

Success Story #3

Morrison Grand Squares Morrison, IL

What did they do?

From Jim Winslow

We joined the Chamber of Commerce who advertise our services (dances and lessons).

Every month we write an article to be published and make a simple flyer to be sent out about our upcoming dance.

- Email article out to 3 radio stations, 4 small town newspapers, on city online source, and the local Chamber of Commerce.
- Mail flyers to 16 area churches in or near Morrison.
- Send flyers with dancers to other area square dance clubs.
- Slow mail the article to 9 other newspapers and 2 more radio stations.

We publicize the offer to do demonstrations dances for free at various locations averaging one each week in spring, summer and fall.

- Farmer's Markets
- Churches
- Nursing Homes
- Schools
- Fairs and Festivals

When student's show up for lessons we have them fill out a questionnaire. For the 2010 season we had six students that responded they saw one of our demos. Not bad for having fun dancing. The Nursing Homes, etc. do free advertising for us, as it usually shows up in their newsletters, or the newspaper that we are coming, or were there. – Jim Winslow

Created a website for the club: www.squaredancemorrison.com

The following we do in December before lessons start.

For lessons that begin in January:

- Pay for advertising in two area newspapers that have a large circulation.
- Send flyers with dancers to 20 area towns to place in businesses, libraries, grocery and convenient stores, barber shops and hairdressers, restaurants and bars – where people gather.

What we do following lessons:

- Have each student fill out a questionnaire on how they learned about us to determine what marketing efforts we are doing are working.

Marketing Plan:

- Target: Residents in Morrison and surrounding towns
- Benefits Sought: Entertainment/Social Activity
- Competition: Unknown
- Strategy: Increase awareness and understanding of the square dancing in order to make the dance more appealing
- Tactics:
 - Join the Chamber of Commerce to get connected to the community. (Networking)
 - Send articles and flyers to local newspapers and radio stations for publication (Article Marketing)
 - Publicize to do free demonstrations averaging one per week (Demonstrations)
 - Create and maintain a club website (Local website development)
 - Place purchased ads in two major newspapers for lessons (Newspaper)
 - Place flyers in business windows all around the area (Flyers/Poster)

Marketing Challenge:

“In what ways can we convince non-dancers to associate fun, fellowship, physical and mental health with square dancing?”

“In what ways might we correct the public’s perception about square dancing, so that the inaccurate negative images of square dancing are replaced with accurate and positive images?”

“In what ways can we make it obvious that square dancing is alive and well in the community?”

- Monthly articles to newspapers and radio stations
- Weekly exhibitions throughout nearby communities
- Information on their website

“In what ways can we make it easier to get involved in square dancing?”

- Call to action posters and newspaper advertisements before beginner classes

Results:

From Zero to over 60 members in two years!