

Online Marketing for Recruitment & Audience Development

Minnesota Band Directors Association Instrumental Teaching Symposium
Thursday, August 6th, 2009 • Glen Tuomaala

- I. Introduction
- II. Current marketing environment, advertising clutter, competition for attention
- III. Identify your target audience
 - How does your target audience use the web and technology?
 - What can you offer your target audience by using the web?
- IV. Easy URL address
 - www.HuskySportsBand.com
 - www.MunicipalBand.com
 - www.HuskyBandDay.com
- V. Easy Email address
 - music@StCloudState.edu
 - band@StCloudState.edu
 - director@MunicipalBand.com
- VI. URL placement and frequency
 - URL placement on printed materials: concert programs bumper stickers, business cards, press releases, office door, etc.
 - URL placement on clothing and merchandise.
- VII. Email signatures
- VIII. Email marketing
 - Mass email messages.
 - Building send lists – using BCC: and unsubscribe features.
 - Developing HTML email templates for photos and video.
 - www.ConstantContact.com
- IX. Uniform email messages
 - Creating a style sheet for use of font style, color, logo design, name, etc.
 - Frequency of message information: email, web, social networking.
- X. Webpage design and use
 - What can you give or provide to those who visit your webpage?
 - What is the balance of steak to sizzle?
 - Designing a new webpage? Create a wireframe, test usability.
- XI. The “Seven C’s” of webpage design (*Furia Rubel Communications, Inc.*)
 - Clean, Clear, Concise, Consistent, Creative, Customer-Centric, Constant.

- XII. Writing for the web
- Less is more when writing for the web.
 - **REQUIRED READING:** [*Don't Make Me Think. A Common Sense Approach to Web Usability.*](#) by Steve Krug
- XIII. Online data collection.
- Webpage template to collect information.
 - “Ask a Question” webpage tool.
 - Organizing email address blocks in Word and Excel.
- XIV. Podcasting.
- Equipment set up. iPod microphones.
 - Software set-up: Audacity, Goldwave, freeware audio formats.
- XV. YouTube.
- Not just for concerts performances: interviews, rehearsals, information, edutainment.
 - Setting up an account and equipment use for HD recording.
 - Adding annotations to share and *update* information.
 - Insight tracking tools to discover what works and what does not work.
 - www.YouTube.com/scsuBand
 - www.YouTube.com/scsuMusic
 - www.YouTube.com/MunicipalBand
 - www.YouTube.com/SCSUCareerCast
 - www.YouTube.com/DrillDesignStCloud
- XVI. Social networking pros and cons: MySpace, Facebook, Twitter.
- Facebook advertising.
 - Open discourse vs. a controlled message and image.
 - Cross posting from YouTube to Facebook.
- XVII. Google statistics and tracking information.
- XVIII. Buzzmarketing with the internet.
- What makes your concert or event important enough for the media to notice?
 - Live concert web-casting at St. Cloud State: Begins Fall, 2009.
- XIX. Question and answer session.

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www.HuskySportsBand.com • www.YouTube.com/scsuBand

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