

*To Market to Market... Jiggity Jig: Results of Brainstorming Activities During Session
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Puttin' On the Dance: Northeast Dance Organizers Conference
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Our Product:

Joy, exercise, low impact social interaction, meet new people, alcohol free fun, make new friends, full calendar, vocational training, food, free flyers, networking venue, tradition-history, live music, community, shared experience, dance.

Our Direct Competition:

Contras, English Country, modern western squares, Greenfield, other dances, swing, ballroom

Our Indirect Competition:

movies, sports, gym, hiking, bars, alcohol, parties, other gigs, career, work, sleep, partner, family, house, garden, plays, concerts, museum, computer, internet, facebook, television, football playoffs, video games, religious activities, budgetary constraints, life.

How We Market to Our Current Customers:

Spice (or miscellany):

- ~ *Venue:* Good floor/acoustics, convenient location
- ~ *Have Marketing Collateral:* T-Shirts & other bling, branding, business cards, postcards
- ~ *Hold Special Events:* "Favorite Dances" evening (annual event, voted on), timing of special events, occasional "Experienced Level" dances with thank yous for being regulars, special attractions, occasional outside workshops, special event preparation (Jane Austen Ball, etc.), stylish dances w focus on etiquette & safety, "Experienced/Advanced" dances, parties/celebrations
- ~ *Be Beginner-friendly:* Offer a core repertoire (familiar, know what to expect), Hold intro sessions
- ~ *Cater to a niche*
- ~ *Have formal start/end times*
- ~ *Make space for sitters/listeners/talkers*

Publicity/Reaching Out:

- ~ *Conventional media:* Newspaper photos, newspapers, newspaper listings, feature stories in newspapers, press releases (email and hard copy to newspapers), press release, press release
- ~ *Social media:* Facebook etc, Facebook, Facebook, Facebook, Twitter
- ~ *Internet:* Listserve, feature stories in online papers, Dance Gypsy, email reminders, email reminders, 1:1 emails (personal email msg), email reminder, emails,
- ~ *Website:* Photos, branding, videos, links to features/documentaries/stories done about the dance series,
- ~ *In person:* Announcements at dances, announcements, radio (befriend local radio dj and general manager), talk it up, word of mouth, Flash Mob (seemingly impromptu dancing on the streets/visible)
- ~ *Published Listings:* Radio, newspaper, internet,
- ~ *Print Publicity:* Flyers, catchy flyers with consistent theme/branding, posters, business cards, postcards, 8 ½ x 11 paper

Financial realm:

Keep admission cost low, raffle tix if you bring a new person, second dance free, 10 dance tix at discounted rate, “frequent dancer cards” with reduced rates, incentive cards (lower rate to dance w new dancers), prepaid series dance card, recruit “Dance Angels” who get in free,

Social realm:

~ *Extend Socializing*: post-dance social, regularly scheduled party/social event outside the dance, ‘befores’ and ‘afters’ (pre- and post-dance events)

~ *Cultivate Positive Attitudes (Organizers and Dancers)*: foster inclusivity, encourage current dancers to help new dancers (welcome, invite to dance, informal help), thank dancers, be friendly, welcome one-on-one, welcome new/current dancers, greet dancers,

~ *Know as Individuals (Organizers and Dancers)*: buttons/nametags, learn names, make organizers visible, photo albums of past events (actual photo albums and/or online such as on website)

~ *Food as Tool*: Snacks/Potlucks/Post-dance food, cookies/snacks, free Klondike bars, potlucks, potlucks as part of dance, food & social time at break,

~ *Promote Involvement*: Provide learning opportunities, buy-in memberships, encourage volunteers to help, elicit plus/delta feedback,

Callers/Musicians:

~ *High Caliber*: special talent, band quality, great music (“great” bands), hire a “good” caller (dynamic/different from regular callers), caller quality

~ *Inclusive*: All-Comers/Open Band nights

~ *Local*: Feature & promote LOCAL callers/musicians

~ *Variety*: Variety of talent, performers who market to existing and others.