

If You Build It, They Will Come: Marketing your Music Program



Chris Grifa



Gretta Pote

Directors of Band
Clay Middle School
Carmel, Indiana



Resources

www.thehighperformingdirector.com/practice

MARKETING

“

...the activity and processes for creating, communicating and delivering offerings that have values for others.”

What is Successful Marketing?





1

Marketing 101

You are Always Marketing your Program



**Assume everyone
is watching!**

- It's MORE than just public Performance!

- Every relationship matters
- All communications and interactions
- Guests in room (including substitutes)
- Extra-curricular performances

2

Relationships

Foster positive relationships with all who could touch your program



“

*“Be mindful of the present you are creating,
does it look like the future you are hoping for?”*

-anonymous

• Relationships

Administration

Can be a powerful ally or a devastating force to your program.

Guidance

How are elective courses represented and presented to students?

Music Department

Your everyday work environment needs to be as positive as possible!

Colleagues

Speak positively of the programs and teachers that surround your program.

Parents

Parents will do anything for your program.

Students

Our most valuable resource.

“

“Influence is about being genuine”

-Johnny Hunt

The relationship road goes both ways!



3

Marketing Vision

Our music programs are essentially a business

Connectivity

A complex network diagram with many nodes and edges, representing connectivity. The nodes are small black dots, and the edges are thin black lines. Some edges are thicker than others, forming a central structure. The background is a light blue-grey color.

Keep it Simple

- What's your Brand?



- Consider having a logo
- Easily Recognizable
- Aligned with Performing Arts Department

“Excellence as a lifestyle”

-Carmel (IN) High School Bands

“

- Consider having a program quote
- Include on all communications
- Hang in rehearsal room



**Social Media is
challenging but effective**

• Social Media

- Know your school district's media policies
- Be aware of your personal social media presence and the message it is sending

4

Communication

Effective communication is essential

AUDIENCE



- Know your audience

Students

Highlight the strengths of your program. Attract students with relevant FUN.

S

Parents

What do parents need and want to know? Many parents are new to the program.

P

Keep them in the know! Have a plan and be solution focused. Know their communication style.

Administration

A

Community

Share the highlight reel with your community. People don't know what you know about your program.

C

• Efficient Email Communication



- What is the “Need to know”?
- What? - When? - Why?
- What do I need to do?
- Keep it short (use bullet points)
- Send multiple communications



Effective Use of Video

- Videos are EVERYWHERE
- Identify the message
- Highlight reel of your program
- Include pictures of students
- Use quotes/interviews from students
- Avoid performance audio
- Make it watchable
- Keep it short and simple

5

Timeline

Example recruitment timelines

• Incoming Students

November:
Contact Elementary
Schools

1

January:
performance/visit/parent meeting
Instrument Try-ons
Instrument Selection

3

March:
Summer Class
Registration

5

December:
Send initial information
to families

2

February:
Scheduling
Instrument Rental Meeting
Summer Program/Lesson Information

4

April/May:
Reminders for Summer Classes or
next School Year

6

Elementary
School

Middle
School

• Current Students

November:

Begin discussion on how your class works in the schedule

1

January:

Have individual conversations encouraging students to continue, show what class to schedule

3

March:

Circle back around to those who did not continue

5

1st/2nd Year

2

December:

Continue scheduling discussion, take questions, show possibility through High School

4

February:

Review class lists for the next year

6

April/May:

Place students in groups for the next school year. Inform them of placement

2nd/3rd Year

Seasonal affect...It's a real thing!



