occurs, a media list can help to determine which media outlet may be the most interested in a story.

2: Determine who at the media outlet you should be in contact with. For newspaper, you want any reporter that does local interest stories on entertainment, health, human relations, or philanthropic causes, as well as the editor of the sections where these articles appear. For television, you'll want to connect with reporters who cover the same kind of stories, and you'll want to connect with the news director. In addition, television news programs have producers. Often the show producer will be responsible for booking interviews. These are more commonly done during morning, mid-day and weekend programming. Radio stations will have someone responsible for public service announcements, someone responsible for community support and philanthropic activities, and many shows will have a producer who books interviews. With any media, developing a relationship with the person who creates content is the key.

3: Build relationships in advance of pitching a story. Connect on Twitter, LinkedIn or Facebook. Compliment a reporter in social media, or by e-mail on a story they wrote. Meet them face-to-face when they are in the public and give them your card (got one?). Write a positive blog post on your blog highlighting a story of theirs, and e-mail them the link.

4. Pitch the idea. Press releases may or may not help. Your local paper could receive as many as 500 press releases in a single day. Generally, the smaller the paper the fewer number of press releases they receive. If you're going to send press releases, write them with enough information to inform the editor about your event, but leave out enough that they have an interest in finding out more. Make sure your press release has contact information and invites the editor to contact you for more details.

An e-mail from you to the reporter or editor has a greater chance of being read. Do not send a form e-mail to every contact. Your e-mail should be personalized for the recipient.

This can be done by using the name of their show in the subject line of the e-mail, using their name in the greeting, and referencing a recent story they have covered. Be sure to tell them what you want and explain why you think their audience would be interested in the story.

Here are a few examples of what they might be interested in: your club is holding its 20th Annual Spring Festival; You have three generations of a family dancing in your club; your club has the largest class of beginners you've had in years demonstrating the revival of square dancing; square dancing could replace your tread mill; Your club is brand new; and the list goes on.

Finish by telling them how to get in touch with you and make them an offer: We would be glad to have you as our guest at next Saturday's dance; we invite you to come out to our first beginner night next Tuesday to experience square dancing for yourself.

5. Follow up. Getting them to follow-up on your invitation usually requires follow-up, persistence, and a positive attitude. If you don't hear from them within a week, follow-up with a phone call and another e-mail. Stay connected with them through social media. As you promote your club through Facebook, LinkedIn or Twitter, they will get updates about it automatically.

CONGRATULATIONS! The reporter has agreed to come to your dance. Now what?

If they are coming to your dance, contact them and find out what they want. Do they want to just come to the dance? Are they going to write an article on the experience? If so, what information can you provide them? What will be the article's theme? If it's health, be sure you have plenty of health facts to share with them. If it's about entertainment, ask if they want to meet with the caller before or after the dance and set that up. Great media relations people always ask what the reporter would like to discuss or cover before the interview.

CONGRATULATIONS! The producer has agreed to have you make an appearance on their midday news broadcast. Now what?

If this happens, you'll likely already know what the interview will be about. You should send a fact sheet to the producer with information that they may need and information that may be of interest to them, or more specifically to their audience.

For example, let's say the reporter is doing a cover story on the new Memorial Day Weekend hosted by the Omaha Area Square Dance Council. Here are the kinds of facts that need to be shared in advance.

Dates: May 24 and May 25, 20??

Times: Saturday: 10:00 a.m. – Noon, 1:00 p.m. – 4:00 p.m., 7:30 p.m. – 10:00 p.m.

Sunday: 10:00 a.m. – Noon, 1:00 p.m. – 4:00 p.m., 7:30 p.m. – 10:00 p.m.

*The largest crowds will be at the evening dances – great photo opportunity!

Callers: Tom Miller – Pennsylvania.

Tom Miller is recognized as one of the most talented callers in the world. He has called all over the United States, Canada and Europe. His choreographic presentation along with his outstanding singing make him a favorite worldwide. He is also an accomplished teacher and is a CALLERLAB Accredited Caller-Coach.

Jerry Junck – Nebraska.

Jerry Junck is a native Nebraskan from Wayne. Jerry is also one of the most talented callers in the world. He makes his living calling, travelling all over the country from April through September, and calling in Mesa, Arizona during the winter months. Jerry is known as the “Country Gentleman” of square dance callers. His laid back style and amazing vocal skills make him a favorite everywhere he goes. Jerry is also a CALLERLAB Accredited Caller-Coach.

Expected Attendance: 250 dancers from seven states.

Square dance facts:

- Square dancing has modernized with new music and new dress codes.
- Square dancing is a fun social activity with many added benefits.
- Square dancing offers great low impact physical exercise. Dancers will walk 5,000 to 7,000 steps in a single evening of dance, burning over 300 calories, all of which is lost on them because they are having too much fun.
- Square dancing strengthens mental skills and reduces stress. Dancers must listen and react to the commands given by the caller, which keeps them focused and unable to worry about their daily lives. Again, all of this is lost on them because they are having too much fun.
- The Omaha Area Square Dance Council is made up of seven square dance clubs and two round dance clubs.

When you arrive for the interview, the on-air personality or the producer usually has a predetermined list of questions they plan to ask you. They will go over these with you before your appearance. By providing the information above ahead of time you will have automatically steered their questions in a positive direction.

Be aware of how you or the interviewee looks for the interview. A picture is worth a thousand words. This is show business now. This is supposed to be a fun, healthy activity for folks of all ages. If you put a 78 year-old, overweight, frowning, woman with white hair in a checkered square dance dress with a full petticoat on screen, you'll never sell the idea that we've modernized, that this is fun, or that this is for folks of all ages.

Whether the interview is live or for an article to be produced later, keep in mind that you do not have control over what is asked or what is written. Control what you can control! You can introduce the interviewer to dancers who are possibly younger, or have a great story like marrying someone they met at a square dance. You can provide photos to the interviewer ahead of time. Work ahead of time with the caller to be sure they are using a good mix of music at the event.

CONGRATULATIONS: A local newspaper reporter just showed up at your dance unexpectedly. Now what?

Since you didn't have a chance to ask them ahead of time what they want to report on or to feed them information about the activity ahead of time, do it now! Position yourself as someone who can help them get the information they want to write about. Introduce them to the caller. Introduce them to a club member who would be a good spokesperson for the club and the activity – in other words, someone who visually represents what we want to portray, and who knows the benefits of the activity that they could then provide to the interviewer, even if they don't ask.

Generally, here are some ideas about what to say:

- Always start and end with FUN. The single most desired benefit of square dancing is the fun and joy that dancers experience. Smile! Be enthusiastic! Reporters notice this.
- Share stories about the lifelong friendships you've developed, or share a story of dancers who married someone they met square dancing.
- Share stories about your travels and square dancing where you travel. Travel is fun. Square dancing is fun. A story that mixes both is a great story.
- Talk about the members in your club and what they do for a living if it's appropriate. Is there someone in your club who does something unique, like a military officer, or a doctor, or an engineer? These are professions that buck the image of dancers only being pig farmers. (Nothing wrong with pig farmers by the way.)
- Talk about the modernization of square dancing; that music is now played from laptops and the music is from all genres of music. Give examples. Talk about the underlying health benefits of square dancing.
- If you're asked how long it takes to learn, here's a great answer stolen from Lanny Weakland: Three lessons. After three lessons it's either not for you, or you'll love it so much I can't keep you away."
- Talk about the changing dress code. Tell them the traditional square dance dress is still the standard, but today many dancers come in jeans, and we welcome that.

Some reporters just have to have the dirt! If it bleeds it leads. So, you'll get questions that are fishing for negative stories, like "Isn't square dancing a dying art?" or, "Why aren't there any young people at your dances?" Clearly these are tough questions to answer, and issues we are dealing with, so answer these types of questions truthfully then follow up with information on how we're improving on these issues.

Here are a few topics to avoid:

- Do not refer to the declining population of square dancers.
- Do not refer to the increasing average age of square dancers.
- Do not refer to the health benefits helping seniors.
- Do not make any comments that infer that square dancing is for seniors.
- Do not mention alcohol.

Gaining media coverage of square dancing is a very valuable tool we can use to enhance the public's opinion of our activity. The more we can get this kind of positive exposure, the more open to the idea of participating the public will be. That in turn will make recruiting efforts

more effective. Always be prepared to handle an interview if one happens. Better yet, why not proactively seek media coverage?

Public Exhibitions

An exhibition allows us to increase awareness of square dancing with the spectators. Not just that square dancing exists in their community, but also showcase many of the features and benefits of the activity. They are easy to set up, and they have little or no cost. Your group should be actively seeking opportunities to do exhibitions!

What will you present at an exhibition? Think of an exhibition like a television advertisement. When ads are created, a lot of thought goes into what is presented and how. Who is the target consumer you are trying to reach? What is the impression you want them to take from the exhibition. If you know this, you can tailor the exhibition to leave the appropriate impressions with the spectator.

As an example, let's say that your group decided you wanted to recruit new dancers 45 to 60 years old. You want to express how much fun the activity is, that the dress code has changed, and that we dance to many genres of music. To do this, first try to book exhibitions where the composition of spectators is more likely to be 45 to 60 years old. When you can, you'll want to use dancers who are in the same 45 to 60 age group. Your dancers should smile! Laugh! Have fun! The caller should select music that represents different genres and that would be more appealing to a 45-60 year old. Don't wear traditional square dance clothes. Don't use signage with the old square dance couple logo. The caller should tell the spectators about the activity and how it has changed.

You can incorporate several other marketing tactics when doing exhibitions to make them more impactful. Put up a banner with your club name, the new logo and slogan, and your website address. Print postcards or business cards with contact information and website address to hand out. Get extra dancers who can greet spectators and answer questions.

Here are just a few places to hold exhibitions:

- Parades
- Farmer's Markets
- County and State Fairs
- Church Events
- Major or Minor League Baseball Games
- Home Shows
- Craft Shows
- Health fairs

*****CAUTION!*****

DO NOT expect that you'll get new dancers from doing one exhibition. What you are trying to accomplish with all your marketing efforts is to move a prospect through the sales funnel. The research tells us that the spectators at your exhibitions didn't know square dancing existed in the community, and either doesn't know anything about it, or have an

outdated image of it. It takes multiple positive impressions, what marketers call “frequency to the target”, to create awareness and consideration.

Think about it -- if you dance on a float in a parade, you will make one impression, good or bad, on a few thousand spectators, who don't understand square dancing. Exhibitions, more than anything, affect the top of the sales funnel – awareness. Every sales effort starts with awareness, and so DO NOT stop doing exhibitions!

Direct Contact Sales

Direct contact sales is simply talking to as many people as you can one-on-one about square dancing. Talk about it at church, at the grocery store, at work -- wherever. For those less bashful and shy, this can easily be a part of your day to day activities. For others, you may need to set a goal -- talk to 100 people about square dancing this week! Hand out business cards. Practice your elevator pitch. This is basic word-of-mouth advertising.

Public Activity Listings

Many media outlets provide lists of activities in the community. Newspapers have a local section or an entertainment section that often lists community activities. Cable providers often have a cable channel dedicated to your local city which often includes a listing of community events. Smaller community radio stations often have weekend shows that include listings about community events.

