

2023-08-13 IL District Marketing & Publicity Report
Submitted by Joe Gurreri, VP Marketing & Publicity

- CONVENTION Convention updates completed - distributed via Facebook and website notifications
- MAILCHIMP SUPPORT - New support for email blasts to be more responsive via Mark Leverett thanks to Terry's recruiting . We're still working on logistics and access.
- WEBSITE REWRITE - As a reminder, we are revamping the entire website primarily for data management, ease of use, and quicker updates. This also requires a new look because of the new technical platform .
 - MOCK UP OF REFRESHED SITE

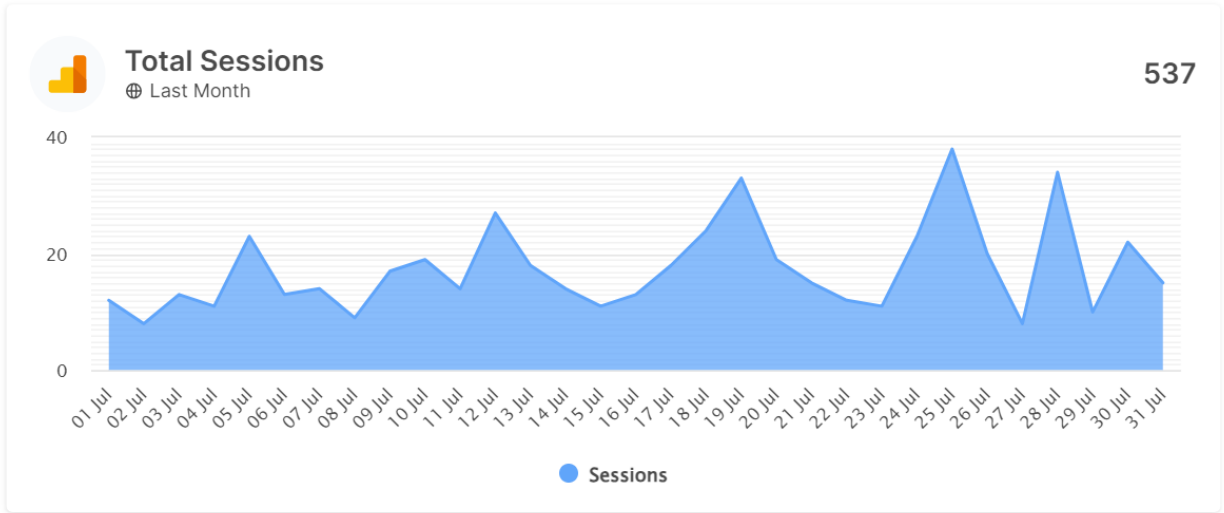
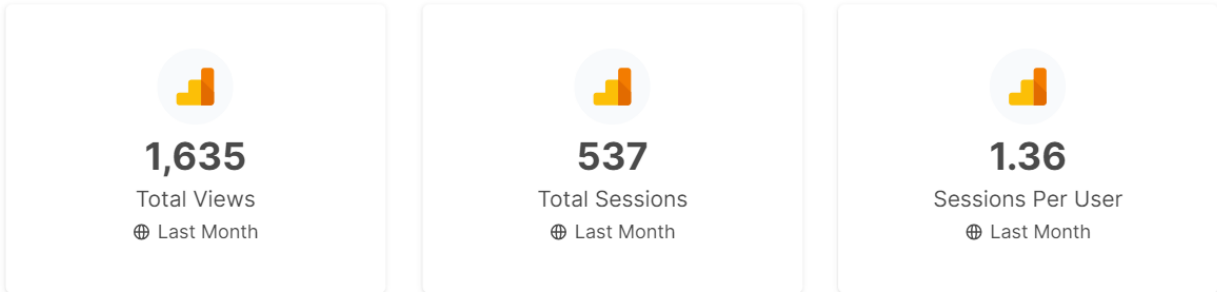
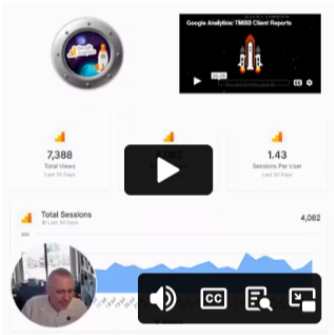
Here's a link: just look at it; don't download it. It's a very large file; This is only preliminary, and provided to you as a concept. We're making several changes. ■ IDO Mockup 2023-08-01.pdf
 - Website update from Glenn Mills, Project Manager, Website Rewrite


Website Update 8/1/23 - submitted by Glenn Mills

 1. We finished reviewing the snapshot of the website, and added comments on changes needed for the new site.
 2. During that review, we noted some outdated information on the current site. We sent updated info for the following:
 - a. Expense form
 - b. Society representation history
 - c. IDEA donation button(runs through district PayPal)
 - d. District policies
 - e. Awards info: current categories & past winners
 - f. Current governing board & Ops team
 - g. Quartet & chorus data (download file from BHS)
 3. We still need to obtain the following:
 - a. QCA updates (from Joe Sullivan) [RECEIVED AND SUBMITTED]
 - b. Chorus contest & quartet contest rules (from Jeff Lathom)
 - c. Society bylaws (from Jeff Lathom)
 - d. Updated photos (from Jim Ferrier)
 4. We might be better off migrating the content we currently have to the new site, since time is short. We wanted all content updated first, but may need to move on.
 5. Prior to the board Zoom, I hope to get an estimate of when the new site will be done, and our review deadlines/steps, from Magic Blue Box.
- IDEA button

