

CALLERLAB

Square Dance Marketing Manual

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Why a Marketing Manual?



Square Dance Marketing Manual

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- Resource
- Comprehensive
- Educational
- Indexed
- Working Document

Section 1: Goals and Objectives

- To provide callers, dancers and dance organizations with the education and guidance needed to create solutions to the existing challenges our activity faces.
- Developed by CALLERLAB Members in support of CALLERLAB's mission:

To foster the art of square dance calling, and improve caller skills.

- It is CALLERLAB's goal to provide square dance callers, square dancers and square dance organizations the tools they need to recruit new dancers in their local markets.

The CALLERLAB Marketing Manual provides:

- Education about marketing fundamentals.
- Research about the state of our activity and an understanding of the general public's image and awareness of our activity.
- Defined marketing strategy elements and exercises for groups to determine
 - Target Demographics
 - Benefits sought by each target demographic
 - Analysis of our product versus products we compete with
 - Defined marketing challenges
 - A position statement.
- Brand management tactics.
- A large list of marketing tactics with “How To” instructions for each.
- Recommendations
- Fundraising ideas.
- Case studies to demonstrate successes that are repeatable.

In addition to this document, we want to provide:

- Collateral marketing material to support specific tactics described in the manual.
- Face-to-face training programs to assist local dance groups in their marketing efforts.

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Section 2: Marketing Fundamentals

The Marketing Bridge

Your Business

Price/Value

Advertising

Merchandising

Personal Selling

The 4P's and the D

Planning

Product

Price

Promotion

Distribution

The Zero Moment of Truth

Stimulus

The Zero Moment

Shelf

Experience

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Section 3: Research

Census and Trends of Dancer Population

Demographics of Dancer Population

Public Image of Square Dancing

Public Awareness of Square Dancing

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Section 4: Marketing Strategy Elements Exercise

Target Description

Benefits Sought by Target

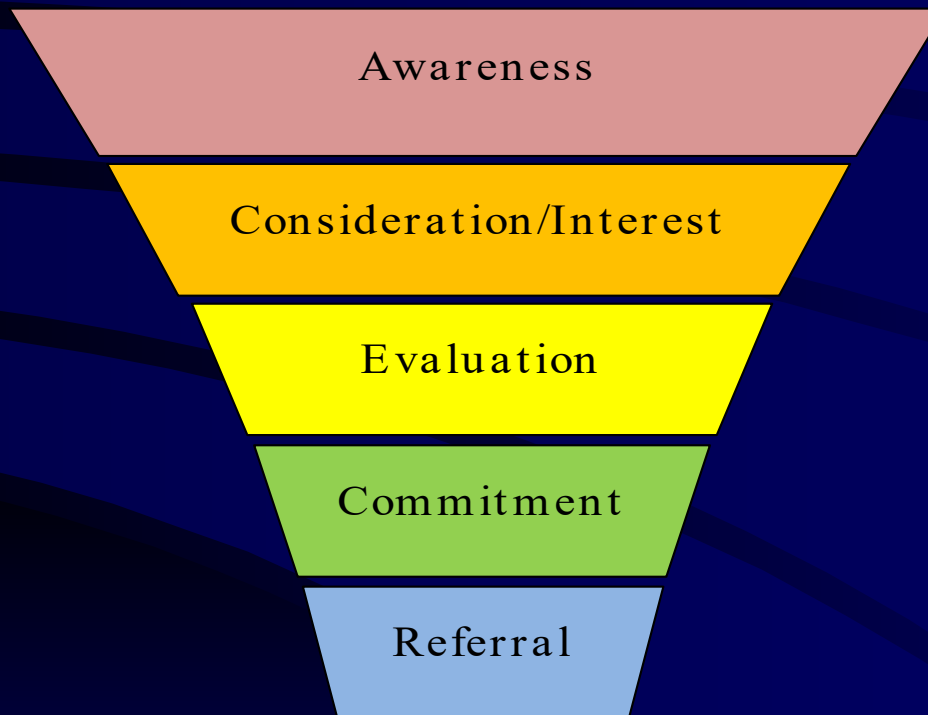
Competitive Analysis

Marketing Challenges

Position Statement

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Section 5: The Sales/Marketing Funnel



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Section 6: Brand Management

Logo



VS



Slogan

“Live Lively, Square Dance”

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Section 7: National Website Initiative

SquareDanceAmerica.com

- SquareDanceNewMexico.com
 - SquareDanceAlbuquerque.com

SquareDanceCanada.com

- SquareDanceAlberta.com
 - SquareDanceCalgary.com

Home Page

Section 1 – Branding

- Friendship Set to Music
- Square Dancing is Good For You
- Who Square Dances
- Square Dance Dress Code
- Today's Square Dance Music

Section 2 – Call To Action

- Learn How to Dance
- Schedule an Exhibition
- Schedule a Beginner Dance
- Find a Club in Your Area
- Find a Caller in Your Area

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Section 7: National Website Initiative

Current Situation:

ARTS – www.You2CanDance.com

Promotes square dancing, round dancing and contra dancing.

Contains:

- Video demonstration with music descriptions, health benefits, etc.

