



Marketing and PR advice

**A brief guide with some tips for attracting singers
and audiences**

Document produced by Sing Ireland in 2018.

For further information contact the organisation through any of the channels below.

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Your Choir's Brand

- Come up with a tagline for your choir: condense why you exist and what are your goals as a choir into one sentence. What is your mission? Maybe you are an amateur un-auditioned choir singing for fun or perhaps you are semi-professional hoping to get paid for performances and compete. Whatever it is, you need to be clear to attract singers and audiences. Accompany your tagline with a catchy and easily recognisable choir name and a photo of the singers in action.
- Who are your customers (singers and audience members): what kind of singers are you looking for and who do you want at your concerts? Often choir's have a hard time recruiting male voices so perhaps look at repertoire that will appeal to tenors and basses and list the proposed repertoire on your posters.
- What do your customers want: what do your singers hope to achieve from being involved in the choir and what do your audience want to see?

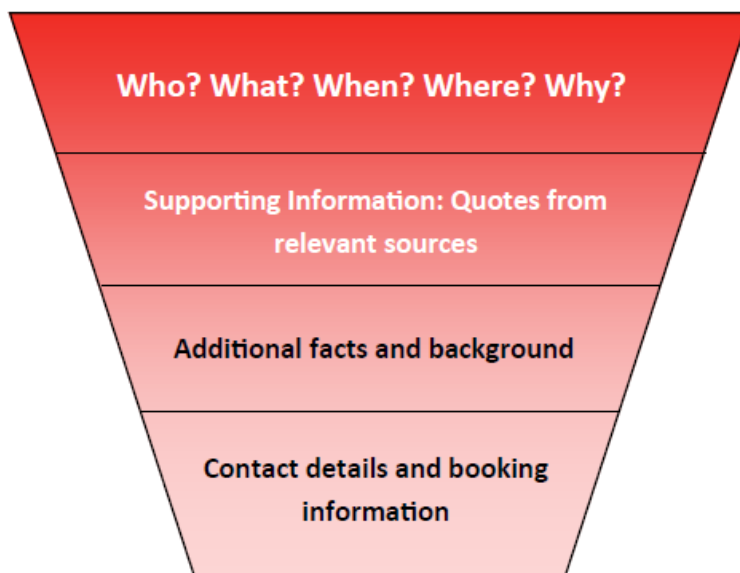
Marketing

- Timeline for marketing: plan events as far in advance as possible and make a timeline illustrating what marketing will be done, when it will be done and who will do it.
- PR opportunities: take chances for your choir to sing at events, at hospitals, schools or nursing homes, on the radio or even on television to get the word out about your choir and it's mission.
- Explore a variety of media: Don't get stuck using just Facebook or the local newsletter. Diversify your efforts and attract more people. Some (free) suggestions for marketing your choir include:
- Social media (Facebook, Twitter, online events guides, Instagram, Journal of Music etc.)
- Use video to show your audience what they can expect at concerts. Video sharing sites like YouTube and Vimeo are user friendly and free.
- Send press releases to local and even national media. This includes newspapers (include a photograph if possible) and radio stations.
- Don't underestimate the impact of posters and flyers in your local community.

- Develop a mailing list. By collecting email addresses you can keep those interested up-to-date on choir performances and news. Just be sure not to send too many emails or you might have people unsubscribing. You can collect postal addresses from those without emails and send them flyers. Be sure to safely store emails and addresses and do not share them with anyone else.
- Make use of the Sing Ireland Choral Diary

Writing a Press Release

The below diagram illustrates the most important parts of writing a press release down to the smaller details that should be included. Do include a photo also but make sure the file size is not too large!



Evaluate your Marketing

Every so often be sure to look at the marketing tools you are using and how they are working or not working. Draw comparisons between concert attendance at a concert when you featured on the radio versus when you used posters and flyers to spread the word. See what works best when recruiting new members. It's important that you keep learning what works for your choir because there is no "one size fits all" plan. Be sure to decide what suits you and focus on doing that really well rather than wasting your efforts trying to do everything.

Useful links

Sing Ireland Diary : <http://www.singireland.ie>

Send a newsletter: <http://mailchimp.com/>

Create a website for free: <https://wordpress.com/>

YouTube: <https://www.youtube.com/>

Vimeo: <https://vimeo.com/>

Facebook: <https://www.facebook.com/>

Twitter: <https://twitter.com/?lang=en>

Journal of Music: <http://journalofmusic.com/>

Yahoo Choral Ireland Group: <https://groups.yahoo.com/neo/groups/choralireland/info>

Who? What? When? Where? Why?

Supporting Information: Quotes from relevant sources

Additional facts and background