



Illinois District House Of Delegates – Marketing Report
February 22nd, 2015

Highlights so far:

- Delegation of website management & social media responsibilities
- Social media plan in development
- Increased traffic on Facebook
 - Avg. reach Jan. 2014: 35
 - Avg. reach Jan. 2015: 85

2015 Goals:

- Increase chapter visibility online
 - Include chapter show dates, singouts, etc
 - Highlight unique and interesting stories of what our members are doing
- Increase our membership base
- Increase overall awareness of the Illinois District
 - Outreach via targeted ads
- Bring back some version of Attacks & Releases
 - Paper vs. .pdf online?
 - More information TBD

How You Can Help:

- Increase our membership base
- Email chapter news, show dates, tidbits to webmaster@illinoisdistrict.org
- “Like” our Facebook page, follow us on Twitter, sign up for the email list
- Reach out with questions or concerns

Any additional questions, concerns, suggestions, or comments, please feel free to write me at kevin.d.mcc@gmail.com.

Here's to an excellent 2015 in the Illinois District!

Respectfully submitted,
Kevin D. McClelland
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