

# KINGS MARCHING BAND

## 2012 MARKETING PLAN

### CURRENT SITUATION

- Trends & Market Share
- Customer Satisfaction
- Retention Capabilities

### ENVIRONMENT

- Competition
  - Many choices at Kings; Sports, Clubs, other music opportunities
  - Taking an elective vs. band class
- Strengths
  - Our family atmosphere for the kids.
  - Everyone is a starter
  - A structured, well managed environment
  - Experienced leadership
  - The quality and strong character of our current membership.
- Weaknesses
  - Image of band members...”nerds” not “cool”
  - Perceived big commitment
  - We stay in our own world
- Opportunities
  - All kids love music.
  - We offer what many are looking for; social acceptance, friends, fun
  - New Band Director
  - Big number of students not involved in extra-curricular activity
- Threats
  - Band programs becoming out of favor with school administrations
  - Cost of operating a marching band
  - New Band Director.
  - Less resources from school.
  - Band program less relevant.

## MARKETING STRATEGY

- Mission Statement
- Objectives
  - Maintain our current membership and grow 15% each year over the next three years.
    - 2012: 80
    - 2013: 92
    - 2014: 105
  - Long term: reach 10% of student enrollment at high school (120)
- Strategy and Positioning for Growth
  - Find Your Place
- Key Target Groups
  - Current 8<sup>th</sup> Graders
  - Current high school music students, not in Marching Band
    - Target list created by current band members
  - Students interested in music, but not in the band program
  - Current 7<sup>th</sup> graders

## TACTICS

- Product
  - This does not change.
  - Relax “Volunteer Requirement”
- Price
  - In order to attract more members, we should lower the price.
  - Early Registration Fee of \$395
  - Based upon 80 total members, fees would be reduced by \$6,900
  - Make an investment into our growth and future.
  - Create scholarship fund for those who have economic challenges
    - Ask for donations during registration process
    - Ask alumni for donations
- Promotion
  - Develop Registration Promotion, based upon our key strengths
    - Find Your Place
    - Structured, registration process, deadlines.
    - Target prior to final class decisions
    - Create extensive Q & A on Marching Band

- People
  - Involve school administrators, counselors and teachers.
    - Present new Marching Band Plan to principals (HS & Jr High), and Counselors
  - Current Band Membership
    - Present plan to students
      - Develop target list, assign recruiters to each individual.
    - Publish plan to KMA parents
      - Special webpage for Registration
    - Create Senior Leadership Team (CSLT)
      - Students that will play key role in promotion and retention through the season.
        - Present to jr high students
        - Host recruiting events
        - Act as mentors during band season
    - Create Parent Recruiting Team
      - Make contact to parents of band prospects
      - Host recruiting events
      - Act as mentors to new band parents
- Process

## **ACTION PLAN**

- Create Sign Up/Registration Promotion
- Tactics & Timeline
  - Group Presentations
    - Present to key groups
      - 8<sup>th</sup> Graders
      - Current Jr High Band Members
      - Current HS band members (not in Marching Band)
      - 8<sup>th</sup> grade and high school parents
  - Advertising
    - Posters, Flyers
    - Website
      - Comprehensive location for all information about Marching Band
      - Online Registration (no payment)
      - Registration Forms, etc.
    - Kings Newsletter
    - Email Blasts to target groups
    - School Newspaper
    - Direct Mail
    - Social Media...Facebook
  - Jam Sessions
  - Signing Day/Party

## **NEXT STEPS**

- Ask for volunteers of Senior Leadership Team
- Ask for volunteers for Parent Recruiting Team (4-6)