



PR Strategy

Situation Analysis:

Specific elements that contextualize the general dynamics of the middle school sheet music industry and market that have a significant role in influencing this promotional strategy include the amount of money in the industry, the different ways to obtain the sheet music and, the target market of who will be buying these products.

Educational music is big business, and there are incredible opportunities for ChoirMix to tap into which include impacting the lives of students, create art, and build revenue for the company. Putting it into the perspective of the industry according to the National Center for Education Statistics, there were 24,053 secondary (middle and high school) public schools in the United States in the 2013–2014 academic year. Not every school has a music program, but most do. Another study published by the National Center for Education Statistics in 2012 says that in the 2009–2010 academic year 94% of elementary schools and 91% of secondary schools had music programs.

With a very conservative estimate that directors have \$100 to spend per ensemble per year on purchasing new music for their libraries (which amounts to between one and two new pieces with score and parts, on average) that means between \$2.4–10 million is spent annually on purchasing new music for public high schools per year.

Some schools have up to four or five ensembles that all need music. The number is probably even larger including private schools (33,619 in 2013–2014 according to NCES), elementary schools (67,034). The educational instrumental music publishing industry is a \$25 million industry minimum and probably has sales more than \$100 million annually. Another general dynamic that is part of the middle school sheet music industry is all the different places to obtain sheet music.

After much market research of the sheet music industry, we have found that there are multiple ways to obtain sheet music for consumers to choose from.

One of the ways consumers obtain music we found was through online retailers; research has shown there are eight major sheet music websites you can download the sheet music from. Another way the consumers find sheet music is through Amazon the consumers can buy the physical copy of the sheet music from Amazon and have it delivered to the school. Lastly, the consumer can obtain sheet music through the local music stores that in their city. These are the ways we have found consumers acquire sheet music for their middle school ensemble.

At this point, we have been able to identify the target market for the products we are trying to sell. The target market is the middle school teachers of the United States; the teachers are always looking for a more natural way to teach sheet music to their ensemble. This gives ChoirMix a significant advantage over companies that sell sheet music. Not only does ChoirMix provide specialty crafted sheet music explicitly made for the middle school students the software also includes studio-quality singers to follow and allows the sheet music to be downloaded to the student's smartphone device. Plus, ChoirMix's unique style allows the students to record themselves playing and singing the melody to engage them with the music and to give them a unique experience of hearing what they sound like.

Objectives:

1. Develop a one-year marketing strategy to help downloads primarily through online, but explore some options for ways to access choir mix software or becoming a sponsor for professional singers.
2. Develop a branding strategy to become known everywhere as the place to go for middle school choir music.
3. Create a clear communication strategy that includes a variety of best practices for social media platforms.
4. Show Ken the places he can go out and be a professional in his field and talk to others about his company

Plan of Action

Goals:

Increased Awareness of brand over social media (**look at the social media calendar further down**)

- Generate 300 new likes on Facebook within a year
- Generate 300 new emails within a year
- Generate 20 Impressions everyday for ChoirMix
- Put ourselves in at least ten new publications that middle school teachers use

Driving Word-By-Mouth

- Find more testimonials of the software being used

Producing new marketing ideas (**look at target personas and tactics**)

- Create specific branded hashtags to use on social media currently only two or three hashtags that work for anytime of year along with hashtags for holidays
- Take pictures of students using the software
- Create videos on how to use the software

Integration with PR and advertising campaigns (**look at feature pitch examples**)

