

Tech Marketing: Using Technology in Square Dancing

Presentation Outline

Getting the Word Out and Lookin' Good Doing it

Communication, Marketing and Advertising

Why a website?

Site Options

Getting a name? Or do I need one?

What to include

Email

Flying Without Wings – Tapping into the Virtual World of Calling

Music Research

Lyrics

Song Information

Theme Night Research

Choreography

Record Ordering and Research

Club Information

Directions

General Information