

## Marketing: Recommended Tactics

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# RECOMMENDATIONS

## The CALLERLAB Square Dance Marketing Manual (Section 18, Pages 83-84)

The CALLERLAB Square Dance Marketing Manual contains a large amount of information including:

- Education about marketing fundamentals.
- Research including information about the public image and awareness of square dancing.
- Marketing strategy exercises to determine target demographics, benefits sought, competition, marketing challenges, and a position statement.
- Brand management tactics.
- A large list of marketing tactics with “How To” instructions.

Goal: Get consumers to join our activity by learning to dance and then participate on a regular basis.

Recommended actions to begin marketing square dancing:

- Set up a committee. (Management Structure – Sec. 16, Page 78)
- Review the marketing fundamentals and research sections with the committee. (Sec. 2, Page 5 Sec. 3, Page 11)
- Do the Marketing Strategy Elements exercises to determine your target demographics and benefits sought. (Sec. 4, Page 16)
- Review the Sales and Marketing Funnel section with your committee. (Sec. 5, Page 21)
- Review the Generational Marketing section with your committee. (Sec. 8, Page 30)
- Decide what tactics you will use. There are far too many for you to use them all. Keep in mind that the most important part of the sales funnel is AWARENESS! If the consumer doesn't understand the product and how it solves a want or need they have, you will get poor results. At a minimum, we recommend the following tactics:
  - Elevator Pitch – be prepared to tell people everything that is great about square dancing! (Sec. 9, Page 33)
  - Build a Database – there is nothing more valuable than having contacts. (Sec. 9, Page 34)
  - Public Exhibitions – builds AWARENESS! (Sec. 9, Page 45)
  - Special Events – dance parties are the best way for consumers to sample our product! (Sec. 9, Page 36)
  - Direct Contact Sales – get out and talk to as many people as you can! (Sec. 9, Page 46)
  - Public Activities Listings – they reach a lot of people and they are FREE! (Sec. 9, Page 46)
  - Public Service Announcements – they reach a lot of people and they are FREE! (Sec. 9, Page 46)
  - Local Website Development – your website is your showroom. (Sec., Page 67)
  - Email Signatures – tell everyone you email that you square dance. (Sec. 10, Page 48)
  - Facebook – great place to tell the world about your club. (Sec. 11, Page 55)
  - Business Cards – cheap, convenient, a tiny billboard folks will hang on to. (Sec. 12, Page 58)
  - Event Signage – put that banner out by the road so people know you're there. (Sec. 12, Page 60)

# RECOMMENDATIONS

## The CALLERLAB Square Dance Marketing Manual (Section 18, Pages 83-84)

- NEVER GIVE UP – Keep in mind that it will take a lot of effort just to grow the awareness of our activity in your market. You may do awareness tactics for a few years before you start to see any results from your call to action tactics.

# THE MARKETING FUNNEL

A potential customer goes through several steps before purchasing a product as shown in the sales funnel on the next page. A well-thought-out marketing plan should address all stages a customer goes through on their way to making a purchase.

Dance groups sometimes execute a marketing tactic with high expectations and then give up when those expectations are not met. For example, let's say your organization puts a float in the local parade. Your club members' expect several people will show up to take lessons. When that doesn't happen, they determine that the parade was unsuccessful and should not be done in the future. The research from STARworks tells us that the community is unaware that the activity exists, or it's benefits, and has an outdated image of square dancing. The float in the parade begins to address the awareness phase, but only that phase. It takes multiple impressions on a consumer before they move to the consideration stage. Growing the awareness and understanding of our activity should be the first step in your marketing plan. It's vitally important.

The sign on the side of the float announcing where and when a beginner class is starting is a call to action message. It is asking the consumer to make a commitment. That is extremely unlikely.

Now let's take this same consumer (let's call her Jane) through the sales/marketing funnels. Imagine this: Jane has now seen your float four times. She saw a square dance exhibition at the ballpark. Twice Jane was handed a flyer that talked about square dancing. In each case, there was a message about beginner classes and a website where she could learn more. She now knows the activity exists, has heard the music, and witnessed dancers having fun. She knows there is a club near her that offers lessons, and she knows there is a website she can go to for information; but, she's not convinced. Her church scheduled a social event that included square dancing so she attended. AND, she had fun! She decided to go to the website but didn't recall the name. So, she googled "square dancing in Richmond" and found the site. Then while on Facebook, she saw a post about beginner lessons starting. She attended and had fun. At that time, she was invited to learn to dance by participating in the club's beginner class and she said \_\_\_\_\_?

In this example, Jane witnessed five exhibitions, received two flyers and participated in a beginner event before going to a website to learn more. Then a Facebook post got her to sample the product again. Then came the close! Someone she had danced with asked her for the commitment to learn the dance. And she said, "YES"!

The point here is that there are no one-shot wonders. Moving your prospect from completely unaware of your product to a purchase takes an ongoing marketing strategy designed to engage them at every step through the sales funnel.

# THE MARKETING FUNNEL

TAKING A CONSUMER FROM KNOWING NOTHING ABOUT SQUARE DANCING TO LOVING IT!  
Recommended tactics and the stage they effect.

## 1. Awareness:

- Elevator Pitch
- Public Exhibitions
- Public Activity Listings
- Public Service Announcements
- Email Signature
- Facebook
- Business Cards
- Event Signage

## 2. Consideration:

- Elevator Pitch
- Special Events – Dance Party
- Direct Contact Sales
- Public Activity Listings – Link to your website
- Public Service Announcements – Link to your website
- Email Signature – Link to your website
- Facebook – Link to your website
- Business Card – Link to your website

## 3. Evaluation:

- Special Event – Dance Party
- Use Direct Contact Sales, Public Activity Listings, Public Service Announcements and Facebook to drive consumers to your event.
- Any visit to your website

## 4. Purchase:

- Beginner Class – promote like you would a special event

## 5. Loyalty:

- No marketing tactics – this is a retention issue handled differently

## 6. Advocacy:

- Elevator Pitch
- Direct Contact Sales
- Email Signature
- Facebook

