

SELLING OUR PRODUCT

Marketing is the planning and implementation of a strategy for the sale, distribution, and servicing of a product or service.

What is your PRODUCT?

What is your PROXEMIC (location)?

What does your PACKAGE look like?

Who are your PERSONNEL?

What is the PRICE?

PROMOTION ideas:

Public Relations is being good and getting credit for it.

Position Statement:

(name) _____ Chorus is a nonprofit, community singing ensemble providing, (product) _____, _____, and _____ to (location) _____ women. The chorus, under the direction of (personnel) _____, holds regular rehearsals on (day) _____ evenings at (location) _____. For more information, call _____. (or visit www._____)

BRANDING YOUR PRODUCT:

First Impressions Count - The importance of Packaging

Target Marketing:

World War II/Depression Survivors:

- Appeal to their traditional values.
- Social time is important.
- Information is power.

- They plan to stay young forever.
- They have brand loyalty.

Baby Boomers:

- They shaped policy and changed rules (activists).
- They like glitz and glamour (Barbie generation)
- They are competitive risk takers.
- They have no brand loyalty - smart consumers - will go to another chorus if needs and satisfiers are not met.

Baby Busters:

- They join for "me" time.
- They want applause/praise for being good (self esteem).
- They want no-nonsense rehearsals. Fast food generation.
- They have a high sense of entitlement.
- They want to be in on decisions, but allow others to do the work.
- They have no brand loyalty - will leave the organization.

Millennials:

- They want social time with their own age group.
- Very aware that their school friends may not think it is "cool" unless there are many of their own age group.
- They want fast-paced, intense and compact.
- Time and money are scarce.
- High energy- High tech.
- They need fun, flexibility, free stuff and LOTS of praise!

History of Tide:

You must find new ways of reaching each audience. Stay up with the trends.

Ideas for selling to the new Sweet Adelines of the 21st century.

If you want to know what they think - ASK!

Wrap up.