



Illinois District Marketing – April 2016

Print Marketing Overview

Attacks & Releases

- Spring edition has been postponed
- We will likely do another mailing after the Spring Harmony Jamboree

Social Media & Email Marketing Overview

(Data from 9/1/15-3/31/16)

Email Marketing

Avg. click/open rates

- Avg. open rate: 29.78%
- Avg click rate: 9.2%
- +68 new email addresses
 - More people getting news of what's going on in the district!

Illinois District Facebook Page

- 38 new “likes”
- Avg reach for 4Q 2015 / 1Q 2016: 75
 - Dropped from avg reach of 109
 - Likely due to no convention/contest to engage with

Illinois District Twitter

- +28 followers
- Significant exposure to the Youth Chorus via Deke Sharon, #BHSRENO tweeting out the videos of the performance

Overall Marketing

- We are nothing without our chapters- keep sending us your dates so we can promote you!
- Feedback is always welcome
- Keep you eyes peeled for more content as we approach International

Respectfully submitted,

Kevin D. McClelland

VP Marketing & Public Relations, Illinois District of the BHS