Keep your eyes and ears open and you'll find more of these opportunities than you thought were out there. Ask your club members to look for these opportunities. Call the local media outlets and ask if they have any. These are usually free and easy to use once you find them.

Public Service Announcements

Public Service Announcements (PSAs) are a service provided primarily by radio and television broadcast stations. They are not “free commercials”. The Federal Communications Commission (FCC) regulates the grant of broadcast licenses. While the FCC does not mandate that radio and television stations provide PSAs, broadcasters (as part of their license) are required by the FCC to serve “in the public interest”. PSAs are a great way for broadcasters to meet those requirements.

Broadcasters dedicate a certain amount of free air time for PSAs every week. Just like us, their programming is built to target specific demographics with specific lifestyles and therefore they will tend to dedicate PSA time to public issues and activities that would be of interest or concern to their specific demographic target; and the broader scale the better. For example: a radio station targeted at women between the ages of 35 and 65 would likely dedicate PSA time to promote a breast cancer fundraising event or support of Children's Miracle Network. A station targeted at younger consumers may dedicate PSA time to a national initiative to stop smoking or preventing teenage pregnancy.

If you want to use PSAs to promote square dancing, here are some dos and don'ts to follow:

DO:

- Work ahead.
- Review the media outlets available in your market and prioritize them based on how they match the demographic description of your target consumer.
- Contact media outlets to determine their PSA submission procedures.
- Determine the name and contact information of the PSA Director for each media outlet.
- Review the section "Get Media Coverage" to determine how to start developing a relationship with the PSA Director.
- Follow their procedure: if they require that you submit a pre-written script, do so. If they require four weeks' notice, give them that.
- Include a call to action message in your PSA, and a website address.
- Let the PSA Director know that we are non-profit organizations.

DON'T:

- Ask for too much. Keep in mind they don't have to do this for you.
- Expect to receive a lot of PSAs. The demand for PSAs from more broad scope social issue groups is very high.
- Expect to receive any kind of reports about quantity of times that your PSAs were played.

Section 10: No Cost Internet Tactics

E-mail Signatures

Your e-mail signature is a great way to tell people you communicate with about square dancing. Not only should it include your name and contact information, but you can also include the slogan and logo, a link to a website, even a call to action message. Once you've set up your e-mail signature with these items, every time you e-mail someone, they get the message! Here's an example:

John Smith
Square Dance Caller
Square Dancer



“Live Lively, Square Dance”

Find out more at:
www.you2candance.com

Ask Me About Amazing 8's

Blog

A blog is a frequently updated online personal journal. It is a place where you can share your story, your thoughts and your passion for square dancing. It is your own website that you can, and should, update on a regular basis.

In your blog, you can talk about anything you want related to the topic; square dancing. It's a great way to share your experiences, to educate readers about the benefits of square dancing, to tell readers about upcoming events including beginner parties and lessons opportunities. It's a great way to get more exposure for square dancing.

To start a blog you'll need to choose a blogging platform. There are many available, all of which can be found with a simple Google search. WordPress is the most popular and is very easy to use.

You will also need to select a host. A host provides space on the internet for your site. Again, there are several companies that provide this service. A Google search will show you many options. Bluehost is recommended by WordPress, but there are many others including eHost, inmotion hosting, web.com, and the list goes on. Bluehost offers different plans at a very minimal monthly fee. The plan you choose depends on how much you want to do.

Next, you'll need to pick a domain name if you don't already have one. The software will guide you through that process, including tips on choosing a domain name. You'll go through a sign-up process, get a login and password. At this point you'll be logged into your panel where you will click the "Install WordPress icon" to get started. You will now have access to everything you need to design and use your blog. Jump in and discover all the things you can do. There will be design templates you can use, and many tools available to help you.

A blog is only good if people read it or, in internet terms, follow your blog, just as they might follow you on Facebook, Twitter, Pinterest, or LinkedIn. Followers are looking for good content. If the information you make available is interesting and quality, and you update or add to the content on a regular basis, followers will return to your blog frequently.

Once you've launched your blog, utilize your online social connections to promote the blog. Post about your blog on Facebook and Twitter. Post something each time you update the blog. Add "Check out my blog: www._____.com on your e-mail signature. For many more suggestions on how to increase traffic to your blog, do a Google search.

Article Marketing

Writing and publishing articles is a great way to tell the story about square dancing, and it will establish you as an expert on the topic. This can be done in a simple way, or a sophisticated way.

In Section 19 (Case Studies/Repeatable Success), there is a story about how the Morrison Grand Squares wrote articles, really press releases, monthly and mailed or e-mailed them to media outlets. That resulted in occasional stories in small town newspapers, interviews, discussion on small town radio stations, which in turn raised the awareness of the club and their activities with the public. In turn, that made businesses more receptive to having exhibitions, and residents more likely to consider square dancing!

When you write an article, it needs to be interesting and provide useful information. It also needs to include contact information and should always lure people to your website or blog to get more information.

You can also publish your article in a variety of article directories. There are thousands of article directories out there, and many of them are free! Sign up as an author for one or several of these free article directories. To do this you'll need to choose an article marketing site, visit the site and create your profile. A Google search will show you the top sites. To publish your article(s) you'll simply click on the "Submit an Article" and follow the online instructions.

The more articles you write and publish, the more exposure you will get, which will drive more traffic to your blog, your website, etc. The articles you write will stay out there, so they will work for you for a long period of time.

Online Press Release Campaigns

Just as there are free article directories to publish your articles, there are free online press release sites to publish your press releases. These sites are a resource media companies use to research topics they plan to write or report on. Distributing press releases does the same as article marketing -- it establishes you as an expert on the topic. In many cases, these distribution sites will send your press release on to other press release sites.

To find out more about online press release sites and how to submit: Google search!

Section 11: Social Media

Social Media Marketing: Beginning Steps

First thoughts:

- 355,000,000 people are on Facebook.
- 35,000,000 business people are on LinkedIn.
- More than 1.5 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) are shared on Facebook DAILY!
- 96% of Generation Y have joined a social network.
- 55-65 year-old females is the fastest growing segment in Facebook – Isn't this part of our prime target market?
- 78% of consumers trust peer recommendations (why not recommend the square dance activity) and only 14% trust commercial advertisements.
- Google has over 200,000,000 lookups EVERY DAY! If you are not putting information online about square dancing – who is?

We want to find people to buy our product – square dancing. Every square dancer is an advertiser whether they want to be or not. What message are you sharing? It's been said that no one is talking about square dancing because no one is talking about square dancing. So let's start talking – don't keep this a secret. There are thousands of people who are looking for an activity just like square dancing. Let them know where, when, how, who, and, most importantly, WHY they should choose square dancing as their recreational activity. Most common responses heard when asked why are "I came because it is fun." "I enjoy it." "It's my recreation." Notice that nothing is said about the health benefits – it's all about the fun. So we need to push the FUN part FIRST – all the other benefits can be mentioned later. Keep it simple.

You don't have to become an expert on the internet. All you really need is the desire to learn how social media works, a marketing plan that works for you and a way to measure your results. You can learn how to take advantage of online tools that are mostly free. Social media helps you find people who are looking for relationships.

Where to start?

1. Find Interested People.
2. Give/Deliver Quality Content.
3. Capture Information.
4. Stay in Touch.

You use social media to develop relationships with people so they get to know, like, and trust you. Only then will they buy what you are selling – classes, club events, demos, dance parties, etc.

Social media allows us to let people know what's happening and how to become a participant in that "happening." The current marketing trend is changing to a more social approach where the prospect decides when and where he gets the information. We no longer search for the news, the news finds us. We will no longer search for products and services they will find us via social media. Social media is not a fad; it's a fundamental shift in the way we communicate. But if something interesting that draws your interest is presented, that draws you in, you are more likely to participate in the conversation first and then in the activity. Keep the doors and windows open. You never know when someone will be looking for what you have to offer.

You can't pay them to like you or the activity, but you can encourage them to enjoy your company and the square dance activity. And if they decide they don't like it – okay – go find more people to invite. Be useful – would people thank you for your post? Put yourself in the shoes of potential dancers. What do they want to hear, see, or participate in?

- Socialization
- Exercise
- What our friends are doing
- What are our friends talking about

Don't talk to people – talk with them – Social Media is about sharing.

We don't want to throw our world at them; we want to draw them into our world. Post something small on a consistent basis – it builds authenticity.

Be honest. Be warm. Be authentic. Be real. Be yourself. Have an opinion! It's okay to make people angry but be responsible and respectful. There is nothing wrong with being disagreeable or to disagree with an opinion as long as you're not rude about it. Treat them as if they are in front of you – as if they are in the same room. Never say anything on social media you wouldn't want known as common knowledge. Never post when you are upset. Employ a 12 to 24 hour rule – especially if you are upset for ANY reason. Write it then leave it alone for at least a couple of hours before returning to it for editing (again, leave it alone for a bit after that), and then go back and reread, edit some more and then decide whether or not to post.

Be Positive in how you word your posts. Example: "Do Not Close" -- why not word it "Keep Open"? Which is more positive? This is especially important for non-English speakers – often the middle words get dropped as unimportant. Keep it simple.

What do we hope to gain from using social media?

- Branding
- Conversation
- Sentiment analysis (are people over-all happy with the product)
- Reputation management (what are people saying about the activity)

What are we marketing?

- FUN
- Group movement
- Great music
- New friends
- Learning new skills
- Connecting with community
- Exercise – brain and body

Ask what can the square dance activity do for a potential participant? What has the square dance activity done for me? **SHARE**. How do you want to be seen?

First Steps:

Step 1

Overcome your fear. Just do it. Start the conversation by posting one photo or even a short video clip once a month with a positive comment about how much fun you had square dancing last night. Start talking, showing, sharing.

Step 2

Choosing a medium. Start with one. You can expand as you get more comfortable. Here are the top five:

- Facebook (personal and business pages)
- Twitter (140 characters – again keep it simple, concise)
- LinkedIn (business professionals – be sure to list square dancing as one of your activities), YouTube (videos and audio),
- Pinterest – Photos with a little bit of content, think captions

Step 3

Learn how to use pictures and videos to increase the number of clicks/views dramatically. Personal experience on a publishing company's business page proves that 87% of Facebook page interactions include a photo or video. 4% of Facebook posts are with links only. And if they click on the link they will go away from your page. Very few readers/followers/friends will click on a link if that is the only thing you have posted. Say something about the link such as, "Here's a YouTube video of last night's dance with [Mike Hogan] calling. We had a great time!" Keep videos short in this forum. Thirty seconds is longer than you think.

Step 4

Again: Stay Positive or Stay Silent. Let only the joy show.

Media Options:

Choose your media. Set up a profile if you don't already have one. Start small and simple. Be consistent. Don't be afraid to make mistakes – you are learning. Ask for suggestions. Ask for help. Experiment. Have fun. Most media have instructions in how to set up accounts etc. or you can use Google to find videos on how to get started.

Also, most can be linked in some way so information is shared on multiple platforms with a single posting. But you can add that a bit later; you don't have to do it all right now.

How to use Twitter: short sound bites and spontaneous conversations.

140 characters. Keep comments positive. Creates instant feedback. Each posting is called a Tweet. There are many videos available on how to set up an account. Just Google "How do I set up a Twitter account?" and you'll get more than enough.