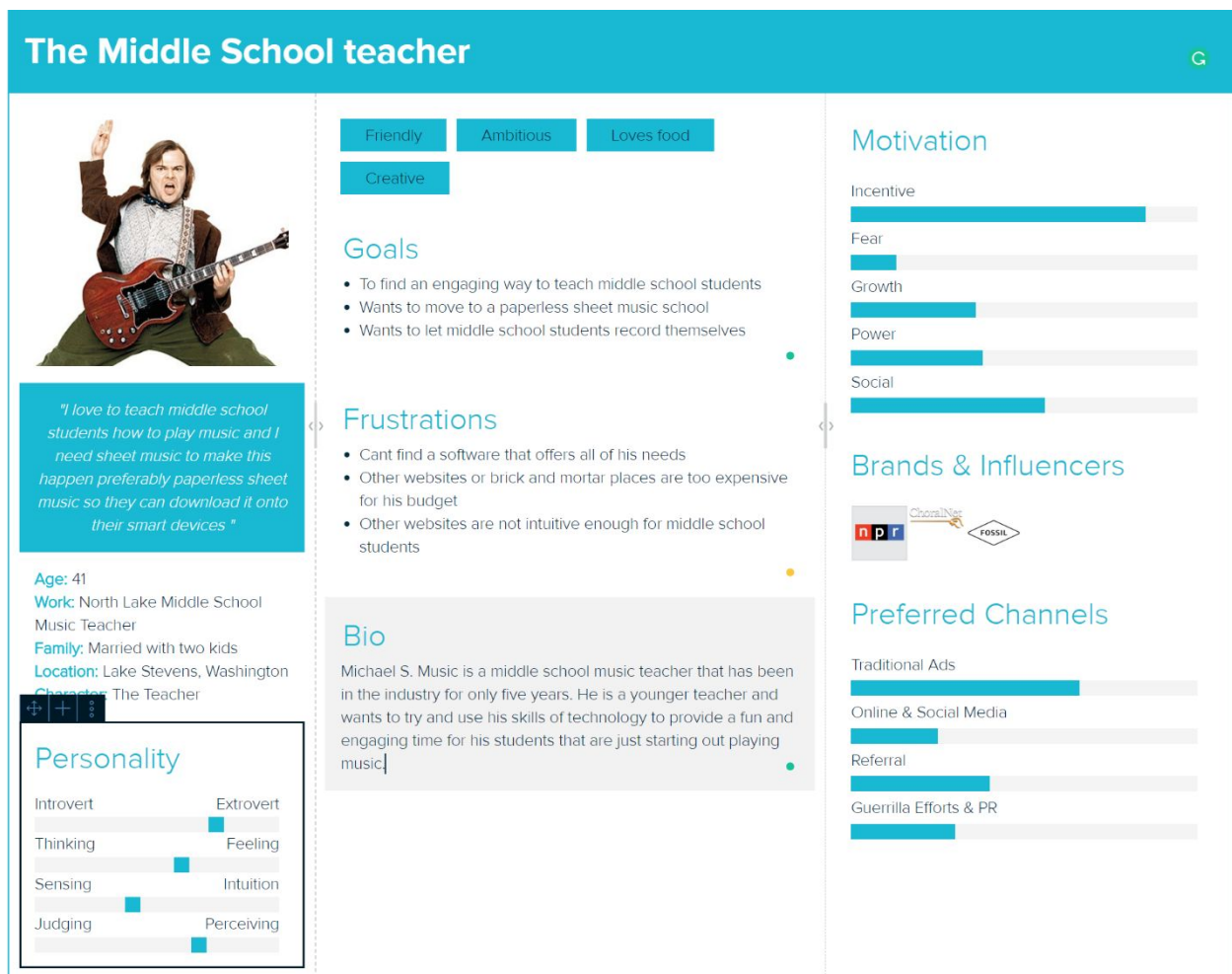
- Produce a few media list of 25 journalists that write for the target markets publication interests

Search engine optimization constant stream (**look at branded hashtag in target personas**)

- Take other popular websites words and use them in out SEO

Target Market:

The Middle School Teacher



Hashtags --#Choirthinking #Schoolculture #ArtsED #paperlessheetmusic

Specific Images -- Pictures that show the teacher with their choir in the middle of a song warm lighting and smiling faces from the kids. (this will show the kids are happy from being confident, from learning the songs through choirmix)

Example photos are here



The
tone of
Posts --



Fun, passion for learning, light-hearted, professional

Key Phrases -- Teamwork, hardworking kids

Example Post: Kids are moving more towards paperless sheet music why not follow? sign up for a free song on choirmusic.com!

The Middle School Administrator (customer)

G



"I will do anything to see my students succeed."