Continuing Students

August/September:

Begin talking about Marching Band and generate interest

1

December:

Discuss High School scheduling and how music classes work in the schedule

3

February:

Discuss benefits, answer questions, encourage participation

5

Middle School

2

October/November:

Weekly updates of Marching Band. Invitation to a Fall Concert or Football Game

4

January:

Scheduling Details, Visit from HS directors, connect MS to HS, individual conversations

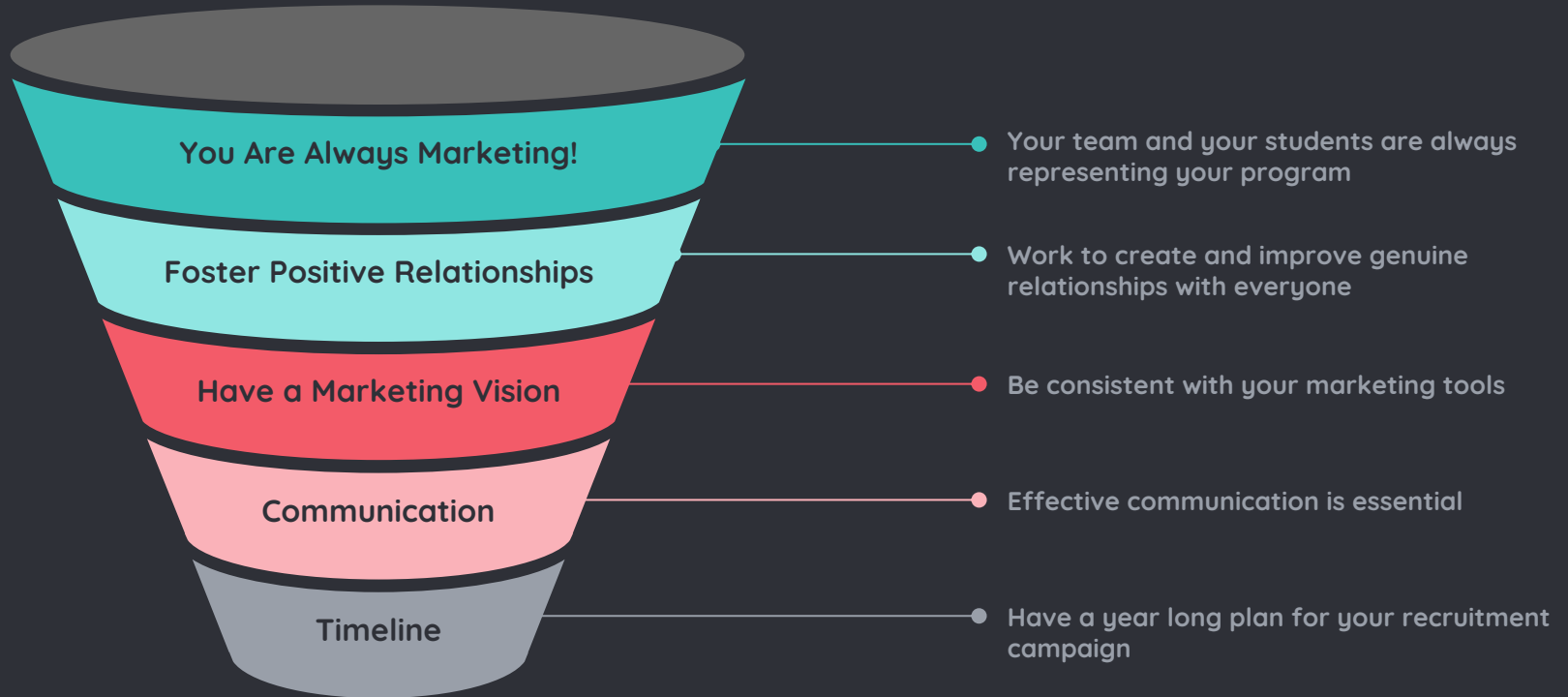
6

March/April:

First Marching Band rehearsal, circle back to those who did not sign up, relay needed information

High School

● Session Overview



FOUNDATIONS



CULTURE: Chip De Stefano

GROWTH: Kim Bain

ORGANIZATION: Heath Wolf

PRACTICE: Chris Grifa

FUNDAMENTALS: Robert Herrings

RECRUITMENT: Wendy Hart Higdon

MOTIVATION: Corey L. Graves

COMMUNICATION: Rick Ghinelli

PERSPECTIVE: Kazuhiko Tsuchiya



QUESTIONS?

Email us!

gpote@ccs.k12.in.us

cgrifa@ccs.k12.in.us