Twitter is the origin of hashtags. You can search for conversations or tweets through the use of hashtags. Suggested hashtags: #SquareDance, #SquareDanceColorado, #CALLERLAB, #Roundalab, #YourClub, #YourEvent, #You2CanDance, etc. Notice that all the words are run together. You can capitalize the first letter of each word to attain the sense of a space between the words.

How to use YouTube: create or post videos and photos with audio and print content.

Set up your own video channel. Again, you can get instructions on how to set one up just by going to www.youtube.com. YouTube fans are most often watching for entertainment or instructions – they don't want to be sold anything. Make it a genuine, authentic moment.

To Upload a video: Give it a title with "square dance" in it, such as "Square Dance, Mt. Evans, CO (Bob Riggs and Friends)" or ("square dance flash mob Seattle"). In the description be as expressive as possible, including the names of everyone appearing in the video. Describe the content, the situation, and give viewers an idea of who it would appeal to. List any resources or websites in case viewers want to learn more. Refer back to websites or blogs. Put your URL, Call-to-Action, or phone # in front of the first sentences of description. Viewers will see the first two lines at a minimum. Try to keep the 1st line the same from video to video to be consistent. You can put in a link in the description but it will not be a hyperlink. Viewers will have to copy and paste. For the Call-to-Action, insert something like "If you've enjoyed this video please "Like" and/or "Subscribe" to my channel." Then it's going to ask for Tags, Category and Thumbnails. Here you can pick a screen photo (or slice from the video) to represent the front of your video to be seen in the YouTube menu, as well as the date and location. Also, for the category be sure to set it as "Entertainment".

How to use LinkedIn: business-to-business and networking.

How many of you have a LinkedIn account? Be professional but be sure to list square dancing in your activities/hobbies. Have you served as an officer of a club(s), council, state, or national dance organization? What about a committee chair? Have you receive any awards? List them.

How to use Pinterest: mostly photos with print content – a short caption.

You can create a series of "boards". Search for content or add your own photos with descriptions of dance events. This is a fun one to experiment with. You can share with friends and on other media such as Facebook.

Also look into blogging about your square dance experiences. www.wordpress.com is a good place to start if you want to create a simple blog.

Now let's focus on Facebook:

How to use Facebook: similar to the corner pub – people assemble there to socialize, chat, and share interests.

- Post short positive comments about latest event you attended.
- Post notifications of upcoming events or classes or dance parties.
- Upload photos and videos.
- Share with other pages such as Square Dance Colorado.
- Use hashtags: #SquareDanceClasses, #RoundDancing, #YourClub, #YourEvent.

Facebook is like the corner pub – people assemble there to socialize, chat, and share interests. Once set up, you can invite family and friends to “Like” your original page. Then you can invite them and any friends currently on your original page to “Like” your “dance personal”, “fan or business” page. Once they have done that, you can “Unfriend” them from your original page if you want and they will only get postings from the dance persona or fan page. They won’t see your postings from your children, spouse, parents, your siblings, or even your bridge club (you could set up a different page for them) and you won’t see theirs unless they post directly to your dance personal page.

Step 1. Set up your personal Facebook account.

First, you are going to need a personal Facebook account to set up a page for your business/activity. The reason for this is because Facebook is limiting your availability to access its business account process without an initial personal account.

An advantage to this is that the business or fan page will not interact with your personal page, and your personal information is not public on the business or fan page. Facebook will allow you to switch back and forth from your personal account to your dance personal page so you can interact as the dancer on the dancer page and then simply switch back to your personal account when you want to connect with your cousin to wish her happy birthday, or share how to clean the rust off your garden tools.

In addition, the business or fan page is capable of being managed by multiple administrators if needed (if you have set up a club or organization page). Once additional administrators are set up for the page, each administrator can simply log in to their personal Facebook account to access the business page’s control panel.

Step 2. Select “Create a Page”

You can find this in the “More” section at the bottom of your personal account homepage. You should come up with a dance personal page name. Example: Marshall-square dancer extraordinaire. There is no limit on the number of business or fan pages you can have. In Marshall’s situation, he could have one for each of the clubs he belongs to.

Step 3. Select a page

Which page category should you select?

Facebook classifies business pages into six major groups: 1) Local Business or Place; 2) Company, Organization or Institution; 3) Brand or Product, Artist, 4) Band or Public figure; 5) Entertainment; or 6) Cause or Community. If you are looking to promote your club, classes, dance events, or the activity in general, select the “Entertainment” option.

If you feel like you made a mistake in your choice of page, you can always change your page type and category. You can do this after you’ve created the page through the admin control panel.

Step 4. Select your category and get started

The category selection is just a simple category drop-down list. After choosing a group that best fits your business (“Entertainment” would be a good choice), enter the required information for your page, read the terms, and if you agree, check the box and click “Get Started.” Now that your business page is set up, the hard part is over!

Step 5. Create cover and profile photos

Facebook allows for a standardized template design with two elements that can be changed on a regular basis. These two components are:

- Cover photo – the banner background at the top of the page
- Profile photo – make this a headshot of you in your square dance attire

These serve as free advertising space for your activity.

Now you can begin posting. Most important: **Stay Positive or Stay Silent**. Be honest, be warm, be authentic, have an opinion, be yourself. Don’t post every day or multiple times a day – people may ignore or unfriend you if you post too often, but be consistent with your postings. A couple of times a week or a month are great.

What to Post:

- Post short positive comments about the latest event you attended or heard about.
- Post notifications of upcoming events, or classes or dance parties.
- Upload photos and videos from events or dance related activities that are of interest to you or those you think most of your “friends” would appreciate.
- Share posting with other pages such as Square Dance Colorado.

Use hashtags: #SquareDanceClasses, #RoundDancing, #YourClub (#SunflowerSquares, #TexasWheelers), and #YourEvent (#CALLERLABConvention, #ColoradoStateSquareDanceFestival) with each posting. These allow you to categorize a conversation so that when someone looks for the conversation topic, they can find it, but not necessarily find YOU. It increases the scope of the number of people seeing your dance

activity. Don't use more than five hashtags. Most media will only look at the first five during a person's search so make those the most important.

Resources:

The Findability Formula: The Easy Nontechnical Approach to Search Engine Marketing by Heather Lutz. www.findability.com

Thumbonomics, The Essential Business Roadmap for Social Media & Mobile Marketing by Heather Lutz. www.thumbonomics.com

Talk It Up #SquareDancing, CD, 42nd CALLERLAB Convention, Springfield, MO. An MP3 disk recording available through CALLERLAB, The International Association of Square Dance Callers. 200 SW 30th St., Suite 104, Topeka, KS 66611. www.CALLERLAB.org. Tel: 785-783-3665. Price \$35.00, including shipping. Various sessions on marketing the square dance activity. Has 37 tracks on two CDs. Other previous years are also available. Check the website.

YouTube videos on marketing through the social media – just a sampling of what's out there:

<https://www.youtube.com/watch?v=sIFYPQjYhv8>, Social Media Revolution

<https://www.youtube.com/watch?v=gza8dvN8Hkc>, Social Media Marketing in 3 Minutes, www.UpsideDownIceBerg.com/FREE

<https://www.youtube.com/watch?v=6kaMmKAYHs0>, 22 Brilliant Social Media Marketing Tips

<https://www.youtube.com/watch?v=0eUeL3n7fDs>, The Social Media Revolution 2015

Section 12: Low Cost Tactics

Print Tactics

Printed marketing items about square dancing come in many forms and are used for a variety of reasons. This section will briefly cover many of the options available, but certainly not all of them.

If you are printing anything there are three items that you should always endeavor to include:

- Logo (the new one, not the square dance couple logo)
- Slogan
- Website

Business Cards

Business cards are the most common form of print marketing, and is often the first impression you make on someone so, make it a good one! The business cards referred to in this section are not cards that a caller might hand to an active square dancer. These are cards that a caller or dancer would hand to a non-dancer with the goal of making a positive impression about square dancing. Business cards have two sides to them. Use both!

To start with, here are five tips about business card content from Ketan Anjaria, founder of “CardFlik”:

1. Include Your Image

One of the most useful things a business card can do is to connect the memory of someone to their information. For those of us who have a hard time remembering names of people they have only met once, a face can make all the difference.

2. Make It Clear

Companies often have clever names; if yours is one of them, take the time to make it clear exactly what it is that your company does. One of the easiest ways to accomplish this is via a tagline. You can inform and demonstrate personality in a single line.

3. Be Professional

Think about the information you want to put on the card. All the freelancers out there, start by making sure you have a serious e-mail address. If you are looking for professional work, consider getting your own domain. Think about which links you want to include on your card. Facebook is fine for friends but may not be where you want to send business contacts. Finally, you only need one e-mail address, phone number, etc. Little steps like this can make a big difference in keeping your appearance professional.

4. Make It Unique

After you walk out the door, your card and a memory is all you leave behind. A good card leaves a strong impression. As such, now is not the time to skimp on thought and design. Showing you care about your image suggests you will care about my business. Also, your

card is a chance to show your personality. This does not mean that you have to go crazy, but think about how to be memorable within the culture of your industry in a tasteful way.

5. First Impressions Count

This is the caveat to all of the above. People are not going to bother trying to guess what it is you do or what business you are in, and chances are they are not going to remember the next day. They may be amused that your card is shaped like something clever, but if it does not fit in their rolodex, you can be guaranteed that it will fit in the trash can. At the end of the day, a business card is really your first impression.

Examples of who might use a business card and what you might put on them:

For a Caller: Front

Name, title, address, phone, e-mail, website

Logo, slogan

What you do: Beginner Parties – Business Events – Instruction, etc.

Photo (head shot)

For a Dancer: Front

Name, title (Square Dancer), phone, e-mail

Logo, slogan

Club name and website

If you are a club officer – put that on the card = credibility

For an Organization: Front

Organization name

Contact information (you): title (Square Dancer), phone, e-mail

Logo, slogan, website

For all the Above:

Back

Reasons to square dance (benefits)

Comments about the product: Casual dress, modern music, etc.

Beginner class dates and locations

Offer: bring this card for one free night of dance class

Vehicle Signage

The best thing about signage on a vehicle is that it is mobile and so you can make impressions on a lot of people. Signage can be very simple or very elaborate. Use the logo, the slogan and a website address if there is room for it. Here are examples:

License Plate Frames:	(Top) Live Lively	(Bottom) Square Dance
Bumper Sticker:	Logo, slogan, website	
Window Sticker:	Logo, slogan, website	
Window Sign:	Logo, slogan, website, maybe name and title (square dance caller)	
Door Sign (magnetic):	Logo, slogan, website, maybe name and title	
Flag:	Logo, slogan	
Vehicle Wrap:	Lots of color, possibly photos, all the above	

Signage at Your Event

Ideas:

- Create a large banner that can be hung on the side of your dance hall facing the street, or tied to stakes in the ground outside your hall facing the street. How many dances, lessons and beginner events are held in any week across the Country? How many total cars pass these halls on the street? If every club and caller had a banner they could display by the street anytime they were holding an event, imagine how many impressions would be made on drivers and passengers in these passing vehicles. Always put the new logo and slogan on the banner. Possible messages might be:
 - “Amazing 8’s Dance Here Tonight!”
 - “Learn to Square Dance Here Tonight!”
 - “Square Dance Party Inside – Please Join Us!”
- If your dance location has a marquee, ask to have phrases like these placed on the marquee.
- Ask your dance location if you can leave the banner up for a period. If so you may want to add more information on the banner.