Age: 45
Work: School Administrator
Family: Wife and Two Kids
Location: Seattle, Washington
Character: The Mentor

Personality



Caring Hardworking Loves his students Outgoing

Goals

- I want to see my students have a thriving place to grow
- I want my students to have all the resources they need
- I want to bring in new ways to teach kids using electronics

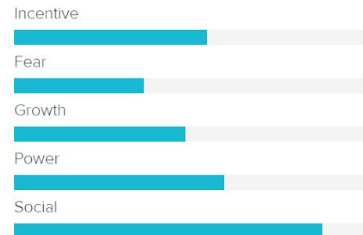
Frustrations

- Can't find any software that the students want to use
- Older teachers don't want to switch to electronics
- Most software is expensive for his budget

Bio

John Sellers is a hardworking middle school administrator who wants to see his students succeed. He has been involved with the school for over 20 years now and is looking for new ways to teach his students using new innovating ways. Sellers is willing to use some of his budgets to try new teaching tools but needs to see that the product can work and is credible.

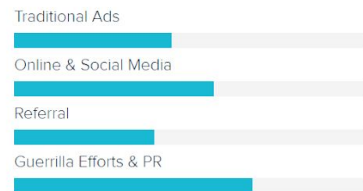
Motivation



Brands & Influencers



Preferred Channels



Hashtags --#EdLeadership #SuptChat #ArtsED #paperlessheetmusic

Specific Images -- Pictures that show the teacher with their choir in the middle of a song while they are practicing inside of the school band room.

Example photos are here



easy solution to a problem


Tone of Posts -- Light hearted, easy going, no stress,

Key Phrases -- Teamwork, hardworking kids,

Example Post: Looking for a solution for your choir students to succeed? Choirmix is a great solution with professional singers and music that was created by Ken who has over 30 years of writing middle school choir sheet music.

Add pictures instead of URL

The Middle school student (End user)



"I want to do my best in choir."

Age: 13
Work: Lawn mowing in the neighborhood
Family: Mom and Dad and a younger brother
Location: Seattle, Washington
Character: The adventurer

Competative

Hardworking

Loves music

Outgoing

Goals

- I want to be able to bring something to my choir class
- I really want an A in this class
- To make my parents proud of what I can do

Frustrations

- Has been trying to get better at choir but cant
- Has used a tutor but still, nothing is working
- Other kids are better in this class then he is

Bio

Mike Rheem is a hard working 13-year old who goes to school at a public middle school in Seattle. Mike loves to play fortnite with his friends and to get good grades for his parents. Mike is eager to get better at choir to prove to his classmates he has what it takes.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Incentive	75%
Fear	25%
Growth	85%
Power	65%
Social	75%

Brands & Influencers

f CN EPIC GAMES

Preferred Channels

Traditional Ads	25%
Online & Social Media	85%
Referral	45%
Guerrilla Efforts & PR	25%

Hashtags -- #Happy #Choirislife #choirmix

Specific Images -- Pictures that show the middle school students in a group practicing their singing, or famous singers that middle school kids like to listen to