- Get Started section

- Resources: Caller/Cuer Listing, Club Listing

- Square Dance Diversity information

- Blog page with stories

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Section 7: National Website Initiative

Current Situation:

ARTS – www.You2CanDance.com

Three Challenges:

- Only somewhat known in the square dance community but is not promoted to consumers.
- Club listings link to www.wheresthedance.com. Club listings are often inaccurate or incomplete. There is no section dedicated to beginner classes or events. Links to current club's websites are provided but most of those sites have little or no information regarding beginner classes or events.
- Caller listings are often inaccurate or incomplete and ARTS has not been able to update the information.

The concept of a national square dance website is still viable, including the use of [You2CanDance.com](http://www.You2CanDance.com) as long as a system can be set up to manage the content on a regular basis and clubs begin including the site in their marketing material.

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Section 8: Generational Marketing

Appealing to a Younger Generation

Fit

Age Differentials

Generational Profiles

Music Preferences

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Section 9: No Cost Tactics

Tactics included in this section are:

- Elevator Pitch
- Networking
- Follow-Up
- Build a Database
- Special Promotions
- Volunteer
- Philanthropic Partnerships
- Special Events
- Speaking Engagements
- Testimonials
- Endorsements
- Referrals
- Publicity Stunts
- Retread Recruitment
- Media Coverage
- Public Exhibitions
- Direct Contact Sales
- Public Activity Listings
- Public Service Announcements

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Section 10: No Cost Internet Tactics

Tactics included in this section are:

- Email Signatures
- Blog
- Article Marketing
- On-line Press Release Campaigns

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Section 11: Social Media

Tactics included in this section are:

- Social Media Marketing: Beginning Ideas
- Twitter
- YouTube
- LinkedIn
- Pinterest
- Facebook

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Section 12: Low Cost Tactics

Tactics included in this section are:

- Print Tactics
- Business Cards
- Vehicle Signage
- Signage at Your Event
- Bulletin Boards
- Personalized Cards/Invitation
- Poster, Flyers, Banners
- Merchandise Marketing

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Section 13: Video Production

Included in this section are:

- Video Shooting Checklist
- Creating (Editing) a Square Dance Video

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Section 14: Internet Tactics

Tactics included in this section are:

- Local Website Development
- Paid Search Campaigns
- Display Campaigns
- Email Campaigns

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Section 15: Mass Media Marketing

Tactics included in this section are:

- Radio
- Cable Television
- Television
- Newspaper
- Direct Mail
- Outdoor Advertising (Billboards)

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Section 16: Management Structure

Included in this section are:

- Local Dance Organization Structure
- Local Club Organization Structure

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Section 17: Fundraising Tactics

Included in this section are both potential sources for grants and fundraising tactics your club or organization can utilize. Included in this section are:

- The CALLERLAB Foundation
- The National Executive Committee
- Add-A-Buck!
- Give Five
- Profit Share
- Benefit Dances
- Tuition
- Foundation Partners
- Beginner Events/Exhibitions
- Public Raffles
- Pancake Feed/Bake Sales
- Donations from Local Square Dance Organizations

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Section 18: Recommendations

We recommend you take the following actions to begin your work marketing square dancing:

1. Set up a committee.
2. Review the marketing fundamentals and research sections with the committee.
3. Do the Marketing Strategy Elements exercise to determine your:
 1. Target (who you are going to talk to)
 2. Benefits Sought (what you are going to say to them)
4. Review the Sales and Marketing Funnel section with your committee.
5. Review the Generational Marketing section with your committee for guidelines on what your target consumer values and possible product changes you will need to implement.

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Section 18: Recommendations

We recommend you take the following actions to begin your work marketing square dancing:

6. Decide what tactics you will use. Keep in mind the most important part of the sales funnel is AWARENESS. At a minimum, we recommend the following tactics:

- a) Elevator Pitch – be prepared to tell people everything that is great about square dancing!
- b) Build a Database – there is nothing more valuable than having contacts!
- c) Public Exhibitions – builds AWARENESS, builds AWARENESS, builds AWARENESS!
- d) Special Events – dance parties are the best way for consumers to sample our product!
- e) Direct Contact Sales – get out and talk to as many people as you can!
- f) Public Activities Listings – they reach a lot of people and they are FREE!
- g) Public Service Announcements – they reach a lot of people and they are FREE!
- h) Local Website Development – your website is your showroom!
- i) Email Signatures – tell everyone you email that you square dance and why!
- j) Facebook – great place to tell the world about your club – post regularly!
- k) Business Cards – cheap, convenient, a tiny billboard folks will hang on to!
- l) Event Signage – put that banner out by the road so people know you're there!

7. NEVER GIVE UP!

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Section 19: Case Studies & Repeatable Successes

There are four success stories in this section. Each one contains what they did (their marketing plan) and the results they experienced.

1. Happy Time Squares, Lawrence, Kansas
Went from Zero to 140 members in four years!
2. Timberline Toppers, Frisco, Colorado
Went from 20 to 160 members in four years!
3. Morrison Grand Squares, Morrison, IL
Went from zero to 60 members in two years!
4. Duke City Singles and Doubles, Albuquerque, NM
Went from nearly folding to 88 members in four years!



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Where can you get a copy?

- CALLERLAB website under the For The Public/Marketing tab.
- USDA's website under publication & educational material – pamphlets/booklets
- The ARTS website, side panel listed as CALLERLAB / ARTS Square Dance Marketing Manual
- CALLERLAB Knowledge Database website

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