

## Timeline: Palmetto Mastersingers Marketing

Jan.7,2019

### 6-8 weeks ahead of concert Season

### Marketing Strategies Reference

- Request an article from person in charge of program short version for calendar submissions and longer for newspapers. Charlie Hill?
- Send details of full season for publication to those printing a seasonal issue: Free Times, The State paper, other that might do this?
- Begin placing details of season on calendars you have to fill-in:
- Send seasonal list of concerts to our Arts email list: On **Vertical Resp.**  
<https://app.verticalresponse.com/app/login/>; log in = [daveq1@sc.rr.com](mailto:daveq1@sc.rr.com);  
PW=DQP515??//
- Social Media efforts: Facebook through Shandon Pres>

Sources & Strategy for social media: This is an area where I found out about what is needed to make social media draw people to our concerts. I hope this is helpful. I would welcome a discuss about this if you are inclined. Since we will have little paid advertising the social media is definitely going to be helpful particularly a concert with other choirs. Their social media sites and efforts will be valuable to us. Dave Q

<https://www.google.com/search?client=safari&rls=en&q=Using+social+media+to+encourage+people+to+attend+a+concert&ie=UTF-8&oe=UTF-8>

### 4 weeks before an individual program

- Write an article if not already done.
- Check all calendars where you have filled in concert details to be sure it is still active. **#4**
- Send the individual concert information: details of this concert + extended verbiage & current pictures to your email on Vertical Resp.listings.
  - Send article & pictures to The Star Reporter, Irmo & Northeast News.
- Send email through Vertical Response to “members” copy of the article & pictures.

**State Paper Advertising:** contact is Jason Segall: [jstegall@thestate.com](mailto:jstegall@thestate.com)

### Marketing strategies Detail:

#### 1. The Star Reporter

Contact: Pam Staples: [pams@starreporter.com](mailto:pams@starreporter.com)

We send her an article with pictures.

Paper is published on a Wednesday. Send all the info to her **3 Wed. before concerts**

#### 2. Irmo News & Northeast News

Contact: irmo News [irmonews@aol.com](mailto:irmonews@aol.com) ; [Northeastnews@aol.com](mailto:Northeastnews@aol.com)

## Send them same as the Star

### 3. Web sites throughout the state. Use Vertical Response web site:

<https://app.verticalresponse.com/app/login/>

To place the same info that you send out to others.

Individual emails to send this same article & information with pictures:

[jemimah@onecolumbiasc.com](mailto:jemimah@onecolumbiasc.com)

[music@free-times.com](mailto:music@free-times.com)

[listings@free-times.com](mailto:listings@free-times.com)

[lee@onecolumbiasc.com](mailto:lee@onecolumbiasc.com)

[pressreleases@columbiametro.com](mailto:pressreleases@columbiametro.com)

[lexingtonchronicle@gmail.com](mailto:lexingtonchronicle@gmail.com)

[bjpscaa@infoave.net](mailto:bjpscaa@infoave.net)

[Kentthe1@aol.com](mailto:Kentthe1@aol.com)

[feature@augustachronicle.com](mailto:feature@augustachronicle.com)

State Features: [statefeatures@thestate.com](mailto:statefeatures@thestate.com)

Brook [sbrook@thestate.com](mailto:sbrook@thestate.com)

Denise Hegler [arts@infoave.net](mailto:arts@infoave.net)

Calendars [calendars@thestate.com](mailto:calendars@thestate.com)

Katie McElveen [bykatiemcelveen@gmail.com](mailto:bykatiemcelveen@gmail.com)

[info@onecolumbiasc.com](mailto:info@onecolumbiasc.com)

Calvin Reese <[calvinreese@live.com](mailto:calvinreese@live.com)>

This is a sample of a shorter version that would be for just a calendar submission like

[Calendars@thestate.com](mailto:Calendars@thestate.com):

### EXAMPLE:

"The Palmetto Mastersingers present a Festival of Choirs program Saturday, February 24th, 7:30 PM at Saint Andrews Baptist Church 230 Bush River Road in Columbia. The choirs participating are the Dreher High School Chorus, Rosewood Elementary Honor Choir, the Saint Andrews Baptist Chancel Choir and the Mastersingers. A special arrangement composed for the Mastersingers by former Columbian Dr. James Dickson of "O for a Thousand Tongues To Sing" will be sung by the 200 singers. The Palmetto Mastersingers artistic director is Dr. Lillian Quackenbush. Tickets are \$10 for adults and free for children and can be purchased at the door or at [www.palmettomastersingers.org](http://www.palmettomastersingers.org)"

### 4. Details of concerts for these sites have to be individually placed—always send picture where possible:

- Experience Columbia, SC: <https://www.experiencecolumbiasc.com/events/submit-an-event/>
- <http://leisurefun.net/submitevent.asp>
- <https://www.onecolumbiasc.com/login/>
- [wis.eviesays.com](http://wis.eviesays.com)
- <http://events.wltx.com/createevent>

- <https://www.abccolumbia.com/events/#submit>
- <https://www.scetv.org/events/request-listing>
- <http://www.scartshub.com/submit-an-event/>
- Columbia Metropolitan Magazine <pressreleases@columbiametro.com>,

**5.** Posters: prepared by Dave Godfrey: check to be sure he has them in progress 3 weeks before.

**We share Program ads with the following:**

Sandlapper Singers Emily Brown: manager@ sandlappersingers.org

Columbia Choral Society; SC Philharmonic; others you can get to do this with us.

Discuss display ads



Our logo to use: