Slide 1

Marketing Myths and Mistakes

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Slide 2

Why do we make marketing mistakes?

Because we believe marketing myths.

How can we prevent those marketing mistakes?

By rethinking marketing myths.

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Slide 3

Myth #1

Marketing is for making money.

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Slide 4

Mistake #1

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Rethink #1

Marketing is for making friends.

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Redo #1

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Myth #2

We need audience demographic data.

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Mistake #2

Classical music audience trends, 2002 to 2008 (NEA data)
Millions of people

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Slide 9:
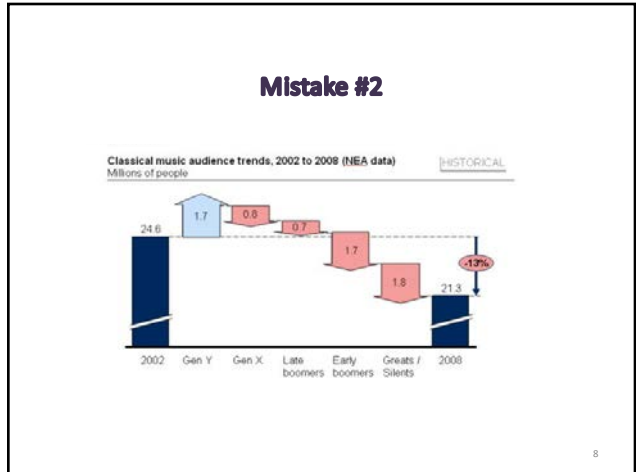
Rethink #2

Your audience is people, not data.

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Slide 10:

Redo #2

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Slide 11:

Myth #3

Tell it to the world.

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Slide 12:

Mistake #3

chewy
SPEND LESS
Lounge more
$20 OFF

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Rethink #3

There's no place like home.

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Redo #3

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Myth #4

Fake it till you make it.

Mistake #4

Bolshoi Ballet

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Rethink #4

We are who we are.

Redo #4

Cantori New York

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Myth #5

Brand = Name & Logo

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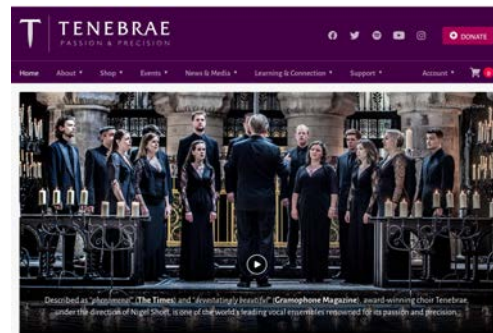**Mistake #5**

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Rethink #5

Brand = Promise

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Redo #5

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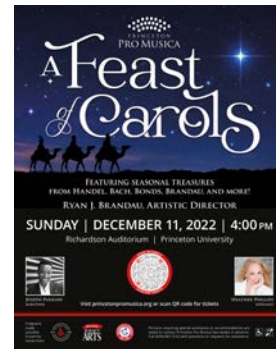
Myth #6

Give 'em everything you've got.

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Mistake #6

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Rethink #6

Less is more.

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Redo #6

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Myth #7

Just the facts, ma'am.

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Mistake #7

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Rethink #7

Sell the sizzle, not the steak.

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Redo #7

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Myth #8

Music = Sound

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Mistake #8

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Rethink #8

Music = Feelings

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Redo #8

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Myth #9

Price = Cost

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Mistake #9

Ticket Type	Price	Sold	Revenue
Premium Seating	$35	122	$4,270
Regular Seating	$30	225	$6,750
Regular Senior	$25	31	$775
Regular Student	$15	12	$180
Total		390	$11,975

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Rethink #9

Price = Value

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Redo #9

Ticket Type	Price	Sold	Revenue	Capacity	% of Capacity
Premium Seating	$35	122	$4,270	130	94%
Regular Seating	$30	225	$6,750	870	26%
Regular Senior	$25	31	$775	#NA	
Regular Student	$15	12	$180	#NA	
Total		390	$11,975	1000	39%

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Myth #10

Marketing is too expensive.

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Mistake #10

	Concert 1	Concert 2	Concert 3	Gigs	Admin	Total	%
Professional Services	15,000	10,000	10,000	200	0	35,200	70%
Marketing	1,500	1,250	1,250	100	0	4,100	8%
Space Rental	1,500	500	500	100	0	2,600	5%
Equipment Rental	1,500	500	500	0	0	2,500	5%
Sheet Music	150	50	50	0	0	250	1%
Program Printing	450	200	200	0	0	850	2%
Fundraising	0	0	0	0	500	500	1%
Insurance	0	0	0	0	1,000	1,000	2%
Credit Card Fees	0	0	0	0	1,000	1,000	2%
Website	0	0	0	0	1,000	1,000	2%
Other	0	0	0	0	1,000	1,000	2%
Total Expenses	20,100	12,500	12,500	400	4,500	50,000	

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Rethink #10

Your audience is priceless.

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Redo #10

	Concert 1	Concert 2	Concert 3	Gigs	Admin	Total	%
Professional Services	14,000	9,500	9,500	200	0	33,200	66%
Marketing	3,000	1,500	1,500	100	0	6,100	12%
Space Rental	1,500	500	500	100	0	2,600	5%
Equipment Rental	1,500	500	500	0	0	2,500	5%
Sheet Music	150	50	50	0	0	250	1%
Program Printing	450	200	200	0	0	850	2%
Fundraising	0	0	0	0	500	500	1%
Insurance	0	0	0	0	1,000	1,000	2%
Credit Card Fees	0	0	0	0	1,000	1,000	2%
Website	0	0	0	0	1,000	1,000	2%
Other	0	0	0	0	1,000	1,000	2%
Total Expenses	20,600	12,250	12,250	400	4,500	50,000	

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Can we talk?

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Thanks and happy singing!

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