Bulletin Boards

Source: Titan List and Mailing Services

Looking for an easy, inexpensive way to sell your services? Consider bulletin board marketing. By bulletin board, we mean the cork boards that you often see at various businesses that allow individuals to post local events, services, and products. In some places throughout the Country, bulletin board marketing is so popular that there are companies that will do the work for you of hanging your ads around town. That said, for little time and effort, you don’t require professional help—it’s easy to create and distribute them yourself as an avenue to market your business.

First, create your flyer. Rather than drawing up a full-size ad that won’t fit due to space limitations, create a half-page flyer or a postcard-size ad. Half-page flyers allow you the opportunity to have tear-offs at the bottom with your name and phone number. These are useful when you want people to remember your flyer later on in the day when they have the time to place a phone call. Alternatively, you can use postcards which can be attractively designed and created at a low cost. To attract even more attention, consider offering an incentive.

Once you’ve created your ad, you want to distribute it throughout your community. Great places to put it include condos, townhouses, and apartment complexes; these often have bulletin boards. You might need to get permission from a manager, but often they are willing to permit postings if you just ask politely.

Next, consider other locations that you frequent like coffee shops, libraries, supermarkets, drug stores, laundromats, bookstores, home improvement stores, hospitals, supply shops,

and places of worship. These locations typically get a lot of foot traffic and make great venues for broadcasting your services to a larger audience.

Lastly, make sure that you do check on your postings from time to time. Replenish your postcards or put up new flyers with fresh tear-offs if you notice that there aren't a lot left. When you do get new business from your bulletin board marketing efforts, ask clients where they saw your ad. These places are the ones that you'll want to "refresh" your flyers at more frequently.

Personalized Cards/Invitations

We all know word of mouth advertising is the best! The reason it works well is because the individuals in the conversation usually have a relationship, and so they trust each other's opinions and recommendations. If you have created a database, you should have a nice list of individuals you know, or perhaps a list of the individuals each member in your club knows. This gives you the personal connection to make word-of-mouth work.

The next best thing to that is a letter or invitation from you. The recipient still knows you and trusts your opinion. Sending a personalized card from you will almost assuredly cause the recipient to read the card or letter.

Write a well-crafted letter with specific information tailored to the recipient about square dancing. You can reference how you know each other if needed. You can write about the benefits you like most about square dancing, and you can let them know about a beginner party or special event you have coming up.

You should follow that with a personalized invitation to the event. The card can be the same to everyone you send it to, making production of the card easier. Just be sure to include a hand written note from you saying something like "Hi Jane, This is the beginner event that I wrote you about last week. I sure hope you can join us! " And of course, sign it.

The last step would be to follow-up a day or two before the event with a phone call to be sure they are going to attend. Don't send them an e-mail. It is much harder to make the personal phone call, and it is much harder to say "No" to a personal phone call.

Posters/Flyers/Banners

Posters and flyers can be made in many sizes and posted or distributed in many ways. This is a more traditional way of advertising. Much of the methodology is covered above in the section "Bulletin Boards".

Posters are larger than a flyer. These will stand out on a bulletin board, or can be hung (with permission) by taping them to a wall. If you and your club members give it some thought you'll probably come up with multiple locations where you could hang a poster.

In one of the repeatable Case Studies/Repeatable Successes (Section 19) the Duke City Singles and Doubles club in Albuquerque had great success with making post cards with great graphics and information on both sides. They were able to get businesses to let them

leave a small stack of these on their sales counters. Possibly because they took up less space than a full-size flyer, and because they were professionally printed.

The same idea holds true for banners. Banners are more expensive to have made, so do some homework and find out where you might be able to hang banners. If you have members who own businesses, maybe you could hang them on their building facing the street. If your home is close to a busy street, perhaps you could hang one on your home. Maybe your backyard backs up to a busy street. If so, hang a banner on your fence. What you're looking for is real estate with traffic. Once you know how many banners you can hang, get quality banners printed with messages that are not time sensitive.

Always include logo, slogan and a website on your printed material.

A few basic rules of print design include:

Do not use more than three fonts – one Serif (fonts such as Times Roman with small “hooks” on the edges), one San Serif (like Arial or Helvetica), and one “headline” or “display” font such as a script or fancy font. Some experienced designers can get away with using more, but it is better to stick to three or less.

Always make sure photos are facing into the page – a photo facing off the page draws the reader's eye away.

Some “white space” is good, but make sure type sizes are big enough to read easily.

Merchandise Marketing

Merchandise Marketing is big business! Essentially, the idea is to put your logo (the new one) and whatever additional information is needed on products that people will see or possibly use. There are countless businesses that do nothing but create promotional items for businesses to give away, or sell.

You can get pens, pencils, coffee mugs, travel mugs, stress balls, water bottles, tote bags, koozies, key chains, Frisbees, coasters, sticky notes, and the list goes on and on. Also available are T-shirts, hats, sweatshirts, polo shirts, windbreakers, etc.

If you have a database, why not create something with the logo, slogan and website address on them, and give these out to everyone in the database? Yes, there will be cost to do this, but if the item is something they would keep on their desk at home or at work, or on their refrigerator, whatever, the chances that they will see the item frequently is high. Awareness is increased, consideration is increased, and you've given them a means to do investigation by including the website address. Beautiful!

Create wearable merchandise for all members of your club and encourage the members to wear it often. You could even go as far as designating days where everyone should wear their item. This will help to increase awareness of the activity, and could result in someone inquiring about it. Have your elevator speech ready!

Section 13: Video Production

They say that a picture is worth a thousand words. Video has thousands of pictures. But what is your video really saying? That is the question that we will try to answer.

Earlier in this manual, the ideal target audience was discussed. But, how to reach that person?

First let's discuss the goals of the video. If we want to have our fellow square dancers view the video for their enjoyment, we shoot the video in one style. If our goal is to appeal to non-dancers, then we have to shoot the video in another. Since this is a marketing manual we can concentrate on the second type of video.

Many studies have gone into the science of telling a video story.

Video Shooting Checklist

1. Start your video with sound and background video. Therefore, look for great natural sound and background video opportunities on the shoot.
2. Get wide, medium and tight angles of every single shot, at least 10 seconds from each distance.
3. Make subjects stand at least one foot from the backdrop. It looks way more interesting.
 - a. The camera should be lower than the subject's eye level.
 - i. Always "look up to" your subject.
4. The establishing shot is usually the first shot of a new scene, designed to show the audience where the action is taking place. It is usually a very wide shot or extreme wide shot. Get one. Don't assume viewers know where you are or what you're talking about.
5. Make sure anyone you interview, is also included in at least a few shots of your background video footage.
6. Light goes behind the camera; don't leave your subjects in the dark.
 - a. **Three-point lighting** is described as follows by Wikipedia: It is a standard method used in visual media such as theatre, video, film, still photography and computer-generated imagery.^[1] By using three separate positions, the photographer can illuminate the shot's subject (such as a person) however desired, while also controlling (or eliminating entirely) the shading and shadows produced by direct lighting.
 - i. The *key light*, as the name suggests, shines directly upon the subject and serves as its principal illuminator; more than anything else, the strength, color and angle of the key determines the shot's overall lighting design.
 - ii. In indoor shots, the key is commonly a specialized lamp, or a camera's light. In outdoor daytime shots, the sun often serves as the key light. In this case, of course, the photographer cannot set the light in the exact position he or she wants, so instead arranges it to best capture

- the sunlight, perhaps after waiting for the sun to position itself just right.
- iii. The *fill light* also shines on the subject, but from a side angle relative to the key and is often placed at a lower position than the key (about at the level of the subject's face). It balances the key by illuminating shaded surfaces, and lessening or eliminating effects such as the shadow cast by a person's nose upon the rest of the face. It is usually softer and less bright than the key light (up to half), and more to a flood. Not using a fill at all can result in stark contrasts (due to shadows) across the subject's surface.
 - iv. In some situations a photographer can use a reflector (such as a piece of white cardstock mounted off-camera, or even a white-painted wall) as a fill light instead of an actual lamp. Reflecting and redirecting the key light's rays back upon the subject from a different angle can cause a softer, subtler effect than using another lamp.
 - v. The *back light* (a.k.a. the *rim*, *hair*, or *shoulder* light) shines on the subject from behind, often (but not necessarily) to one side or the other. It gives the subject a rim of light, serving to separate the subject from the background and highlighting contours.
7. Look nice on camera. Dress professionally.
 8. Always shoot with editing in mind. Look for the action shots, the reaction shots, and interesting activities/people.
 - a. Motion = Emotion!
 - b. Don't shoot inanimate objects and use as your background video.
 - c. Action – Reaction
 9. Test your equipment before you leave for the shoot.
 - a. Camera
 - b. Battery (bring 2)
 - c. Tripod
 - d. SD card
 - e. Microphone
 - f. Headphones
 10. Check your audio levels on the camera and the microphone if needed.
 11. Edit at least three different shots of Background video together in a series
 12. Don't put two of the same CAM angles back to back (Jump cuts)
 13. 3-5 seconds long for each shot.
 14. Show a sequence – WS-MS-CU, or MS-CU-WS, or CU-WS-MS
 - a. WS = wide shot
 - b. MS = medium shot
 - c. CU = close up (tight shot)
 15. Begin recording any interview with, "Say your name and spell it." This is a great way to test your audio levels, while recording the correct spelling of their name. Then spell their name correctly on the lower thirds in post-production.
 16. Make sure that the subject being interviewed acknowledges that he/she is being recorded for a potential marketing video.

Creating (Editing) a Square Dance Marketing Video

Follow these steps to create a traditional marketing video

1. Focus

Pick a story focus and stick to it as best you can. Remember you have precious little time to tell this story, so pick out a very narrow topic to convey to your audience. You can choose to focus on health benefits, social benefits, fun, etc., just make sure that your video has a focus.

2. Shoot/Interview

Decide what you're going to shoot for cover video by asking yourself, "What visuals will best help me tell my story?" What interviews do you need? Limit yourself to no more than three on-camera interviews.

3. Capture Video/Audio and Log Tape

Capture (import) your video and take notes on what you see and hear. Taking notes is called "logging your tape," and it includes noting where things are within the run of the tape/file. You also may want to make notes about a particularly good shot or other parts you know you'll want to use. You can also listen to your interviews for compelling pieces of information that you were too preoccupied to notice when you first recorded the interview.

4. Writing your Video Script:

You can keep the video editor open while you craft your story in a text file. This will help as you structure things and make sure all sound bites are transcribed accurately word-for-word into the script.

Write your lead/opening first. (To do this, think about what your best visuals are. Then think about how you might connect those visuals with the main point of your story and why people should care about it. Start writing, and then edit it down to two or three concise sentences to get the story going.)

Ideally, what is being said and what we see on screen throughout your story will correspond in a way that makes sense. This is called referencing.

Write the body of your copy/narration and support it with sound bites. Note the duration (in seconds) of each sound bite in your script.

