



UNITED SQUARE DANCERS OF AMERICA

SQUARE DANCE – AMERICAN FOLK DANCE



Digital Marketing

Finding and Marketing to Your Square Dancing Audience

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Who am I?

- First square dance class in 1995, first caller school in 1997.
- Dances and calls Basic and SSD through C1.
- Member of CALLERLAB Marketing Committee.
- Editor of the GCA Call Sheet (technical journal for callers).
- IAGSDC History Project team leader.
- Club Caller for Sacramento's Capital City Squares.
- Former board member for El Camino Reelers and Midnight Squares.
- Professionally, an IT architect and project manager for a network technology services company in the SF Bay Area.

What is Digital Marketing?

“Digital Marketing” includes a number of components:

- Internet Domain Name (e.g., capitalcitysquares.com)
- Email Contact Address (e.g., info@capitalcitysquares.com)
- Website (e.g., <https://www.capitalcitysquares.com>)
- Social Media Presence (e.g., Facebook, YouTube)
- Your Club Information (name, location, calendar, contact info)

Why Digital Marketing?

- ▶ Social media has constantly evolved since its inception. That means that *how we market to potential dancers needs to evolve, too!*
- ▶ Regardless of the tools used, you must know *who is your target audience? How can you best reach them?*
- ▶ People are busy, Busy, BUSY!
 - ▶ Making your information available electronically allows dancers, callers, and prospective students to find what they need on their own schedule, whenever it's convenient for them.

Who are you selling to, *really*?

- ▶ We all think we're still 20-something. **Reality:** *We are no longer that age.*
- ▶ We all want to bring in 20-somethings to our clubs. **Reality:** *A 20-something doesn't want to dance with Grampa or Grandma. They want to dance with people their own age.*
- ▶ Figure out the median age of your club, and target people no more than 10-12 years younger. If your median age is 62, you should be looking for people in their 50's. **Do the math.**
- ▶ After you have spent time recruiting new dancers who are 10-12 years younger, **encourage them to join the board and recruit dancers who are a decade younger than them.**

Imagination vs. Reality

Facebook and YouTube are where we should be targeting our digital marketing efforts.

	Facebook	Instagram	Pinterest	Twitter	LinkedIn	YouTube	SnapChat	TikTok
What We Think	86% of 18–29	67% of 18–29	34% of 18–29	38% of 18–29	21% of 18–24	81% of 15–25	53% of 15–25	27.37% of 13–17
We Want:	77% of 30–49	47% of 30–49	35% of 30–49	26% of 30–49	60% of 25–34	71% of 26–35	34% of 26–35	39.91% of 18–24
(Teens-30s+)	---	---	---	---	---	---	---	25.11% of 25–34
Where we Are:	---	---	---	---	17% of 35–54	67% of 36–45	18% of 36–45	5.97% of 35–44
(40s-60s+)	---	---	---	---	---	66% of 46–55	11% of 46–55	1.67% of 45–54
	51% of 50–65	23% of 50–64	27% of 50–65	17% of 50–64	3% of 55+	58% of 56+	4% of 56+	0.32% of 55–64
	34% of 65+	8% of 65+	15% of 65+	7% of 65+	---	---	---	---

Source: <https://khoros.com/resources/social-media-demographics-guide>

Social Media Use in 2021

A majority of Americans say they use YouTube and Facebook, while use of Instagram, Snapchat and TikTok is especially common among adults under 30.

BY **BROOKE AUXIER** AND **MONICA ANDERSON**

How we did this

Despite a [string of controversies](#) and the public's [relatively negative sentiments](#) about aspects of social media, roughly seven-in-ten Americans say they ever use any kind of social media site – a share that has [remained relatively](#) stable over the past five years, according to a new Pew Research Center survey of U.S. adults.

Beyond the general question of overall social media use, the survey also covers use of individual sites and apps.

Growing share of Americans say they use YouTube; Facebook remains one of the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use ...

What do you need, at a minimum?

