



## **Illinois District Marketing - August 2015**

### **Print Marketing Overview**

#### Attacks & Releases

- Over 800 copies mailed directly to members
- Highlighted district happenings & events
- Recap of IDAH 2015 and Pittsburgh International
- Will become a bi-annual feature going forward

### **Social Media & Email Marketing Overview**

(All data is from 1/1/15 through 9/9/15)

#### Email Marketing— avg. click/open rates

- Avg. open rate: 29.87%
- Avg click rate: 7.85%

What this means: members and subscribers are opening our emails at a relatively good rate. Click-throughs are below average, possibly due to a lack of content readily available throughout the year.

#### Illinois District Facebook Page

- 64 new “likes”
- Avg reach 2Q: 79
- Avg reach: 109

#### Twitter

- +76 followers
- #BHSPGH created most impact on the year so far

What this means: More people are seeing and engaging with more content. This helps increase viewership on the page and awareness of the district throughout social networks.

### **Overall Marketing**

- A big thank you to Gary Davis & the Land of Lincoln chapter for helping get some quartets to stroll & sing at the Illinois State Fair this year
- There are plans in the works for a district brochure and/or business card to hand out at sing-outs and conventions- who we are, what we do, etc
- Continued unification of branding pieces across all platforms is happening as well

Respectfully submitted,

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