

# Engaging Your Audience & Supporters with Online Strategies.

A Presentation for the American Guild of Organists National Convention  
Houston, Texas, June 21, 2016

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## The New Paradigm of Promotion: Engagement!

### Old way - “Outbound Marketing”

- Communication is one way.
- The audience is sought through radio ads, TV, print ads, email “blasts”, post cards, etc.
- Promotional efforts provide little or no extra value.
- There is no clear mission to educate, inspire, or engage the audience through marketing.

### New way - “Inbound Marketing”

- Communication is interactive and two ways.
- The audience comes to you via search engines, referrals and social media.
- You provide value to your audience through content.
- Your promotional efforts seek to educate, inspire and engage.

“Our job is to give people something they didn’t even know they were missing.”

-Dean Gwyn Richards, Jacobs School of Music, Indiana University

### Know your audience and what you have to offer.

- **Michael Hyatt** - “Discover Your Value” exercise. ([michaelhyatt.com](http://michaelhyatt.com) - used by permission.)
- **Donald Miller** - “Story Brand”. Seven podcast episodes that walk you through the “Story Brand” framework found at <http://buildingastorybrand.com>.

## Websites: your very own piece of internet real estate.

- **Filter the text and images** on your site through your value proposition or story brand.
- **Build an email list.** Consider trading a piece of content for an email address. (Email incentive.) **Lead Pages** ([www.leadpages.net](http://www.leadpages.net)) is a platform that you can use to easily build a landing page and deliver an incentive.
- **Give clear calls to action.** “Click here”, “Sign up”, “Donate”, “Register” - these are simple, direct actions that your website visitor can take. This practice makes your website “transactional.”
- **Blogs are alive and well!** A blog is a good place to describe what you have to offer, tell stories of how people benefit and make announcements. Link to blog posts from email campaigns and social media.
- **Learn to speak the language.** Learn enough about html code and other website design terms to speak with your website designer. (We recommend [www.Lynda.com](http://www.Lynda.com).)

## Email Marketing: Staying in touch with your audience.

- **Keep email simple.** Instead of long amounts of text, link back to your website or landing page.
- **Don't overuse it email.** Create expectations by sending a consistent rate - weekly, monthly, etc.
- **Give clear calls to action.** By asking a reader to take action, you can create metrics and find out what people engage with.
- **Use an email service provider** like MailChimp (<http://mailchimp.com>) or Constant Contact (<http://www.constantcontact.com>) to collect emails, for delivery and analytics.
- **“Monday Bytes”** - Email campaign from Angela Beeching is a good example of effective email marketing. (<http://www.angelabeeching.com>)

## **Social Media: Find and connect with members (or potential members) of your audience.**

- **Choose 1 or 2 channels.** Discover where your audience spends the most time and where you have the most engagement. Consistently post on those channels.
- **Primary channels** - Facebook, Twitter, Instagram, YouTube, Pinterest
- **Facebook engagement** - likes, comments, shares and clicks.
- **Closed Facebook groups** - very effective and inexpensive way to create community around a topic.
- **For musicians, YouTube can help create visibility.** Post quality recordings on YouTube. Consider posting a collection of recordings instead of a single recording.
- **Pinterest** - Great platform for collecting ideas. Future oriented. (Choir trips, fund raisers, youth events, etc.)
- **Point back to your website.** A clear “call to action” like “read more” will help create engagement.
- **Curate content from others.** Share posts from others if it would resonate with your audience. (The tool “Feedly” makes this easy. <https://feedly.com>)
- **Create daily categories.** TBT, Sunday Selfies, etc. This makes content creation easier.
- **Use a tool to batch process your posts.** You can preschedule your posts. “Hootsuite” and “Edgar” are our favorites. (<https://hootsuite.com> and <https://meet Edgar.com>)

## **A few marketing tips:**

- **Create a content calendar.** Consistency is more important than writing the best piece of content. Create a calendar and stick to it.
- **Batch process your marketing content.** Carve out time on a regular basis and prepare your blogs and social media posts.
- **Start small.** Choose one thing, do it consistently and gain traction with your audience.

# Your Marketing and Promotional Toolkit - Learn and Do

## Learning Resources:

### Books

- Beeching, Angela. *Beyond Talent: Creating a Successful Career in Music*. Oxford University Press, 2010.
- Cutler, David. *The Savvy Musician: Building a Career, Earning a Living & Making a Difference*. Helios Press, 2010.
- Diaz-Ortiz, Claire. *Twitter for Good: Change the World One Tweet at a Time*. Jossey-Bass, 2011.
- Hyatt, Michael. *Platform: Get Noticed in a Busy World*. Thomas Nelson, 2012.
- Miller, Kivi Leroux. *Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money*. Jossey-Bass, 2013.

### Websites, Blogs and Podcasts

- **Angela Beeching website** – <http://www.angelabeeching.com>
- **Michael Hyatt blog** - <http://michaelhyatt.com>
- **Michael Hyatt podcast**, *This is Your Life* - <http://michaelhyatt.com/thisisyourlife>
- **Jeff Brown podcast**, *Read to Lead* - <http://readtoleadpodcast.com>
- **Greg Sandow blog** - <http://www.artsjournal.com/sandow/>

### Learning Platforms

- **Lynda** - an online learning platform that teaches computer software, marketing, photography and much more. <http://lynda.com>
- **Amy Porterfield** - *Jumpstart Your Facebook Marketing* - an online course that teaches Facebook. [http://www.amyporterfield.com/jumpstart\\_your\\_fb\\_marketing/](http://www.amyporterfield.com/jumpstart_your_fb_marketing/)

## Production Tools:

- **Canva** - A free, online graphic design platform. Easy to use, even if you are not a designer. <http://canva.com>
- **99 Designs** - Outsource your website, graphic design, t-shirt, etc. Affordable and fast. <http://99designs.com>
- **Upwork** - When your project requires a team, this is the way to outsource. <https://upwork.com>