

Marketing Myths and Mistakes

Presented by Sue Metz
For New Jersey Choral Consortium
January 15, 2023

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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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Myth #1

Marketing is for making money.

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Mistake #1

The screenshot shows the website for The Company of Dance Arts (CODA). At the top, there is a navigation bar with links for PERFORMANCES, SUPPORT DANCE, ABOUT CODA, AUDITIONS, and COMPANY MEMBERS. Below the navigation bar is a large banner image of dancers in white costumes performing on stage. The text on the banner reads: "The Company of Dance Arts" and "Since 1985, The Company of Dance Arts (CODA), a nonprofit corporation, has employed pre-professional dancers to the real life rigors of a professional dance, creating a tradition of passion, artistic development, and performance values." There is a "DISCOVER MORE" button at the bottom left of the banner.

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Rethink #1

Marketing is for making friends.

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Redo #1

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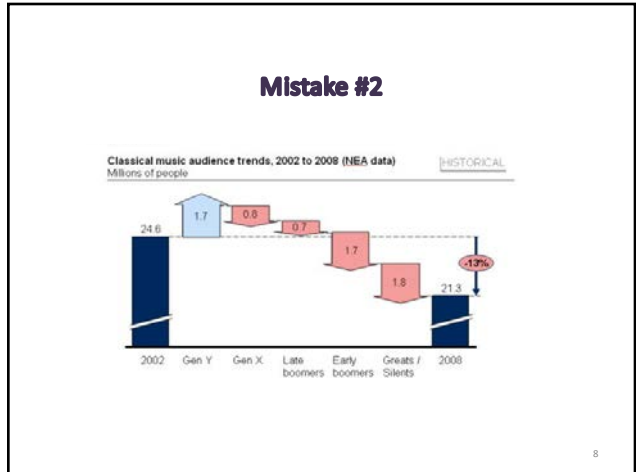
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Myth #2

We need audience demographic data.

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Rethink #2

Your audience is people, not data.

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Redo #2



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Myth #3

Tell it to the world.

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Mistake #3



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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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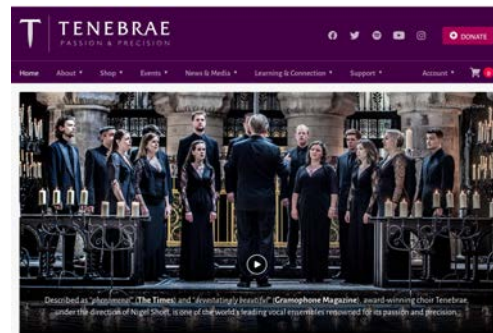
Rethink #5

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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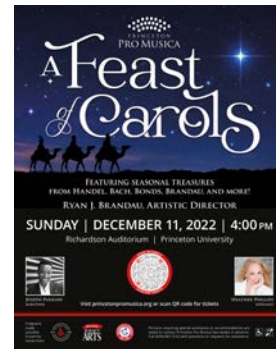
Rethink #6

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

MONMOUTH CIVIC CHORUS IN CONCERT
MARK SHAPIRO - ARTISTIC DIRECTOR

RACHMANINOFF

All-Night Vigil

Mark Shapiro, Conductor

SATURDAY - NOVEMBER 20, 1999 - 8:00 P.M.

First Presbyterian Church
255 Harding Road
Red Bank, NJ

SUNDAY - NOVEMBER 21, 1999 - 3:00 P.M.

First Presbyterian Church
118 West Main Street
Freehold, NJ

FOR INFORMATION AND TICKETS CALL (732) 832-8333
See our Home Page on the World Wide Web:
<http://members.aol.com/MChorus>

\$20.00 General Admission
\$16.00 Seniors/Students
Group Rates Available
Tickets purchased by November 5
receive a \$2.00 discount
VISA and MASTERCARD credit cards accepted

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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	500	100	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	1,000	1,000	1,000	100	0	3,000	12%
Space Rental	1,500	500	500	500	100	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?

president@njchoralconsortium.org

Thanks and happy singing!

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