Example photos are here

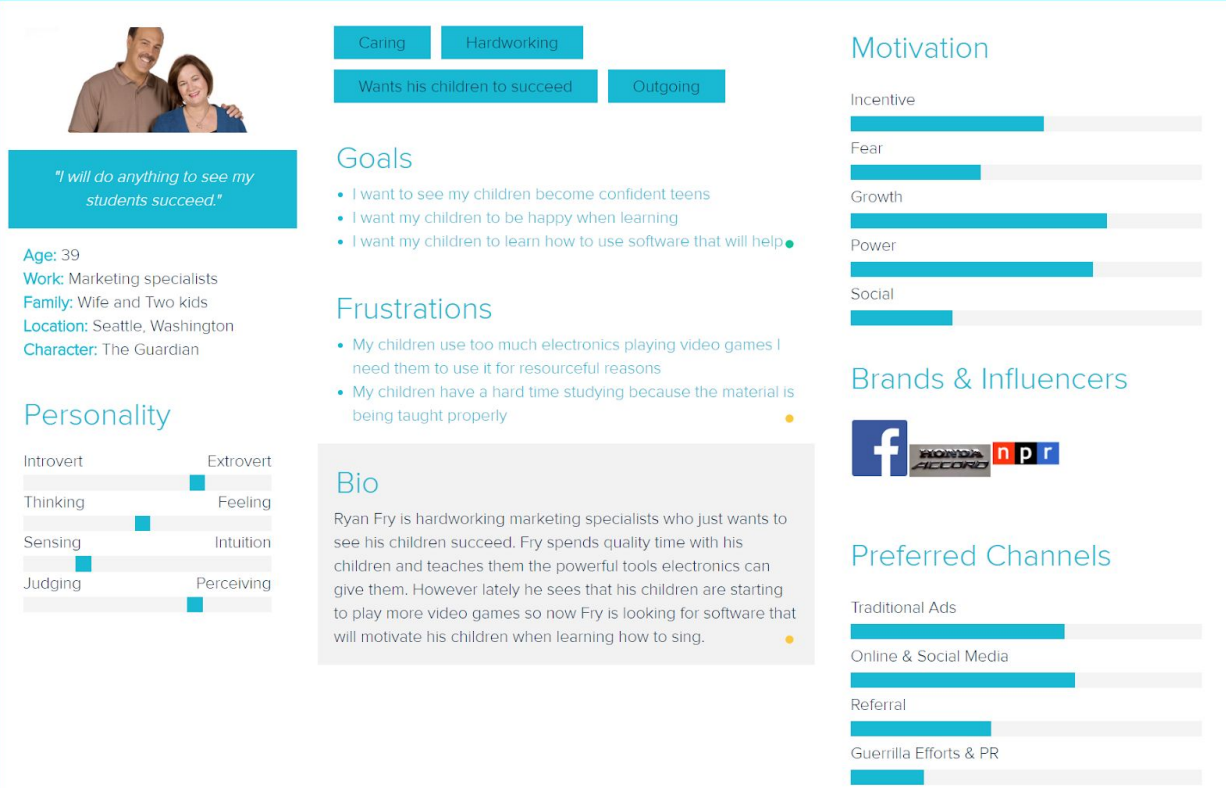


Tone of Posts -- Light hearted, easy going, no stress, fun experiences

Key Phrases -- Teamwork, only fun and team building,

Example Post: This (famous artist) practices singing everyday you should to! #choirmi

The Middle School Choir Students Parent (end user)



Personality

Introvert Extrovert
Thinking Feeling
Sensing Intuition
Judging Perceiving

Goals

- I want to see my children become confident teens
- I want my children to be happy when learning
- I want my children to learn how to use software that will help

Frustrations

- My children use too much electronics playing video games I need them to use it for resourceful reasons
- My children have a hard time studying because the material is being taught properly

Bio

Ryan Fry is hardworking marketing specialists who just wants to see his children succeed. Fry spends quality time with his children and teaches them the powerful tools electronics can give them. However lately he sees that his children are starting to play more video games so now Fry is looking for software that will motivate his children when learning how to sing.

Motivation

Incentive
Fear
Growth
Power
Social

Brands & Influencers

Facebook Amazon NPR

Preferred Channels

Traditional Ads
Online & Social Media
Referral
Guerrilla Efforts & PR

Hashtags --#EdLeadership #SuptChat #ArtsED #choirmix #paperlessheetmusic

Specific Images -- Pictures that show the teacher with their choir in the middle of a song while they are practicing inside of the school band room.

Example photos are here



Tone of Posts -- Light hearted, easy going, no stress, kids laughing and excited to learn

Key Phrases -- Teamwork, hardworking kids, life experiences

Example Post: Your kids are able to step up their practice with just an easy sign up on choirmix we offer free sheet music and professional singers to sing along to as well as a place to easily record and listen to your own voice!

Tactics

Feature Pitch Example:

Dear reporter,

I'm reaching out because I was recently reading one of your articles and I thought of a topic that might be interesting for you to write about.

Ken Krintz is the originator of ChoirMix.com, a website that has been developed to offer top-quality choral arrangements, in a digital format, to middle school choir directors and their students.

Ken started his musical training as a young trumpet player in elementary school, then in high school and college played jazz in night clubs, country clubs and society bands. He began writing and arranging instrumental music in college while working on his PhD and continued instrumental writing through his early teaching career as a high school band director.