▶ Website with Calendar

- ▶ Updated Weekly
- ▶ For each date: Event (Class, Dance, Workshop, etc.), Club Location, and Caller Information

▶ Electronic Mail (a/k/a "Email")

- ▶ Email List (for announcements)
- ▶ Direct contact email (and phone!) for questions.

▶ Social Media Presence

- ▶ Facebook
- ▶ YouTube

▶ Hyperlinks

- ▶ Website points to Facebook, YouTube
- ▶ Facebook points to website, YouTube
- ▶ YouTube points to website, Facebook



Step 1: Prepare Your Platforms!

- ▶ Register a domain name. (E.G., GoDaddy, Hover, etc.)
- ▶ Have an email address people can query. (ideally, info@yourdomain, but could also be a Gmail account.)
- ▶ Create a website.
- ▶ Create and populate (*and update weekly!*) an online calendar.
- ▶ Create a public Facebook group
- ▶ Create a YouTube Channel

Step 2: Deploy Your Content!

- ▶ Place all club nights, dances, workshops, and class nights into the calendar.
- ▶ Update the calendar on a *weekly* basis.
- ▶ Embed the calendar on the front page of your website.
- ▶ Create a class recruitment page on your website.
- ▶ Post a downloadable PDF with your class info!
- ▶ Post downloadable PDFs of your dance flyers!
- ▶ Post a SHORT video on YouTube aimed at recruiting new dancers.
- ▶ Post some longer videos of fun dances or singing calls on the YouTube channel.

Step 3 (Extra Credit!): Website Goodies

- ▶ Sign up for mailing list via a website button.
- ▶ Pay for memberships and classes via a PayPal or Zelle or Venmo or similar button.
- ▶ Online sign-up for memberships.
- ▶ Online sign-up for classes.

Step 3.5: Why are we doing this, again?

- ▶ *If you have **visiting dancers in the area***, they need to know where you meet, at what time, and what level(s) you're dancing.
- ▶ *If you have **people wanting to learn how to square dance***, they need to know when and where your next class is being held, how much it costs, and for how long it runs.
- ▶ ***Callers visit local areas, too***, and they'd love to know what levels you dance so they know if you'd be a good club to reach out to offer to call a night for you.

Step 4: Link to Everything, Everywhere!

- ▶ Website Front Page or Top Menu Links:
 - ▶ Class Information
 - ▶ Club Night Information
 - ▶ Membership Information
 - ▶ Calendar (embedded on front page)
 - ▶ Button for Facebook group
 - ▶ Button for YouTube channel
- ▶ Facebook: points to website and YouTube.
- ▶ YouTube: points to website and Facebook.

Social Media: Visual Hooks Sell!

- ▶ Create eye-catching graphics for events such as intro nights, classes, and dance parties.



Social Media: Visual Hooks Sell!

EL CAMINO REELERS www.reelers.org

HIGH ENERGY DANCE PARTY
EVERYBODY IS A STAR

IN SILICON VALLEY
FOR THE LGBTQ COMMUNITY
AND FRIENDS
SQUARES, CONTRAS & MORE

NO EXPERIENCE NEEDED
COME SOLO OR WITH A PARTNER
CASUAL DRESS

FRIDAY DECEMBER 15
DARREN GALLINA
7:15-9:30 PM

ST. ANDREWS
UNITED METHODIST CHURCH
4111 ALMA STREET, PALO ALTO

[f](#) El Camino Reelers [t](#) @elcaminoreelers info@reelers.org #ecrFunNight

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FRIDAY SEPTEMBER 15
MICHAEL LEVY
7:30-9:30 PM

ST. ANDREWS
UNITED METHODIST CHURCH
4111 ALMA STREET, PALO ALTO

[f](#) El Camino Reelers [t](#) @elcaminoreelers info@reelers.org #ecrFunNight

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FRIDAY NOVEMBER 17
ROB FRENCH
7:15-9:30 PM

ST. ANDREWS
UNITED METHODIST CHURCH
4111 ALMA STREET, PALO ALTO

[f](#) El Camino Reelers [t](#) @elcaminoreelers info@reelers.org #ecrFunNight

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CASUAL DRESS

FRIDAY OCTOBER 20
RICH REEL
7:30-9:30 PM

ST. ANDREWS
UNITED METHODIST CHURCH
4111 ALMA STREET, PALO ALTO

[f](#) El Camino Reelers [t](#) @elcaminoreelers info@reelers.org #ecrFunNight

www.reelers.org

EL CAMINO REELERS

WALK & DODGE into SPRING

with **KEN RITUCCI**
calling SSD-50, Plus & A2 tips

Saturday MARCH 25

7:00-10:00 pm

St. Andrews United Methodist Church
4111 Alma Street, Palo Alto

Masks recommended. Admission: \$15 • ECR Members: \$12

www.reelers.org

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Digital Marketing Checklist

Domain Name (GoDaddy, Network Solutions, Hover, etc.)

Website (Weebly, Wix, Google Groups, WordPress, Site Builder, etc.)

YouTube (See the CL Square Dance Marketing Manual!)

Facebook (See the CL Square Dance Marketing Manual!)

CALLERLAB Resources

The link to the CALLERLAB Square Dance Marketing Manual:

<https://knowledge.callerlab.org/?s=1736>

Or use this easier to type shortcut:

<http://bit.ly/clmarketingmanual>



Other Resources

Allan's Square Dance Articles:

<https://www.danceinfo.org/>

- ▶ Club Recruiting
- ▶ Class Restructuring
- ▶ Dancer and Caller articles

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, with some extending towards the center. The overall aesthetic is clean and modern.

Questions?

Thank you!

The right side of the slide features a complex, abstract graphic composed of overlapping, semi-transparent blue triangles and polygons in various shades, ranging from light sky blue to deep navy blue. The shapes are layered, creating a sense of depth and movement. A thin, light blue line also extends from the bottom left towards the center of the graphic area.

Appendix 1: Electronic Mail

Many choices. Choose what will work best for you.



Electronic Mail: Types of Services

- ▶ There are two types of email services: broadcast and discussion list.
- ▶ **Broadcast** mailing lists are set up to allow a person or club to send email to multiple members. If anyone replies, the resulting email is sent only to the person who sent out the original broadcast email.
- ▶ **Discussion** mailing lists are set up to allow anyone who subscribes to the list to send to the group.
- ▶ There's a variant called **Moderated Discussion** mailing lists, in which anything a subscriber sends to the list is first reviewed by a moderator who makes sure that the content of the message is appropriate for the list, and who then approves or rejects that message.

Electronic Mail: **Facebook**

Pro:

- ▶ Easy to set up a group and find people you know.
- ▶ Very interactive.

Con:

- ▶ Very busy and distracting system. Easy for your message to get lost in all of the screen shuffling.
- ▶ Requires that everyone have a Facebook account, *which isn't practical for many clubs or groups.*
- ▶ Limits your audience to *only* people on Facebook.



Like us on
Facebook

Electronic Mail: Google Groups

Pro:

- ▶ Free
- ▶ Reliable
- ▶ Doesn't require participants to have a Google Account.

Con:

- ▶ Requires a (free) Google/Gmail account to get started.
- ▶ Some details of the setup may be confusing for some folks.



Electronic Mail: Intuit MailChimp

Pro:

- ▶ Free for up to 1,000 emails per month.
- ▶ Reliable
- ▶ Works with any email account.
- ▶ Easy to set up.


Con:

- ▶ Guided setup may require a bit of patience and explanation for some folks.
- ▶ Platform is built for businesses to sell to clients, so there are a number of features that you probably won't use.



MailChimp Sample

The screenshot displays the MailChimp email editor interface. At the top, a dark header bar contains a profile icon, the text "Wednesday Night Reminder", a "Rename" button, and "Help" and "Preview and Test" options. The main area is split into two panes. The left pane shows a preview of an email with the following content:

- Wednesday Night Lessons**
Tualatin Timber Squares
- 
- February 2017**
15
- We'd love to see all of our Angels out on Wednesday night lessons! We have 6 new dancers who have come regularly and a few who are just starting out. So the more Angels, the merrier!
- I have invited all of the students to join us for chicken and rice soup after class downstairs this

The right pane is a sidebar titled "Content" and "Design" with a grid of 12 content blocks:

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Caption
- Social Share
- Social Follow
- Button
- Footer
- Code

Google Groups Sample

The screenshot shows the Google Groups settings page for the "IAGSDC History Project". The page is divided into a left sidebar with navigation options and a main content area with various settings.

Google Search for messages [Search]

Groups [Back] [Save]

IAGSDC History Project

- Members
 - All members
 - Invite members
 - Direct add members
 - Outstanding invites
 - Join requests
- Messages**
- Settings
 - Email options
 - Identify
 - Moderation
 - Tags
 - Categories
- Permissions
 - Basic permissions
 - Posting permissions
 - Moderation permissions
 - Access permissions
- Roles
 - Roles
- Information

Group name IAGSDC History Project

Group email address iagsdc-history-project@googlegroups.com
https://groups.google.com/d/forum/iagsdc-history-project

Group description For people participating in the IAGSDC History Project, including the 10/25 Project, Oral History Project, and Wiki Project. (170 characters remaining)

Group's primary language English (United States)

Topic types Allowed topic types: Discussions

Posting options

- Allow posting by email
- Allow users to post to the group on the web
- Disallow posting to a topic after [] days without a new post

Embedding your group
To embed this group in an external web page, copy and paste the following IFrame HTML into the web page's HTML source. For more information on the possible options, click here.

```
<iframe id="forum_embed"
src="javascript:void(0)"
scrolling="no"
...>
```

Appendix 2: Websites

Even *more* choices than email.



Websites: Types of Services

There are two types of websites: Traditional and Prepackaged

- ▶ **Traditional** websites require that you either provide or rent space on an internet-connected server and create the necessary HTML (hypertext markup language) code and associated programming to provide a website.

This includes customizable, template- and menu-driven systems such as WordPress.

- ▶ **Prepackaged** websites provide web hosting as a single-price-per-month packaged service, and utilize pre-programmed templates that you fill in.

Websites: Example Services

Traditional

- ▶ GoDaddy
- ▶ Hostway
- ▶ Local ISP
- ▶ Hosted WordPress

Prepackaged

- ▶ Google Sites (free)
- ▶ Weebly
- ▶ Wix
- ▶ Squarespace
- ▶ GoDaddy WebSite Builder



Websites: Types of Services

Traditional

- ▶ Get *exactly* the services you want.
- ▶ May be slightly cheaper than prepackaged.
- ▶ Requires a good deal of technical knowledge.
- ▶ Requires ongoing maintenance.

Prepackaged

- ▶ Not quite as flexible as traditional, but pretty darned close.
- ▶ May cost slightly more than traditional.
- ▶ Requires very little technical knowledge. Most template sites are very user-friendly.
- ▶ No ongoing maintenance required.

Sample: Traditional Website

<http://www.billeyer.com>

Contact Calling Schedule

Bill Eyer - Square Dance Caller

Home Biography Square Dance Line Dance Resources Bookings Publicity

Welcome!

I am Bill Eyer. I look forward to bringing the social fun of Modern Western Square Dance, Country/Western and Line Dance to a location near you!

- Dancer, caller and teacher since 1983
- Square dances, beginners through C3A
- Country/Western two-step, waltz, swing and line dances
- Available to travel internationally
- BMI/ASCAP licensed
- Member of CallerLAB

Booking Information

If you are interested in booking me for your event, start by checking my [calling schedule](#). Not sure what you need? I'm happy to answer any questions you may have about staging a dance, party, or special event. To email or call me, see my contact information on the [Contacts](#) page.



Square Dancing - Friendship Set To Music!

