

Tech Marketing: Using Technology in Square Dancing

Goals:

Communicating to strengthen existing groups

- Using technology to strengthen the relationship between you and your dancers
- Using technology to build social bonds between the members of your clubs
- Using technology to help dancers learn
- Using technology to help callers communicate among themselves

Marketing to build groups

- Using technology to market yourself to dancers
- Using technology to market square dancing to non-dancers
- Using technology to market yourself to non-dancers (one-night stands)

Tools:

Intergroup Communication

- Email Lists (Listservs)
- Yahoo Groups / Google Groups
- Online Forums

Websites

- Blogs
- Personal sites
- Club sites
- Marketing sites
- Informational sites (Taminations, etc.)

Social Networking

- Facebook
- Twitter
- Google+
- Pinterest
- Flickr (and other photo sharing sites)
- YouTube (and other video sharing sites)

Group Collaboration

- Wikis
- Google Documents

Telecommunication

- Skype
- Google Voice

External outreach tools

- Online calendars
- Online directories
- Google Adwords

Hardware

- iPhone (and other smart phones)
- Kindle (and other ebook readers)
- iPad (and other tablets)
- Digital projector

...if you are not present on the Internet, you simply do not exist, as far as anyone under 30 is concerned. ... –Albert Mohler