Write an ending to your story. You may paraphrase something that your interview subject told you or add one more fact that closes out the story.

The final step in script writing is to make sure your story is the right length. Time yourself reading your narration; add to that the total duration of all your sound bites, and compare with the desired length of your story. If it's too long, edit your story down and keep repeating until you know you have the right amount of material in the script. Internet videos are best if they are under three minutes long.

5. Voicing:

Once your script is ready, voice your story using an audio recorder.

6. Editing your story:

Import your narration voice track into the video editing software along with all your video clips. Edit your story and export your video. Make sure your exported video file is not too big.

If they are done well, videos have all the elements that bring a story alive; good pictures, interesting sound bites, and a well-written script. In other words, the quality of the video and the sound bytes often determines its length.

Good organization is essential in putting together a successful video.

As a visual medium, television and the internet allow flexibility in building videos. One of the best ways is to emphasize the best video images first, thus hooking the viewer into watching the story. A number of people advocate putting the strongest video within the first five seconds. This plays to the strength of television and the internet, as compelling images are unmatched in other media.

Section 14: Internet Tactics

Local Website Development

If you want to have a website for your club you have a few options. Some are no cost and some will cost money. It all depends on what you want. Let's talk about no charge options first.

1) Weebly (weebly.com): you can get no charge hosting from them. Your website will look like: yourclubname.weebly.com. You can have unlimited pages and it is no charge. You may get some advertising on the site (check the terms of service). For an example of the site go to: <http://magiccolumn.weebly.com/>

2) WordPress (wordpress.com): You can get a no charge site from them. Your web address would be: yourclubname.wordpress.com. This is a very good platform that can be changed to whatever you want. They also offer a paid version (hosting) of your site. For an example of a site go to: <https://squaredancenoah.wordpress.com/>

3) Ask your state association if they offer a chance to have your site as part of their main site. Your web address would be something like: yourclubname.yourstatefederation.com. For an example check out: [Square Dance Missouri http://squaredancemissouri.com](http://squaredancemissouri.com).

Let's talk about regular websites. You will need to get a domain name (yourclubname.com) and arrange for hosting of the site. To check for a domain name you can go to Go Daddy (godaddy.com) (they are the largest) or Host Eazy Domains (hosteazydomains.com) or do a google search for domain registrars.

Gone are the days when your only choices were a ".com" or ".org". Today you will have hundreds of choices including .dance and .club. The cost of your domain name is going to vary. The average price is in the \$10.00-\$15.00-per-year range. Sometimes hosting companies will give you the domain name in exchange for having their company host your site.

Once you have a domain name and hosting you will need to have the website created and hosted. If you have a club member who can do this, that's great. If not then you might want to check with your local collage or technical school. They may have a student that wants a project they can get credit for. Otherwise check out a web designer. Some will charge a flat fee per year to update and host your website and some will charge by the hour. Be sure you ask for references and make sure you have ownership and control of your domain name.

Paid Search Campaigns

Paid Search means you advertise within the sponsored listings of a search engine by paying a small fee each time your ad is clicked, called pay-per-click. How they work is simple - you set your budget. You select keywords that someone doing a search might enter that relate to square dancing. The software bids for ad placement based on those keywords and you are charged a small fee each time someone clicks on your ad. This continues until your ad budget has been spent.

The idea here is to get people who may not actually be looking for square dance information to be served an ad about square dancing because it relates to what they were searching. For example, if you searched “places to exercise”, the software would recognize exercise as a key word and place your ad at the top of the results page. You are only charged a fee when the individual doing the search actually clicks on your ad.

Your ad will link them to your website, or a page within your website. Remember if you're doing a paid search campaign to drive traffic to your website, you're talking to non-dancers. You need to be sending them to a site or page that talks about the benefits of square dancing and has all the contact information needed.

Google, Bing, and just about every other search engine company offers paid search campaigns. There are also many digital marketing companies who will set these up for you. Simply search on your favorite search engine, and click on the ads you're served, or select a site from the organic listings.

Display Campaigns

Display campaigns are advertisements that run within websites or on mobile apps. They can be text, images, video or audio. The most common are images. Visit almost any website and you'll find banner ads or ads in smaller boxes placed throughout the site. Advertisers purchase campaigns through a provider who will create the ads and place them on sites based on specific parameters you give them. Just like paid search campaigns, placement of your display ad is a bidding game that goes on behind the scenes by computers. If you know how it works, great. If not, don't try to understand it, just know it works.

Display ads are placed on sites that offer ad space. The ads can be placed generically on any site available. They can be placed based on a defined geographic area. They can be placed on sites that follow a specific theme much like how keywords work for paid search advertising. They can be placed within specific geographic targets. They can be set up to be served to specific individuals based on the kind of sites they visit. They can even be set up to follow someone once they've been to a specific site. This is called re-targeting.

Display campaigns give you the opportunity to put a picture with text in front of someone and provide a link to a website if they should click on the display ad. Unlike paid search, these ads are usually charged on an agreed price for every 1000 times someone has been

served the ad – called an impression. The fees are on a cost per 1000 impressions delivered, or CPM.

CPM rates can be very low or very high depending on the type of delivery. A generic “anywhere we can place an ad” campaign has a low CPM. The national average is around \$7 per 1000 impressions. If you do a contextual campaign, meaning targeting websites that deliver a specific kind of content, the CPM goes up. Re-targeting is often one of the highest CPMs, but you are re-targeting someone who has been to your site, and therefore must be in the consideration or evaluation stage in the sales funnel, so this is a high-potential consumer, making it worth the investment.

Who offers display campaigns? Just about everyone. Television, radio, newspaper; they all offer display campaigns. Facebook and Twitter. Google, Bing, you name it – they have it.

E-mail Campaigns

To set up an Internet e-mail campaign from scratch, you need to devote some initial time, you will need a list of e-mail addresses, and something to write about on a regular basis.

A regular newsletter could be weekly, monthly or quarterly depending upon what you want and have to say. If an event is being planned, then it could be introduced in a mass quarterly e-mail. The monthly newsletter could add flair to the project, with a link to the quarterly newsletter in case people missed the first one. A week before the event, a final “reminder” could be sent out.

Eye Catching

Advertising campaigns work because the title, or introduction is eye catching. So you could have “Square Dancers Visit Mall” or “Spotlight on the Mall” or “Members Flock to Mall”. Grab their attention, and do it fast. Here are two e-mail headlines received: “Re: 2016 Dues” or “Join us for a Winter Feast & Indulgent Treats”; I know which one would be more likely to open!

E-mail Address Tips

This is the time-consuming part, but it only has to be done once. We recommend typing the list of addresses into Excel and then uploading the addresses into your e-mail system. This is a great use for your database.

Some e-mail systems will only allow you to e-mail a maximum number of people (some as low as 100) at any one time, and you may only find this out by trial and error. Hence if you have the addresses in EXCEL, you can change the way you upload the addresses. Also, many e-mail systems allow you to save e-mail addresses within an e-mail list, so you might have a list of contacts in your database and sort it by the club member’s name who submitted the contact. You can then send out your e-mail from the list as a blind copy (bc); that way your list is private and cannot be duplicated by the receiver.

I Get “Recipient Unknown” Reply

You can check that the spelling is correct, but the easiest solution is to delete that contact, then the next time you will not have the same problem. If you know the person, a phone call should solve the issue. People do change e-mail addresses over time.

Where do I get e-mail addresses?

1. Local dance groups (sequence, Zumba.....)
2. Local groups
3. Local church groups
4. Store notice boards
5. Any e-mail address you find
6. YOUR DATABASE

If your list gets too large to handle on your own, you may want to use an e-mail marketing company like Mailchimp, Hubspot, or ConstantContact. They all offer much better graphics than you would likely develop on your own, and their delivery rate and speed of delivery is much better than you can do on your own. Just know there is a cost associated with using these services. Often, it's worth it!

Section 15: Mass Media Marketing

Radio

Strengths:

- Targeting specific demographics and life groups is easy with radio.
- Live reads and personality endorsements are available and add credibility.
- Radio is a medium that allows you to reach a large audience with frequency.
- Radio is portable, allowing you to reach audiences at home, work, or play.
- Radio reaches more consumers than any other medium including television and internet.
- Time spent with this medium is second only to television.
- Production of commercials is usually free and copy can be changed with very little lead time.
- Radio offers promotional opportunities as well as commercial schedules.
- Radio is intrusive. Listeners hear the message instead of viewing the message.
- Radio can be used for branding and for call to action.
- Commercials are available in 60, 30, 15, 10 and 5 second intervals.
- Radio is less expensive than television or newspaper.

Weaknesses:

- Listeners can avoid commercials by changing stations.
- Radio does not always command complete attention.
- Many stations in any market means multiple stations need to be purchased if you are trying to accomplish a large reach.
- No visual component makes ad recall more difficult.
- Requires several announcements to accomplish a good frequency with the listeners.

Radio can be used for both brand awareness and for call-to-action advertising. Radio's intrusive nature means that listeners will generally hear the message, even if they don't want to. Be sure when using radio that enough commercials are purchased to get your message across. A listener usually needs to hear a message a minimum of three times in a week to fully comprehend it.

“Say the right thing to the right people often enough and you will get results.” That is the formula. It sounds simple, but what is the right thing to say? Who do you want to say it to, and what stations are they listening to? Finally, how often is often enough?

What is the right thing to say? It depends on what you are trying to accomplish and what additional marketing strategies you have incorporated into your overall marketing plan. Any mass media likely requires too much budget to use on an ongoing basis. If you do nothing but radio, you'll need to take the consumer through the sales funnel from top to

bottom. That means messaging that builds awareness and consideration – rebranding. You'll need to get the listeners through the evaluation stage, and so you'll need to encourage them to find out more by sending them to a website. Finally, you'll need to get them to the commitment stage by inviting them to a specific event; a beginner party, or the first night of class.

The copy (script) will vary depending on what you are trying to accomplish. If you are building awareness and consideration, you should talk about the benefits of the activity that your target consumer would find appealing and that would satisfy a want or a need that they have. The listener most likely doesn't correlate square dancing with any particular want or need. You'll have to spell it out for them.

“Is working out at the gym boring? Consider square dancing. Today's square dance is more fun than ever. You'll meet a lot of new friends, dance to modern music, and while you're having all this fun, you'll briskly walk between three and five miles! Who knew you could have so much fun, and get your exercise in at the same time? Check it out. Go to [squaredance__Your Town__.com](http://squaredance__Your_Town__.com) to find out more. Come on, “Live Lively – Square dance!”

Who do you want to say it to, and what stations are they listening to? You'll want to deliver the message to your target consumer. If you know who that is, any radio professional will be able to help you determine the stations in the market that have a high concentration (radio term – average composition) of listeners who match your target consumer description. Section 8: Generational Marketing, will give you some basic guidelines on station formats that are most popular based on demographic targets, but format preferences vary in different regions of the country and even in different regions of states.

There are likely several stations that can reach your target, so which one to use will depend on your budget. A radio account executive represents a select group of stations in the market, but not all. They do, however, have research on all stations so be sure they provide you with research for all stations, not just those that they represent. In theory, if station A's audience has 20,000 listeners in your demographic target and a commercial campaign requires an investment of \$2,000 and station B's audience has 10,000 listeners in your demographic target and a commercial campaign requires an investment of \$1,000, then the value is the same: \$2,000 for 20,000 listeners or \$1,000 for 10,000 listeners. Both are a 10 to 1 ratio. On the other hand, if station A has 30,000 listeners and requires \$2,000 and B has 10,000 listeners and requires \$1,000, then the ratio for A is 15 to 1 and B 10 to 1. Station A is a better investment if you have the budget.