- Leif is making the financial recommendation and we requested he and IDEA come to a decision and provide us with the URL link we can add a 'donatem button' on the revised website

WEBSITE STATISTICS






399

Total Users

🌐 Last Month



368

New Users

🌐 Last Month



Views by Page

🌐 Last Month

Page Title	Views	▼
Home - The Illinois District of the B...	317	
Contest Scores Archive - The Illinoi...	201	
Illinois District Fall Convention - Th...	130	
Upcoming Events – The Illinois Distr...	108	
Quartet Champions - The Illinois Di	95	
	1,635	

Page Title	Views
Quartet Champions - The Illinois Di...	95
Conventions Archives - The Illinois ...	51
Chapter Directory - The Illinois Dist...	49
Upcoming Events › Convention › – ...	35
District Officers - The Illinois Distri...	29
	1,635

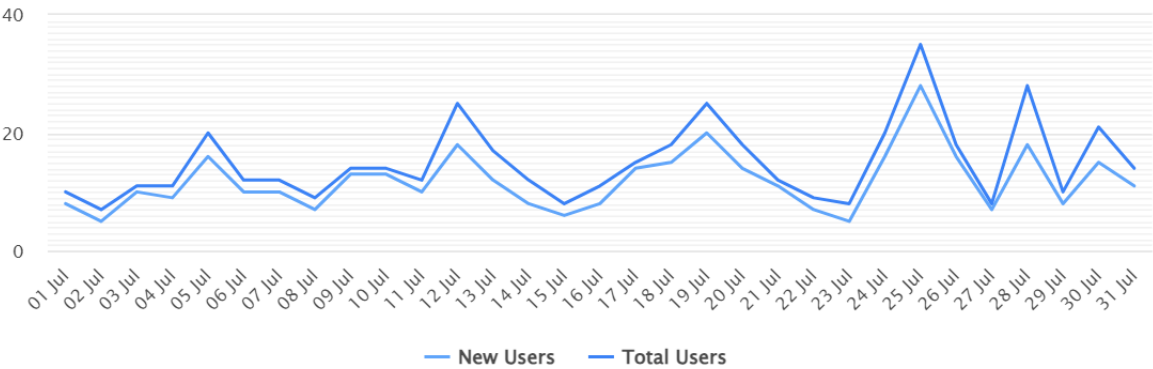
Page Title	Views
Facts and Trivia - The Illinois Distric...	25
QCA Members Only - The Illinois Di...	24
Illinois District Quartet Directory - T...	23
2022 Fall Convention Scores - The I...	21
Awards - The Illinois District of the ...	21

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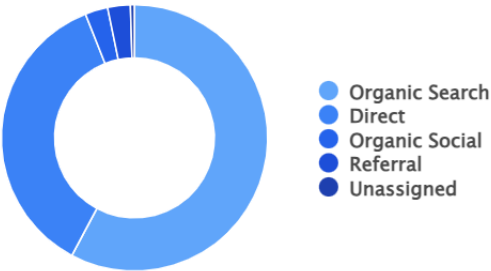
User Overview

🌐 Last Month



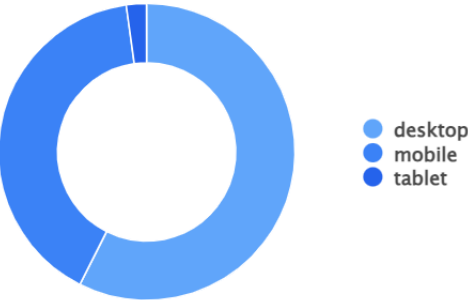
Views Based on Channels

🌐 Last Month



Views by Device

🌐 Last Month



Breakdown by City

🌐 Last Month

City	Views	Sessions	Total Users
Chicago	198	55	43
Addison	144	8	1
Aurora	84	14	3
(not set)	79	39	35
...	15	6	1
	1,635	537	399

	City	Views	▼ Sessions	Total Users
	(not set)	79	39	35
	Joliet	45	6	4
	Rockford	42	14	8
	Dubuque	37	5	4
○	Arlington Heights	27	10	3
	City	Views	▼ Sessions	Total Users
	Arlington Heights	27	10	3
	Carbondale	27	3	3
	Elgin	25	6	3
	Columbus	22	22	22
○	Round Lake	22	5	2
	City	Views	▼ Sessions	Total User
	Springfield	22	4	3
	Decatur	21	2	1
	Lombard	20	5	3
	Palatine	20	6	5
○	Oregon	17	1	1

- VENDOR CHANGE - Magic Blue Box organization and EIN changes / need to reset auto-pay

- The Magic Blue Box email

Over the past two months, we've been working on a big transition. But we're done now, have hit the ground running, and are ready to share the news: We are no longer operating under the umbrella of Tentac Enterprises. We are now a completely independent entity, The Magic Blue Box, LLC.

This transition marks a new chapter in The Magic Blue Box story! We'll continue to offer you new and effective ways to grow your business. Moving forward, we'll be focusing on innovation, building our relationship, and ultimately providing an even higher level of value to you!

What impact will this change have on you today?

Not much. We'll still be providing you the services you're expecting. Our contact information remains the same, so you can continue to reach us how you always have.

The most immediate change you'll notice will be your invoice. It will look different and have a **different mailing address**. **If you were previously using auto-pay, you'll need to set that back up. We have a new EIN number as well, so if you need a new W-9** for your accounting team, we'll make sure you get that.

We have some exciting new things in the pipeline, which we'll be sharing with you in the near future!

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