

# Marketing to Today's Woman

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.\\_\\_\\_\\_\\_](http://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 rehearsals.
- 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 21<sup>st</sup> century.

If you want to know what they think - ASK!

Wrap up.

## Radio Public Service Announcements (PSAs)

### 30-second PSA Examples

Pre-Boomers/WWII/Depression Survivors (song: In the Mood)

62-79 years old

Do you like to sing and dance? It's time to kick up your heels with the Melody Makers Chorus each Tuesday night from 7 to 10 p.m. at the Springfield Community Center. Bring your friends and enjoy participating in the traditional American art form of four part harmony in the barbershop style. It's educational. It's rejuvenating. And it's fun. There's a community of harmony waiting for you. Call 555-SING for more information. (:26 copy)

Boomers (song: Age of Aquarius)

43-61 years old

Do you like to sing and dance? Do you like glitzy costumes and Broadway Show Tunes? The award-winning Melody Makers Chorus is looking for motivated women like you. Join us on the risers each Tuesday night from 7 to 10 p.m. at the Springfield Community Center. Oh...and bring your voice! For more information, visit [w-w-w-dot-melodymakers-dot-org](http://w-w-w-dot-melodymakers-dot-org). (:22 copy)

Baby Busters (song: Fame)

31-42 years old

Do you like to sing and dance? Are you looking for an educational experience that will stretch your mind and your body? Join the Melody Makers Chorus each Tuesday night from 7 to 10 p.m. at the Springfield Community Center. It's a fast-paced evening with an added bonus - the satisfaction of hearing applause. Check us out at [melodymakers-dot-org](http://melodymakers-dot-org). (:20 copy)

Millennials (song: Seize the Day)

13-28 years old

Do you like to sing and dance? Are you a diva? Text your BFF and join us for a celebration of harmony at the Melody Makers Chorus. There's choreography and costumes! An evening of a cappella singing with girls who just wanna have fun. Get on our friends list at [myspace-dot-com-slash-melodymakers](http://myspace-dot-com-slash-melodymakers), then save Tuesdays from 7 to 10 p.m. for the Melody Makers! (:22 copy)