Focusing on vocal music, Ken began developing the early stages of jazz choir at the high school level. He worked with contemporaries such as **Kirby Shaw, Roger Emerson, Jack Kunz, Frank DeMiero** and many others to create materials for the early jazz choir movement. During those years he wrote extensively for **Hal Leonard, Alfred, Warner Brothers, Jenson** and **Shawnee Press** establishing what is now our jazz choir library. Ken is a member of **ASCAP** and was also a founding partner of [Sound Music Publications](#) (SMP) that to date is the largest publisher of vocal jazz music in the US.

Ken has directed several state and regional **ACDA** and **NAfME honor jazz choir ensembles** including Wisconsin, New Hampshire, Mid-West Tri-state, All-Northwest and Washington State. He has also appeared at numerous **IAJE conventions** in Illinois, Oklahoma, California, New York, Miami Florida, Oregon, Washington and many more.

During his 33 years as a public school music teacher and arts administrator, Ken developed and observed many outstanding choral music programs. Each of them had these common characteristics: a strong, dedicated teacher, a broad spectrum of students, and quality literature that challenged and motivated their choir members. We hope you enjoy this site and keep coming back.

If you have any questions or comments, we would love to hear from you! You can contact us at

Contacting the Media

Media List:

This media list is designed to target middle school music teachers. Middle school music teachers will go to these popular blogs and publications to find ways to teach their students properly. With this in mind, we curated 15 different editors and journalists that will have the desire to write about ChoirMix as a public.

Name	Email	Publication	URL
Donald Vroon	don@americanrecordguide.com	American Record Guide	http://www.americanrecordguide.com
Rick Kessel	rkessel@timelesscom.com	Choral Director	http://www.choraldirectormag.com
Melissa Anthony	classicsforkids@kcme.org	Classics for Kids - KCME-FM	http://www.classicsforkids.com
Marcie Gerriettes Lindsey	amt@mtna.org	American Music Teacher	http://www.mtna.org
Ingrid Kovacs	imingch@yahoo.com	American String Teacher	http://www.astaweb.com
Ella Wilcox	ellaw@nafme.org	Music Educators Journal	http://www.nafme.org
Brad Althoff	balthoff@americanpublicmedia.org	Pipedreams - American Public Media	http://pipedreams.publicradio.org
Ron Granger	rgranger@acda.org	Choral Journal	http://acda.org
Bret McCabe	bretmcbret@gmail.com	Johns Hopkins Magazine	http://magazine.jhu.edu
Aileen Miracle	aileen.miracle@yahoo.com	mrsmiraclesmusicroom	https://www.mrsmiraclesmusicroom.com/
George Bevan	bevangd@monkton.org.uk	musicatmonkton	https://musicatmonkton.com/
Hello	info@musicedblogs.com	musicedblogs	https://musicedblogs.com/
Hello	sales@thoughtco.com	thoughtco	https://www.thoughtco.com/music-education-4132854
James T. Frankel	jtfrankel@hotmail.com	jamesfrankel	http://www.jamesfrankel.com/
Sindy Hail	shail@acda.org	acda	https://acda.org/

Possible pitch techniques:

Starting subject line keep it urgent

Paragraph one put a good lead

Paragraph two briefly describe the company

Paragraph three talk about meeting the CEO of the company

When writing to columnist they need to be personable

Paragraph one write why they would be willing to write about the company

Paragraph enhance what the company is all about

Paragraph three give a story of something that might work well as a story

Paragraph four meeting up with a chat

Spend most of your time **researching** the reporter rather than writing

Execution Plan:

Social Media Calendar Overview

Month	Photo ideas		Holidays
January	Competition pics of choir students		
February	- Love ChoirMix		14 – Valentine’s Day
March	- St. Patrick’s Day (Greens)		17 – St. Patrick’s Day
April	Easter eggs with the choir mix logo		Easter
May	Soft colors maybe some plants with the ChoirMix logo		Mother’s Day
June	- Summer Solstice		Fathers Day First day of Summer

July	- 4 th of July fireworks	2 – World UFO Day 30 – International day of friendship
August	Sunny days and back to school deals	8 – International Cat Day
September	Back to school deals	The first day of fall
October	- ChoirMix logo on pumpkins	1 – International coffee day 31 - Halloween
November	- ChoirMix for thanks	22 - Thanksgiving
December	- ChoirMix logo on ornaments - ChoiMmix as gifts	4 – National Cookie Day