The amount of time the listener spends listening to the station (radio term – Time Spent Listening) affects how often the average listener hears the advertisement. Each time a listener hears a message is called an impression. A great way to determine a good value is to ask your radio account executive to show you the Cost Per Thousand impressions (CPM). The lower the CPM, the better the value. You may also be shown a cost per rating (CPR) point. Just know the lower the CPR, the better the value.

Don't base your decision only on age demographics though. Music format and lifestyle of the audience need to be in line with the product you are offering and the market's image of the activity. Your marketing efforts to create awareness have an impact here. Research tells us

that the uneducated public “sees square dancing as out of date, country oriented, for hicks and hillbillies, using old-fashioned music and patronized by senior citizens in fluffy dresses with big hair, big belts and RVs” (STARworks research). If you’ve done nothing to change the public’s image of square dancing (done through awareness and consideration marketing efforts), then you will get no response from a station whose listeners’ lifestyle doesn’t fit the above description.

Example:

Station A: 10,000 adults 55 to 65 years old, \$1,000 investment, frequency is 3, Classic Country format, CPM is \$33.33. ($\$1,000 / (10,000 \times 3) \times 1000$) – for you math freaks.

Station B: 10,000 adults 55 to 65 years old, \$1,000 investment, frequency is 3, Adult Contemporary format, CPM is \$33.33.

Same value. Which station will likely generate a better response?

Every station today broadcasts terrestrially (signal from a radio tower) and digitally on their Audio Stream. Today, listeners consume media in new ways. Not only do we listen to a radio, but we listen to music broadcasts on our smart phones, laptops, and desktop computers. These are called digital broadcasts. The FCC and FTC regulate these broadcasts, and music licensing companies like Broadcast Music Incorporated (BMI) and the American Society of Composers, Authors and Publishers (ASCAP) have different rules for license fees on digital delivery systems. Therefore, the advertisements delivered on a terrestrial station don’t always play on the audio stream, and vice versa. You must buy them separately.

Generally, the audio stream audience is 10 to 15 percent the size of the terrestrial audience. The listeners on the audio stream are huge fans of the station or they would not select the station. The price point for commercials on the audio stream are considerably lower than the terrestrial stream, about 5%. This makes audio stream message delivery a great bargain. Here’s the math:

Station A -- Terrestrial

Commercial schedule: 20 commercials Monday through Friday 5:00 a.m. – 8:00 p.m. reaching 10,000 adults 55-65 years old who hear the ad on average three times each for an investment of \$1000 (\$50 per commercial) \$33.33 CPM.

Station A – Audio Stream

Commercial schedule: 20 commercials Monday through Friday 5:00 a.m. to 8:00 p.m. reaching 1,000 adults 55-65 years old (10% of terrestrial audience) who hear the ad on average 3.5 times each (because they spend more time listening) for an investment of \$50 (\$2.50 per commercial) \$14.29 CPM.

Audio Stream schedules are almost always a better value; just keep in mind that it is hard to reach a large number of consumers if you only use the audio stream. The best plan is a mix of terrestrial and audio stream commercials.

How often is often enough? It all depends on what you are trying to accomplish. A branding campaign requires a longer length of time with less frequency each week. A call-to-action campaign requires a shorter length of time with a higher frequency, and depends on how compelling the call-to-action is.

Branding campaigns are about educating the consumer about the features and benefits of the product or service you are offering. Who you are, where you are, and what you have to offer. Branding campaigns tell a consumer why they should buy what you are offering. It builds a franchise for you in the consumer's mind. A plumber can't predict when you will need his services, so his best option is to build his brand on an ongoing basis all year long so that when the consumer suddenly needs his service, he has accomplished top of mind awareness with that consumer. Branding is all about the awareness part of the sales funnel. If he has strong awareness in his market, a consumer will jump to the investigation stage or even to the commitment stage as soon as they need his services. If he doesn't have awareness, his only chance is that the consumer doesn't have awareness of anyone who offers his services and he was lucky enough to be chosen from a Google search, or was referred by someone.

You'll probably need to purchase a schedule with a 2 to 2.5 frequency every week to your target consumer for at least two weeks each month.

Call-to-action schedules are all about the offer or opportunity and only work if the consumer already has awareness of you and the product or service that you offer. Call-to-action campaigns tell the consumer "Why buy now?" Imagine that you are used to buying six ounce bacon-wrapped filets from your butcher for \$8 per steak. Your butcher is trying to stimulate business so he creates the offer of "buy five six ounce bacon-wrapped filets for just \$20 this Friday only. He has made a time sensitive great value offer on a product that you are already a fan of. You will only need to hear and comprehend the offer sometime between the Saturday before the sale through the day of the sale. His schedule would be a high frequency schedule (4 or higher) and start no more than six days before the sale. Logically, the closer to the actual day of sale, the more likely the consumer would be to respond.

Our call-to-action campaign would be asking a consumer to come to a beginner party dance or lessons. Since our event is a one-time event on a specific day at a specific time and will last for a few hours, this would be more like a concert or fundraising event. Your radio schedule should be about two weeks in length with a frequency of three or better each week. This will give the consumer time to go through the "consideration" stage of the sales cycle and attending the event (if it has no commitment required) would take them through the investigation stage of the sales cycle. At the event, you'll have a true call-to-action offer: take lessons!

Cable Television

Strengths:

- Cable allows you to target specific demographics and interest groups by using specific channels.
- The cost factor is much lower than that of broadcast television, allowing advertisers to accomplish frequency to their target with less money.

- Nearly 80% of all households now have cable.
- Limited geographic targeting is available.
- The visual aspect of cable television allows viewers to better comprehend and recall the product presented.

Weaknesses:

- Audiences are splintered, meaning that they could be watching any one of hundreds of channels available to them, resulting in a very small audience viewing your commercial when it airs.
- Many markets have more than one provider, making it more difficult to reach the entire marketplace.
- Cable has become more expensive as cable continues to pull audiences from broadcast television.
- Commercial time is limited to 30 seconds making it difficult to include much detail.
- Many cable shows are available on services like Hulu and Netflix.

Cable television can be a very effective brand building, or call-to-action marketing tool. The cost associated with producing and airing a commercial is considerably less than broadcast television; however, the reach of any single channel or any specific show is often very small. Cable is a reach-and-frequency medium, meaning that you can reach many people with your message and that the message is delivered several times to the same viewer. The quantity of consumers you reach is dependent on your budget. It is possible to purchase an effective schedule reaching a small number of viewers without spending a fortune. Combining audio and video creates a very powerful tool for influencing viewers.

Television

Strengths:

- Network television reaches very large audiences.
- The visual aspect of television allows viewers to better comprehend and recall the product presented.
- Targeting specific demographics is possible.
- Television can be used for brand building and call to action.
- People spend more time with television than with any other medium.

Weaknesses:

- Television has lost viewing audiences to cable and other networks.
- Viewers can avoid commercials, by leaving the room, switching the channel, or by recording shows.
- Mass reach often means that a portion of your efforts will be wasted on viewers outside of your target.
- Television is expensive.
- Commercial time is limited to 30 seconds making it difficult to include much detail.

Broadcast television can be a very effective brand-building, or call-to-action marketing tool. The cost associated with producing and airing a commercial can be quite high. Television is a reach-and-frequency medium, meaning that you can reach many people with your

message and that the message is delivered several times to the same viewer. Combining audio and video creates a very powerful tool for influencing viewers.

Newspaper

Strengths:

- Newspaper is both visual and tangible, so an interested consumer can retain your advertisement.
- Couponing is easy.
- Targeting specific demographics or geographics is limited, but can be accomplished by placement in specific sections.
- Newspaper advertising options includes free-standing inserts (flyers) which are distributed to specific geographical locations.
- Copy can include a reasonable amount of detail such as phone numbers, prices, dates, etc.

Weaknesses:

- Newspaper circulation has steadily declined over the last ten years.
- Advertising rates can be quite high
- Most readers do not read every section or every page, so many readers will not see your advertisement.
- Most newspapers are comprised of about 50% advertising and 50% copy, making newspaper a very cluttered medium.
- Newspaper is much more appealing to older generations, making it difficult to reach younger demographic groups.
- Most ads are in black and white with limited visual appeal.

Newspaper is a price and item medium. Advertisements with specific offers and time limitations are most effective. Branding is very difficult to accomplish with newspaper. Newspaper ad space is sold by the column inch. Newspaper can quote circulation but not readership.

Direct Mail

Strengths:

- Direct mail offers unparalleled ability to target specific groups of consumers based on a wide variety of qualitative criteria.
- Direct mail can be personalized with the consumers name, and content can be altered based on the intended target.
- Direct mail can target very specific geographical locations.
- Message can include very specific information including instructions, coupons, website and response addresses, etc.
- Response is easy to measure.
- Direct mail stays with the consumer until they choose to discard it or react to it.

Weaknesses:

- Direct mail can be very expensive as printing and mailing costs continue to rise. Direct mail also includes the purchase of a mailing list.
- Production generally takes a long time.
- Response rates are very low. Generally a 2% to 3% response rate is considered good.
- Most consumers consider direct mail pieces to be “Junk Mail”, often resulting in the item being discarded without being read.
- Many mailing lists become out of date rapidly as consumers move.
- Bulk mail is not forwarded, resulting in wasted, undelivered mail.

Direct mail is an excellent option if you wish to target a very specific group of people. You can select addresses based on resident’s age, income, location, interest, occupation, and so on. Direct mail generally is used for call-to-action. Often a price point is offered including a deadline. Additionally, direct mail can be used as an educational piece. A great deal of information can be included in such a mailing. The cost to conduct a direct mail campaign varies greatly depending on the quality and size of the piece, and the quantity of pieces distributed.

Outdoor Advertising (Billboards)

Strengths:

- It is easy to build frequency with billboards. Most consumers drive by the same billboards every day.
- Billboards reach a large number of consumers for a relatively low cost per thousand.
- Often, your message can be displayed in multiple locations.
- You can geographically target consumers.
- The size and color options are multiple.
- Virtually everyone is exposed to billboards on a daily basis.

Weaknesses:

- Production generally takes a long time.
- Consumers have very brief exposure to individual billboards. To be effective, billboards need to have very brief messages and must be viewed many times for the consumer to read and comprehend the message.
- Message can’t be changed once it is posted without long lead times and added expense.
- Reach is limited to the quantity of billboards the budget allows for, and the traffic by each placement.
- Quantitative targeting is nearly impossible.

Outdoor advertising options include billboards, bus benches, political-style yard signs, cab tops, airport signs, signs in buses, etc. These types of advertisements are generally viewed by consumers as they are passing by. Messages need to be kept short with few if any phone numbers. Today, most messages you will see are attempting to build brand awareness for the advertiser. In a few words, and often with the use of colorful pictures, the advertiser’s message states who they are, and what they sell. Occasionally, a product is associated with the benefit it delivers. Often website addresses are listed. Billboards do not work well for

call-to-action advertising due to the short window of promotion time and need to create a sense of urgency.

