

# SELLING OUR PRODUCT

Sandi Wright

[www.sandiwright.com](http://www.sandiwright.com)

[wright@primary.net](mailto:wright@primary.net)

Marketing is the planning and implementation of a strategy for the sale, distribution, and servicing of a product or service.

What is your PRODUCT? \_\_\_\_\_

What is your PROXEMIC/PLACE (location)? \_\_\_\_\_

What does your PACKAGE look like? \_\_\_\_\_

Who are your PERSONNEL? \_\_\_\_\_

What is the PRICE (in time and money)? \_\_\_\_\_

PROMOTION ideas: \_\_\_\_\_

*Public Relations is being good and getting credit for it.*

Creating Your Position Statement:

(name) \_\_\_\_\_ Chorus is a nonprofit, community singing ensemble providing, (product) \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ to (location) \_\_\_\_\_ singers. The chorus, under the direction of (personnel) \_\_\_\_\_, holds regular rehearsals at \_\_\_\_ p.m. on (day) \_\_\_\_\_ evenings at (location) \_\_\_\_\_. For more information, visit [www.\\_\\_\\_\\_\\_](http://www._____).

## BRANDING YOUR PRODUCT:

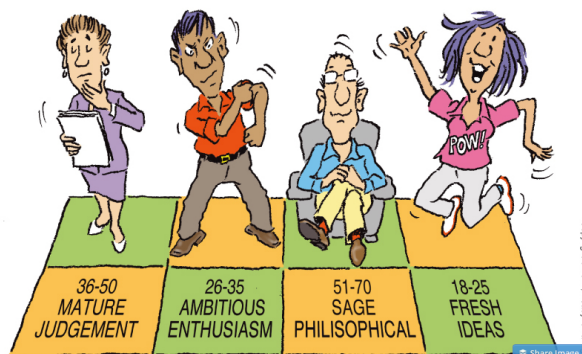
- First Impressions Count – The importance of your product and packaging.
- What does your community think “barbershop” is?
- Are they right?

## POSITIONING YOUR CHORUS;

- What makes your chorus different than other choruses, choirs, or arts groups in your town?
- What makes your chorus a place singers might want to go to relax and recharge, or be stimulated and revved up?

## TARGET AUDIENCE:

- Who do you want to talk to?
  - Men
  - Women
  - Mixed
- Singers and Performers
- Age Demographic
- Economic Demographic
- Racial Demographic
- Religious Demographic



## **TARGET MARKET SEGMENTATION - AGE:**

### **World War II/Depression Survivors =**

#### **Traditionalists: Born 1922-1945 (Age 75-98)**

- Appeal to their traditional values.
- Social time is important.
- Information is power.
- They plan to stay young forever.
- They have brand loyalty.

#### **Baby Boomers: Born 1946-1964 (Age 56-74)**

- They shaped policy and changed rules (activists).
- They like glitz and glamour (women: Barbie generation).
- They like to look cool (men: GI Joe and Ken generation).
- They are used to getting their own way.
- They are competitive risk takers.
- They have no brand loyalty - smart consumers – will go to another chorus if needs and satisfiers are not met.

#### **Baby Busters – Gen X: Born 1965-1980 (Age 40-65)**

- Independent generation
- They join for “me” time.
- They want applause/praise for being good (self esteem).
- They may be juggling careers and families.
- They are comfortable with electronic gadgets.
- They want no-nonsense rehearsals. Fast food generation.
- They have a high sense of entitlement.
- They want to be in on decisions, but will allow others to do the work.
- They have no brand loyalty – will leave the organization.

#### **Millennials – Generation Y: Born 1981-2000 ( Age 20-39)**

- They want social time with their own age group.
- They work for praise and recognition.
- They have traditionalist values.
- Very aware that their school friends may not think it is “cool” unless there are many of their own age group.
- They want fast-paced, intense and compact rehearsals.
- High energy- High tech.

- Time and money is a problem.
- They work for praise and recognition.
- May have an attitude of entitlement.
- Prefer flexible schedules in a casual atmosphere.
- Dream of being stay-at-home moms with large families.
- Friends ARE family. They run in groups. If you have several, you’ll attract more.
- Riser talking with waste their time.
- Being there (eventually) is more important than being on time
- Prefer fast-paced, intense and compact rehearsals. They learn super-fast.
- Short attention span – expect what you want and you’ll get it.
- Friends ARE family.
- Highly independent as 27% were raised in single-parent households.
- They may have tattoos and pierced body parts – they want to be accepted for who they are.
- They are fearless on stage.
- They are high energy and high tech.
- They don’t want paper music – they read it electronically on smart devices.
- Reach them on Twitter, Snapchat, Instagram, and TikTok.
- They communicate via text messages
- They NEED barbershop for role models, wisdom and structure.
- 

#### **Generation Z – Born 2001-2011 (Age 9-19)**

- To Gen Z, millennials are old people.
- Totally inclusive friend group – age, race, religion, socio-economic status is unimportant.
- They are hyper-connected. Information is a click away. Internet and smart device Saavy.
- They believe college isn’t necessary because everything they need to know is available on their computers.
- Expert multi-taskers – but to some it might seem unfocused – they can text and listen at the same time.
- To this age group trends evolve fast – what’s in today will be out tomorrow.

- They are entrepreneurial and inventive, and they learn from their mistakes.
- They are the largest generation.
- They are active in local and world politics and environmental issues, because they know it will effect them.
- They have never known a world without smart phones and electronic devices.
- They are confident, organized and entrepreneurial.
- They like collaboration and are willing to share what they know
- This generation moved from “self” to “selfies” – Their world is very public.
- Prefer pictures over text.
- They don’t answer their phones or read emails.
- Reach them via text messaging.
- Become familiar with Snapchat, TikTok, Instagram and What’s App.
- Chorus needs to promote the “experience” in order to keep them.
- They want to work from home.
- They could get everything they need from a one-hour rehearsal.
- They converse in emojis.
- A Cappella is cool, and they will sing music of any generation.
- They will create live streams, Vlogs, and edit videos on TikTok.
- They will consume floods of information each day and filter out what doesn’t interest them.
- They will decide in a few seconds what they want to do, try or buy.
- To this generation, the real and online world is vague.
- They are close to their millennial parents and share the same interests.
- They are used to getting their information online.
- Artificial intelligence will take some of their jobs.
- They are flexible because they’re used to instability. They are mobil and resilient.
- Many will live to be 100 years old or higher.
- They are aware of the environment and will be active in politics.
- They will shop online and will have more free time than other generations.
- They will need friends and human contact because they are disconnected from real human companionship (screen-agers).
- They have high moral standards.
- They are conscience consumers and will switch brands if their trust is lost.
- They will be a leadership generation and excellent decision makers because information and is available to them within a few seconds.
- TikTok keeps them creative.
- They will build a world with no borders and greater flexibility.

#### **Alpha Generation or iGen - Born 2012-2025 (Age birth-8)**

- They will grow up with computers and electronic devices.
- 90% handle an iPad by age two.
- They will be targeted through computer ads generated from what they watch online.



This is a QR (Quick Response) Code. To get one free, go <https://www.grstuff.com> and drop your website address, Facebook page or flyer into the window and it will generate a picture you can drop into your materials.

#### **Look at your history:**

You must find new ways of reaching each audience. Stay up with the trends.

#### **When in doubt...ASK.**

In marketing, it’s called a “focus group” and if you want honest answers, just ask questions of the market segment you want to reach.