October

Instagram Posts:

1 to 2 times per week

Reaching out to Publications:

Wait till you have built up enough social media traction to start contacting publications

Facebook Post:

Owned Content – 1 to 2 times per week

Shared Content – 1 to 2 times per week (depending on content)

Week 1:	Topic: Start off with a hello of who Choirmix is	Instagram: Hi we are Choirmix (info about Choirmix) Facebook: Hi we are Choirmix (info about Choirmix)
Week 2:	Topic: build a user persona	Instagram: Choirmix likes to help Facebook: Choirmix teaches kids

Week 3:	Topic: intro of the CEO	Instagram: CEO info Facebook: CEO info
Week 4:	Topic: how to use Choirmix	Instagram: info about how to use Choirmix Facebook: info about how to use Choirmix

November

Instagram Posts:

2 – 3 times per week

Reaching out to Publications:

Wait till you have built up enough social media traction to start contacting publications

Facebook Post:

Owned Content – 1 to 2 times per week (or more depending)

Shared Content – 1 to 2 times per week (depending on content)

Week 1:	Topic: start to showcase what choirmix has	Instagram: check out this new sheet music Facebook: check out this new sheet music
Week 2:	Topic: New music choirmix has	Instagram: easy music to learn Facebook: easy music to learn
Week 3:	Topic: showing people that have used Choirmix	Instagram: hearing from the parents Facebook: hearing form the teachers
Week 4:	Topic: Build user persona	Instagram: pictures of kids singing Facebook: pictures of kids singing

December

Instagram Posts:

2 - 3 times per week

Reaching out to Publications:

Start to reach out to publications

Facebook Post:

Owned Content – 2 - 3 times per week (or more depending)

Shared Content – 1 to 2 times per week (depending on content)

Week 1:	Topic: Ask a question of what music teachers want	Instagram: what new music do you want Facebook: What new music do you want
Week 2:	Topic: user persona	Instagram: we build strong singers Facebook: we build strong singers
Week 3:	Topic: User Persona	Instagram: we make singing fun Facebook: we make singing fun
Week 4:	Topic: User Persona	Instagram: We make sheet music paperless Facebook: we make sheet music paperless

Best Social Media Practices:

Instagram Marketing Best Practices

1) Set Guidelines

Guidelines are especially important if there are several team members with access to your Instagram account. Everyone needs to be on the same page. Why? In [social media marketing](#), regardless of the platform, consistency is key.

From the types of things you post, to the tone you use, to the [hashtags you include](#), everything must be appropriate, on brand, and cohesive. Formally deciding on such things and putting them in writing can minimize the risk of skewed messages, confusing branding, and an inconsistent aesthetic—all of which are bad for business.

2) Keep Company and Personal Presence Separate

It's a [social media-wide best practice](#) to keep personal posts to a minimum on your company account. If you have or hope to develop an individual presence, you should interact using a separate account. This is for the sake of professionalism and so that you can avoid the same pitfalls listed above.

While you can certainly repost company posts on your personal feed, it doesn't work both ways. And even if you [choose to repost](#), you'll want to make sure that your personal presence reflects well on your business.

It would be wise to spell out in your guidelines exactly what kinds of posts you deem to be appropriate or not.

3) Don't Leave Your Marketing to Chance

You won't succeed on Instagram by choosing random post ideas and hoping your followers love it. The recipe for success is this: Market to your audience [based on your audience's values](#).

What problems do they have that you solve? What causes do they support? What goals are they trying to achieve? What strongly-held beliefs do they have? What characteristics do they value in businesses like yours? What attitude(s) do they display as a whole?

[Through diligent research](#), you can find the answers to these and similar questions and then use powerful visuals that coincide with those things. Your Instagram marketing efforts will be far more attractive and persuasive. That's a guarantee.

4) Be Active...When Your Audience is Active

Most active Instagram users don't endlessly follow "dead" accounts or those that post few and far between. Your followers want to know that they can count on you for a [steady stream of interesting new posts](#).

