



Region 10 Marketing Award Criteria 2017-2018

Let's be Engaging! Include Social Media in your marketing plans.

Many requirements may already be part of your current activities! Winners of the Marketing Award will be announced on Friday, 3/16/18. Shout Outs of achievements will be notified on our Great Gulf Coast Region 10 Facebook Page!

MARKETING REQUIRED ACTIVITIES:

1. Email [Euna Poole](#), your Region 10 Marketing Coordinator ([R10-MC](#)), the name of your current Chorus Marketing / PR Coordinator, along with your current email address and cell phone number.
2. Send [R10-MC](#) a copy of your annual Chorus PR / Marketing Plan.
3. **Review** your Chorus information on our [Region 10 Website](#) to make sure every link about your Chorus is current and working and send [R10-MC](#) a report. Include checking current meeting times and place.
4. **"Become Accepted"** to our Facebook [Region 10 Marketing Group](#). Send [R10-MC](#) a request to join.
5. **"Like"** or **"React"** positively to **six** posts on our Facebook [Great Gulf Coast Region 10](#) as your Chorus Facebook Administrator.
6. **"Like"** our Facebook [Young Women in Harmony](#) page as your Chorus Facebook Administrator.
7. **"Follow"** our [Region 10 Instagram](#), and our [Region 10 Twitter](#) account.
8. Use the [#iamsweetadelines](#) and [#region10sai](#) hashtags frequently in your online copy. More information about the important use of hashtags can be found on our Facebook [Region 10 Marketing Group](#).
9. **"Tag"** [@Region10SAI](#) in **three** pictures on Facebook, Instagram, and Twitter.
10. Tell [R10-MC](#) about something you found interesting on the [SAI Marketing Center](#) website and how you incorporated one of the activities within your own chorus.

ADDITIONAL ACTIVITIES:

1. Update your Chorus website **six** times with new information, a new photo, or a new comment, and contact your [R10-MC](#) when you do.
2. Research **five** other Chorus' websites and/or Facebook pages to see what they look like. Give your list and links to your [R10-MC](#). *They do not need to be within our own Region!*
3. **Network** with another chorus about their marketing activities and open a dialog with them to learn new marketing techniques. *They do not need to be within our own Region!*
4. Tell [R10-MC](#) how you market R10 Events (Regional Weekends and YWIH events) to your chorus. What additional things could you do to reach more members?
5. Tell [R10-MC](#) what works with different age groups and how you would multi-market to reach these different groups? What techniques have been most successful?
6. How do you utilize the Sweet Adelines brand **"Real Women, Real Harmony, Real Fun"** in your media activities?
7. Provide marketing support for/at community events, (sing outs, volunteering, etc.).
8. Actively network with the local news media and civic organizations (newspapers, radio, girl scouts, churches, etc.).
9. Distribute business cards, flyers or brochures at every event; ensure "Sweet Adelines International," is printed on them.
10. Participate in "Marketing Mondays". One Monday a month, send out flyers, brochures, PSA, rehearsal announcements, or anything else advertising your chorus and Sweet Adelines International.
11. Use and maintain email lists to send out promotional announcements or communications (ex. of email lists: patrons, former members, media contacts, guests/visitors, etc.) AND tell [R10-MC](#) how you keep them updated.

Euna Poole | Region 10 Marketing Coordinator | [R10-MC](#) | 337-600-4774

Laura DeGraw | Region 10 Social Media Coordinator | [R10-SMC](#) | 512-517-5937

THANK YOU for doing this important job. If you need assistance with anything, please send an email to [R10-MC](#) or R10-SMC. We are here to help!

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#region10sai #iamsweetadelines

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Region 10 Marketing Group: <https://sweetadelines.com/index.cfm?id=236>

Region 10 Facebook: <https://www.facebook.com/Region10SAI/>

Region 10 Instagram, <https://www.instagram.com/region10sai/>

Region 10 Twitter <https://twitter.com/Region10SAI>

Young Women in Harmony page <https://www.facebook.com/Region10YWIH/>

SAI Marketing Center: <https://sweetadelines.com/index.cfm?id=236>