Section 16: Management Structure

If you want to begin a marketing campaign in your local area, it will either need to be in support of a specific club or in support of the local dancer organization.

Recommended Local Dance Organization Structure:

Most states are divided into districts, federations, or councils. If your marketing efforts are to be done on a district basis, we recommend you follow the following formula below if you want to have success.

1. Set up a committee. To do this, we suggest that you appoint individuals to the committee instead of asking for volunteers or having elections. You want dancers and callers who are established leaders, with strong opinions and a strong desire to grow the activity. If this is for a dancer association, you will want representation from as many clubs as possible, but limit your committee to no more than ten.
2. Select a chairman for the committee. Your chairman needs to have several qualities. He or she needs to be well organized, passionate about promoting square dancing, good at running a meeting, good at managing people, well respected, even tempered, and hopefully have some marketing knowledge. Because you intentionally appointed committee members with strong opinions, often there will be differences of opinion. Your chairman must be able to manage the personalities on your committee so that differences of opinion are worked out and mutual agreement is reached.
3. Set up a monthly committee meeting. Same day and time every month. This works very well to keep board members accountable for completing tasks that are assigned to them.
4. Build a marketing plan and carry it out.
5. Each month, assign specific duties to each committee member according to their specific skills. There will be a lot of work to do, so delegating responsibilities will be important.
6. Each year replace current committee members who wish to step down. If you set up the committee as recommended, there are no elections, and therefore no terms. Committee members should stay if they are active and contributing and want to be on the committee. A new committee member usually brings new perspectives and ideas. That is a good thing!
7. Each year brainstorm new ideas or tactics to use, revise your plan, and carry it out.

A side benefit from this structure is stronger relations between the clubs within the district. By picking committee members who are strong leaders within their individual clubs and having them work together towards a common cause will show cooperation between clubs that club members will see. Conducting activities that require help from members of multiple clubs will cause the club barriers to break down which will result in better interaction between the clubs, which often leads to better support for each other.

One challenge you will have is making sure the committee's efforts are in support of all clubs in your district. The committee will need to promote each club in the district, specifically their lessons, equally. Failure to do that will cause division.

Recommended Club Organization Structure:

If you have a district committee that is supported by the local clubs, then much of the work to increase awareness and consideration (Section 5 – Sales and Marketing Funnel) will be conducted by that committee. However, that committee will not be able to conduct call-to-action campaigns to specifically put beginners into your class. They will need to promote all classes in the district equally. Each local club has the responsibility to recruit beginners into their lesson program. DO NOT rely on the work of the district committee to do this for you.

A club's structure for organizing square dance marketing and recruitment efforts should be like the district committee structure, just focused specifically on the individual club's success.

1. Set up a committee. You'll probably want to limit this to three or four members at the most. To do this we suggest that you appoint individuals to the committee instead of asking for volunteers or having elections. You want members who have a strong desire to grow your club.
2. Select a chairman for the committee. He or she needs to be well organized and passionate about promoting square dancing.
3. Meetings can be held as needed.
4. Build a marketing plan with input from additional club members as needed, and carry it out.

Section 17: Fundraising Tactics

Any marketing tactic you choose that has a cost associated will have to be paid for. While there are many no-cost or low-cost tactics described in previous sections of this document, know that to reach a larger number of consumers on a long-term basis, you may need to invest more money in your marketing plan than you think. How are you going to raise the money you need? Here are a few fundraising ideas.

The CALLERLAB Foundation is one. The Foundation is a 501(c)3 corporation, set up by CALLERLAB with the specific goal of preserving and promoting square dancing. Most grants from the Foundation are in the form of scholarships for callers to receive training. However, the Foundation will grant funds to specific organization to promote beginner lessons and square dancing in general. For more information, go to www.CALLERLABfoundation.org, or contact the CALLERLAB Home Office.

The National Executive Committee: The (NEC)'s business model for running the national conventions includes setting up a 501(C)3 Corporation with some portion of the profits from the national convention going into that corporation's fund. These funds are then granted out based on meeting certain qualifications, usually relating in some way to education. Often, they require matching funds from another source to qualify for grants. If there has been a national convention in your state or a neighboring state recently, there is a chance that funds are available if you have the right plan. For more information go to www.nsdcnec.com to find out more.

Add-A-Buck! The CALLERLAB Marketing Committee wrote a fundraising plan called "Add-A-Buck" that was submitted to the Alliance for Round, Square and Traditional Dance (ARTS) with the intent to raise funds nationally for square dance promotion. Essentially, the idea was to have each club, festival, weekend and convention add an additional amount to the entrance fee for dances. The fee was planned to be one dollar from each dancer at each event. That money would then be turned in to the ARTS to be used for marketing. The program explanation and supporting kit are available on the ARTS website which is www.arts-dance.org. Your club or district could adopt this procedure with the funds going either to the ARTS or to your own marketing fund.

Give Five – (Callers and Clubs). On average, most businesses dedicate 5% of their gross sales to their marketing budget. In square dancing's case, the club and district activities are run by the dancers, who are also our customers. Because of this, we don't usually think to run our clubs like a business, and so we don't budget for marketing. Give Five is a concept where each club would contribute 5% of their income (dues and door fees) to a marketing fund. Likewise, each caller would contribute 5% of their pay for each dance they call to the fund.

Profit Share. Profit sharing is simply determining a set percentage of the profit from each event the club holds that will be contributed to the marketing fund. That could be 50%,

20%, whatever your organization determines. Likewise, the expectation of callers is that they would also contribute a percentage of their profit to the fund.

Benefit Dances. Hold a dance or series of dances where the profit of the dances is donated to the marketing fund.

Tuition. We collect tuition from our students when we teach beginner classes. If your caller is willing to teach for a low fee, or even for free, your only expense for class is hall rent. The remaining profit from your beginner class could be contributed to the marketing fund.

Foundation Partners. One system that works very well for charitable organizations is asking supporters to give a set amount each month to their charity. St. Jude Children's Research Hospital holds radiothons in communities all over the United States. They ask listeners to become "Partners In Hope", which is a tax deductible contribution of \$20 per month for a year. It works because listeners see the contribution as \$20 instead of \$240. Making a small monthly contribution is easy compared with a large contribution all at once. Foundation Partners is the same concept. Dancers and callers who have strong desire to grow our activity could easily commit to a donation of \$20 per month.

Beginner Events/Exhibitions. Callers are often asked to do beginner events or parties for churches, social groups and businesses. A recommended marketing tactic to grow awareness is to hold public or private square dance exhibitions. In both cases, often the group will hire the caller or the club and pay them a fee. This concept is to have any payments for these type events be contributed to the marketing fund.

Public Raffles. Public raffles are an easy way to raise fairly large amounts of money. In 2016, CALLERLAB's Ways and Means Committee raised funds for the CALLERLAB Foundation by selling 2,000 raffle tickets at \$10 each for a chance to win a \$3,000 voucher good for a cruise for two. One lucky person won the voucher, and the Ways and Means Committee raised \$17,000 for the Foundation. The Omaha Caller's Association holds a Sweetheart dance each year in February that includes a dance, a silent auction at the dance, and a public raffle for three prizes: \$150; \$100; and \$50. The dance and raffles raised \$700 for the Association, which is used to provide scholarships to callers for schooling. The reason these worked well is because the tickets were sold to the general public.

Pancake Feeds/Bake Sales, Spaghetti Feed, or whatever! The concept is easy. Put on a feed, invite lots of people to come to it, take a donation and contribute the profit to the marketing fund. Here's a recipe from Omaha. Square Dance Omaha, Omaha's Marketing Committee, partnered with the youth group at a church where several clubs dance to hold a pancake feed fundraiser with the profits split between the groups. Dancers supported it, friends of the dancers came, and some of the church members came to the event. While few church members came to the event, holding it in partnership with the youth group meant getting the hall and the kitchen for free, and a lot of assistance from the youth members. In conjunction with the event, Square Dance Omaha also held a bake sale. Together the pancake feed and bake sale generated over \$700 for the group's marketing fund.

Local Restaurant Dine Out Nights. Every Buffalo Wild Wings and Pizza Ranch, as well as many other local and franchise restaurants, offer fundraising dine-out nights for non-

profit groups. Generally, 10% of the sales to those who came to the event are contributed to the sponsoring organization.

Donations From Local Square Dance Organizations. If you decide to start marketing square dancing in your area, and you use the district management structure described in Section 17, the two organizations that would support the district committee are your local dancer association, and your local caller's association. Since you would already have their support in starting the committee, it's very likely that each would contribute some money to the fund to get your committee work started. Don't be afraid to ask for the contribution.

These are only a few ideas. Once you start doing fundraising activities, you'll be surprised how many more ideas your committee will come up with.

This is very important! People will support your committee with financial contributions if they know what your plans are and they see you regularly executing your plans. If you tell dancers you need money to market square dancing they will be hesitant to contribute. On the other hand, if you say, "We will be putting a float in six parades this summer to demonstrate square dancing, and we need \$1,800 to purchase a trailer for us to dance on and \$200 to print the flyers and make banners for our truck" they will contribute. An actual plan with a budget requirement will be supported.

Section 18: Recommendations

This document contains a large amount of information including:

- Education about marketing fundamentals, which provides a review of the many things you need to consider about our activity when you begin marketing square dancing.
- Accurate research about the state of our activity and an understanding of the general public's image and awareness of our activity.
- Defined marketing strategy elements and exercises for groups to determine target demographics, benefits sought by each target demographic, analysis of our product versus products we compete with, a list of our marketing challenges, and a position statement.
- Brand management tactics.
- A large list of marketing tactics with "How To" instructions.

We recommend you take the following actions to begin your work marketing square dancing:

1. Set up a committee.
2. Review the marketing fundamentals and research sections with the committee.
3. Do the Marketing Strategy Elements exercises to determine your:
 - a. Target (who you are going to talk to).
 - b. Benefits Sought (what you will say to them).
4. Review the Sales and Marketing Funnel Section with your committee.
5. Review the Generational Marketing Section with your committee for guidelines on what your target consumer values and possible product changes you will need to implement.
6. Decide what tactics you will use. There are far too many for you to use them all. Keep in mind that the most important part of the sales funnel is AWARENESS! If the consumer doesn't understand the product and how it solves a want or need they have, you will get poor results. At a minimum, we recommend the following tactics:
 - a. Elevator Pitch – be prepared to tell people everything that is great about square dancing!
 - b. Build a Database – there is nothing more valuable than having contacts!
 - c. Public Exhibitions – builds AWARENESS, builds AWARENESS, and builds AWARENESS!

- d. **Special Events** – Dance parties are the best way for consumers to sample our product!
 - e. **Direct Contact Sales** – get out and talk to as many people as you can!
 - f. **Public Activities Listings** – They reach a lot of people and they are FREE!
 - g. **Public Service Announcements** – They reach a lot of people and they are FREE!
 - h. **Local Website Development** – Your website is your showroom! Sell, Sell, Sell!
 - i. **E-mail Signatures** – Tell everyone you e-mail that you square dance and why!
 - j. **Facebook** – Great place to tell the world about your club – post regularly!
 - k. **Business Cards** – Cheap, convenient, a tiny billboard folks will hang on to!
 - l. **Event Signage** – Put that banner out by the road so people know you're there!
7. **NEVER GIVE UP** – Keep in mind that it will take a lot of effort just to grow the awareness of our activity in your market. You may do awareness tactics for a few years before you start to see any results from your call to action tactics.