Posting regularly will go a long way in keeping your audience engaged and growing, but there's something else you must do. You must be active when your followers are most active.

Instagram posts have a fairly short lifespan because of the algorithm. If your followers don't see them within the first few hours, they likely won't see them at all. Determine when the bulk of your audience is online and take advantage of those times to maximize your reach.

5) Encourage User-Generated Content

To follow up on #4, how can you maintain an active presence on Instagram? After all, sometimes life and business are hectic. It can seem like a hassle to always have to come up with and execute new content ideas.

To take some of the pressure off and strengthen your audience, [encourage your users to submit their content](#). They'll appreciate the opportunity to share their experience with your business and be featured

on your feed. And you'll always have a nice supply of posts in your back pocket for when the days just don't seem long enough.

6) Use Hashtags Generously

To expand your audience, it's necessary to [use hashtags relevant to your business](#). These could be related to your location, type of business, industry, industry events, industry terminology and so forth. People interested in those things will be much more likely to find you, especially since users are now able to follow hashtags.

Don't miss the opportunity for added exposure. Include relevant tags on each post and clickable hashtags in as many of your Stories as possible.

7) Engage Your Followers

Instagram is already primed for high engagement rates. Visuals, when well-crafted, move people to action. But don't count solely on this fact. Do all you can to [engage your followers further](#).

Ask questions in your captions that people will be eager to answer. Use polls in your Stories and get people to cast their vote. Do giveaways and hold contests to get followers excited and tagging their friends.

Create Your Own Thriving Community through Instagram

The above guidelines will help you to create an engaged Instagram community surrounding your brand. You'll then have many more opportunities at your fingertips. For example, you'll be able to direct more leads to your website or online store, provide some level of customer support, improve your online reputation, and even [convert followers into customers](#).

No doubt, you'll agree that Instagram marketing is worth the effort when best practices inform your strategy. So what are you waiting for? Get to work creating a strategy that will get you the results you want!

FACEBOOK

According to Facebook.com

1. Post consistently
2. Schedule posts for when most of your audience is Online
3. Highlight days for major business events or product news
4. Create targeted messages that tell your story
5. Keep post images and text fresh
6. The more recent your posts, the more interesting people will find them
7. Respond to comments quickly
8. Publicize exclusive discounts and promotions
9. Connect with words and pictures
10. Use high-quality photos: Unsplash.com is a great source for royalty free photos
11. Keep sentences short and instructive
12. Avoid promotional phrases such as “buy now” and “shop now.” This language may make it harder for your posts to reach the people you care about
13. Review post performance by checking your Page Insights
14. Stay up-to-date on current trends and events. Incorporate viral content that’s already out there, like cute photos and memes
15. Encourage customers to post reviews and post photos of their purchases. Connect like a friend, not like a business
16. Avoid lengthy posts. If you want fans to read your posts, keep them short and sweet, generally between 100-250 characters. (Even shorter posts of 60-80 characters are likely to be more easily absorbed by fans with rapid-fire attention spans.)
17. Make sure to update the profile photo and cover photo to one that reflects the branding of Perfectly Knotty. These photos are your chance at making a strong first impression.
18. Add a recognizable profile picture and an engaging cover photo

Facts & Figures

- 59% of users who like a brand page do so because they have purchased or used the product

- 45% like pages for inside info on deals The average Facebook User is 41 years old
- 65% of users on Facebook are over 35

When to Post

- Posting five to ten times a week is ideal. Do not post more than twice a day.
- Thursday through Sunday are the busiest days on Facebook
- Best times are 9 am, 1 pm and 3 pm
- Posting at 3 pm will get you the most clicks while posting at 1 pm will get you the most shares.

Post Ideas

- Pose a problem and ask for advice
 - What would you do if...
 - Ask for feedback
 - A contest post -- Everyone loves a good contest
 - What products would you like to see us offer?
 - Share inspirational ideas with the unique fibers
 - Cross-promote with someone else in your niche
 - Link to a tutorial
 - Knitting inspiration
-
- Don't be afraid to post a personal photo or story from time to time to differentiate yourself from the big brands your fans also follow -- share your personal story
-
- Expert tips