Section 19: Case Studies & Repeatable Successes

Success Story #1

Happy Time Squares Lawrence, Kansas

- Founded in September 2005
- First dance was January 14, 2006
- Dance once a month
- Dances begin at 7:30 p.m. with 30 minutes of Plus tips, followed at 8:00 p.m. with a Mainstream program, with one line or round dance between tips
- Emphasize fun and friendship
- Have a quality program of square, line and round dancing
- Decorate with various colorful themes
- Provide snacks
- Serve coffee and cold drinks

What did they do?

- They actively pursued exhibitions and beginner events.
- They regularly advertise in their market.
- They have a relevant website which is constantly updated.
- They have strong leadership.

Marketing Bridge:

Product:	Monthly square dance with quality caller/instructor
Price:	Unknown
Advertising:	Consistently advertise in their market
Merchandising:	Club dress
	Decorate in colorful themes for every dance
Personal Selling:	Dancers are cheerful at exhibitions and know what to say to potential dancers



Results: From Zero to 140 members in 4 years!

Success Story #2



What do they do?

EFFECTIVE RECRUITING

1. A B C

Attitude: Your club must have an attitude that wants to recruit. If your club does not, your efforts to recruit a decent-sized class will be wasted. Therefore, the first step may require an attitude adjustment within your club.

Belief: Your club members must have confidence and believe they can recruit new prospective members. Once they have made the efforts required, and succeeded, they will find it easier to recruit new members. Success breeds success.

Commitment: If the club members make a commitment to recruiting, they can succeed. If they do not, the recruiting campaign will fail.

2. Lesson Chairman

Overall responsibility for everything related to developing the class, instructing the class, and retaining the class members as new club members. Chairman needs to be organized, administrate, and should not be a brand new club member.

3. Start of Campaign – Minimum Time

Allow a minimum of two months to develop your class. Three, four or even six months is not too much time. Your time starts with Step One, the letter to club members.

4. Start of Campaign – Committee Plan

The Lesson Chairman will gather a committee together. The objective of the first meeting is to create a plan from the day of the meeting through the Kickoff Social. Tasks will be assigned.

5. Set Date Classes Start, Location, and Instructor.

6. Database Administrator

The Database Administrator will keep a list of all prospects and contact info: name, address, phone number, e-mail, referring members name and source. The Database Administrator will be involved in steps 1-4 solely or with the help of others. The Database Administrator and Lesson Chairman will make progress reports at dances, reminding everyone to find guests for the Kick-off Social.

7. Publicity Chairman

Choose someone to oversee overall publicity. Create a plan. The club has a list of 140 recruiting ideas, but if the preparations above are not made or follow up is not made, the publicity efforts are usually blamed as worthless. No one club has the resources to do everything on the list, so pick and choose ideas that will work for your club.

8. Kickoff Chairman

The Kickoff Chairman is responsible for the Kickoff Social, including menu and food quantities, place settings, tables, chairs, greeters, servers, etc. The social could be a chili dinner, potluck, breakfast, any social gathering to kickoff and introduce guests to square dancing.

9. STEP ONE: Letter to Club Members

A letter is sent to all members asking them to help keep the club growing and strong, requesting them to give the lesson committee the names of two or more prospects. The Database Administrator will receive the names directly from members, from the Lesson Chairman and other sources.

10. STEP TWO: First Letter to Prospects

A letter is sent to all prospects ten days after putting them in the database, to acknowledge that you are looking forward to meeting them, who to contact if they have questions, and that you will be in contact as the Kickoff Social gets closer. Note: You are inviting guests to a social-- not lessons!

11: STEP THREE: Invitations to Prospects

Four weeks before the Kickoff Social, send all prospects an invitation to the "Chili Social and Introduction to Square Dancing". Hand address envelopes, include a note and sign the invitation.

12: STEP FOUR: Reminder to Members

Send a reminder to all members who submitted guest names to contact their guests one to two weeks before the Kickoff Social and let the dinner chairman know who is expected to attend. List their guests' names and remind them you have contact info available in case they have lost it.

13: STEP FIVE: Preparation for the Kickoff Social

The last two weeks before the event is hectic. The caller MC should be set. A reliable estimate of members and guests is needed to determine food requirements. Copy the Kickoff Chairman on all "Step Four" e-mails so he/she will know who to contact if members do not contact her/him.

14: STEP SIX: The Kickoff Social

Greet the guests as they arrive, check them in, and give them name tags. Members should wear their badges and mingle. When it's time to eat, guests go first, but members should sit with guests. After the meal have guests and members up for dancing. Mingle. Keep any demonstration brief. During breaks, make brief announcements on lesson details. Mingle! Have information cards or tri-fold flyers available. Have a sign-up table for lessons. Thank guests as they are leaving.

15: STEP SEVEN: The Class

Class is class, except the energy from one successful new dancer feeds another, the angels help, and everybody bonds during breaks. And still needed - a Class Coordinator and friends to set up the hall and assist as necessary.

16: STEP EIGHT: Retention

Timberline Toppers are experiencing a retention rate of about 90%. Here are some contributing factors:

- Members try to welcome and become friends with new dancers from the start.
- At the Kickoff Social, members mix with and welcome guests. They continue to build these friendships during lessons.
- During lessons the instructor takes a real interest in the new dancers.
- The class is sponsored by only one club. Angels are free to mix with new dancers.
- Lessons are taught twice a week for ten weeks.
- Their instructors are club members; new dancers identify with the club.
- The new dancers are invited to regular club dances after they have had only three lessons, at no charge. The squares are mixed member and new dancer couples. The first half-hour is limited to calls the new dancers have been taught.
- New dancers are invited to join the club before graduation.

Results:

Fall 2007

- Decision to consolidate new membership vs. another new class.
- Began holding workshops before dances and separate review classes for members.
- Formed small fall class at “last minute.”
- Graduated 16 members.

Spring 2008

- Decision not to hold classes.
- Decision to continue workshops and review classes.
- New callers used workshops to help newer dancers and gain experience.

Spring 2009

- Recruitment went so well we told members to stop recruiting.
- We cancelled all advertising and articles.
- Formed a class of 42 members.

Marketing Plan:

Target:	Friends and acquaintances
Benefits Sought:	Entertainment/Social Activity
Competition:	Snow skiing and outdoor activities
Management Structure:	Lesson Chairman, Database Administrator, Publicity Chairman, Kickoff Chairman.

Strategy:

- Annual lessons during the height of tourist season with complete year-round dancer support and retention.
- Kickoff Social with well-defined steps for success.
- Lessons held twice a week.
- Workshops for new dancers throughout the year.
- Immediate blend of new dancers in with existing club.

Tactics:

- Committee Plan
- Database
- Marketing Plan
- Special Event
- Personalized Cards/Invitations

- E-mail Marketing

Results: From 20 to 160 members in 4 years!

Success Story #3

*Morrison Grand Squares
Morrison, IL*

By Jim Winslow

What did they do?

We joined the Chamber of Commerce who advertises our services (dances and lessons).

Every month we write an article to be published and make a simple flyer to be sent out about our upcoming dance.

- E-mail article out to three radio stations, four small town newspapers, one city online source, and the local Chamber of Commerce.
- Mail flyers to 16 area churches in or near Morrison.
- Send flyers with dancers to other area square dance clubs.
- Slow mail the article to nine other newspapers and two more radio stations.

We publicize the offer to do demonstration dances for free at various locations averaging one each week in spring, summer and fall.

- Farmer's Markets
- Churches
- Nursing Homes
- Schools
- Fairs and Festivals

"When students show up for lessons we have them fill out a questionnaire. For the 2010 season we had six students that responded they saw one of our demos. Not bad for having fun dancing. The nursing homes, etc. do free advertising for us, as it usually shows up in their newsletters, or the newspaper that we are coming, or were there." – *Jim Winslow*

Created a website for the club: www.squaredancemorrison.com

The following is done in December before lessons start in January:

- Pay for advertising in two area newspapers that have a large circulation.
- Send flyers with dancers to 20 area towns to place in businesses, libraries, grocery and convenience stores, barber shops and hairdressers, restaurants and bars – where people gather.

What we do following lessons:

- Have each student fill out a questionnaire on how they learned about us to determine what marketing efforts we are doing are working.

Marketing Plan:

- Target: Residents in Morrison and surrounding towns

- **Benefits Sought:** Entertainment/Social Activity
- **Competition:** Unknown
- **Strategy:** Increase awareness and understanding of square dancing to make the dance more appealing
- **Tactics:**
 - Join the Chamber of Commerce to get connected to the community
 - Send articles and flyers to local newspapers and radio stations for publication (Article Marketing)
 - Publicize to do free demonstrations averaging one per week (Demonstrations)
 - Create and maintain a club website (Local website development)
 - Place purchased ads in two major newspapers for lessons (Newspaper)
 - Place flyers in business windows all around the area (Flyers/Poster)

Marketing Challenge:

1. In what ways can we convince non-dancers to associate fun, fellowship, physical and mental health with square dancing?
2. In what ways might we correct the public's perception about square dancing, so that the inaccurate negative images of square dancing are replaced with accurate and positive images?
3. In what ways can we make it obvious that square dancing is alive and well in the community?

- Monthly articles to newspapers and radio stations
- Weekly exhibitions throughout nearby communities
- Information on their website

In what ways can we make it easier to get non-dancers involved in square dancing?

- Call-to-action posters and newspaper advertisements before beginner classes

Results: From Zero to over 60 members in 2 years!

Success Story #4

Duke City Singles and Doubles Albuquerque, NM

What did they do?

In 2012, the club was very close to folding due to lack of members so new club leadership took responsibility to develop a growth strategy.

Actions:

- 2013 – Created flyers and posters and distributed in public places.
 - Result: 10 students from Duke City, and 8 from Crazy 8's (coop)
 - Generated 11 new members
- 2014 – Created flyers and business cards, mailed to churches and posted in public places, purchased a Spingo Solutions promotion.
 - Result: 27 students
 - Generated 16 new members
- 2015 – Created 2,750 post cards and 40 posters and held a radio remote broadcast in conjunction with first lesson.
 - Result: 35 students
 - Generated 18 new members
- 2016 – Created and distributed 3,000 postcards and 50 posters, purchased six-week radio commercial schedules on both a classic country and a Catholic radio station, purchased a two week Facebook campaign, one month Spingo promotion, one month “prime time” ad (digital display).
 - Result: 52 students
 - Generated 36 new members

Comments from Lin Miller: “No magic formula. The club has a nice website that we direct dancers to for more information. Usually start about three months out from lessons. Feel that we should have started earlier. Every year we do demos and pass out cards at the State Fair two weeks before our class begins. Leaving postcard sized cards in businesses was a success. Classic country radio was a success. Catholic radio was not. Club wants to get younger members, so our policy is 17 and under get lessons free with a paying adult for lessons. Also, if the parent joins the club, kids join for free.”

Results: From nearly folding to 88 current members!