Sample: Google Sites

Temple
SQUARES
an LGBTQ* organization

Home Page
Anniversary Dance
Future Conventions
Newsletter
Calendar
Links
Contact Us

Search this site

Today February 2017 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				7pm Temple Squares Dance		
7pm District 2 Tri Valley Meeting						
				7pm Temple Squares Dance		
				7pm Temple Squares Dance		

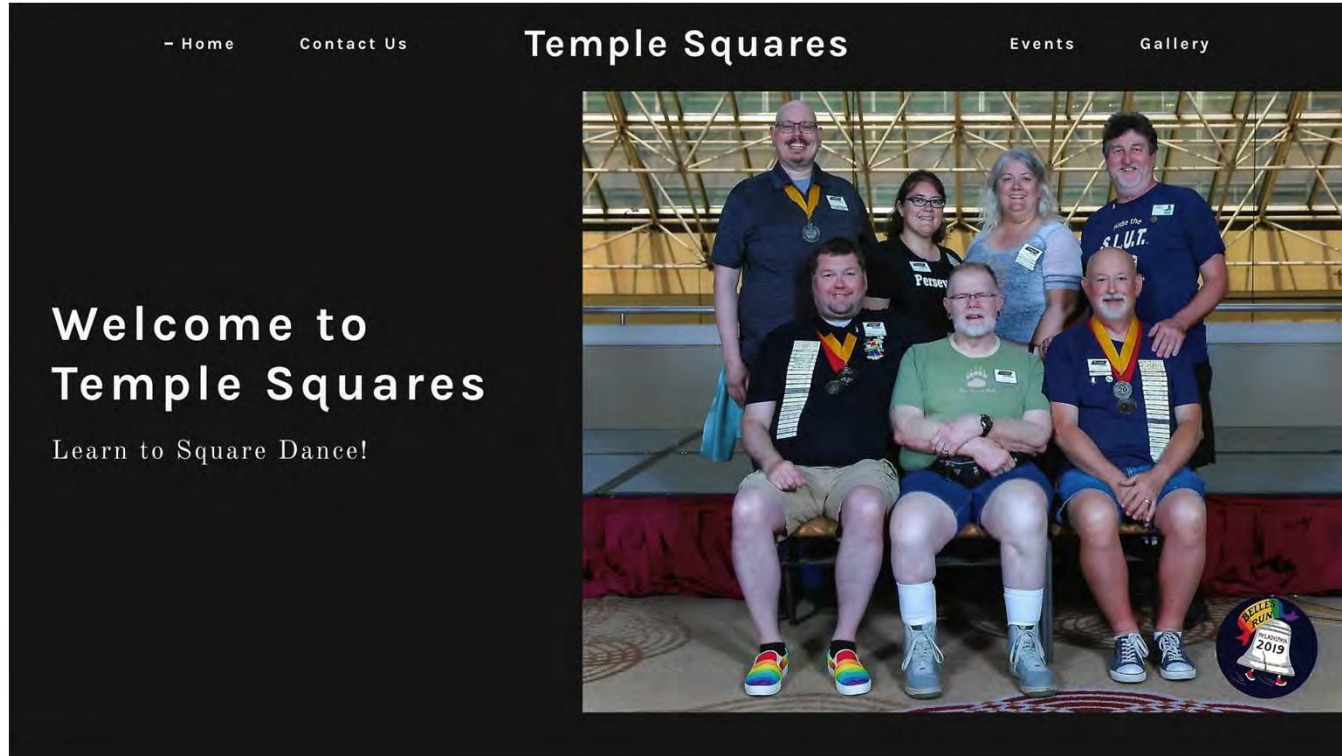
Events shown in time zone: Mountain Time

Google Calendar

[Sign In](#) | [Search](#) | [Privacy Policy](#) | [Terms of Service](#) | [Feedback](#)

Sample: GoDaddy Website Builder

<http://www.templestones.org>



About us...

Temple Squares, the only LGBTQ* square dance club in



Sample: Weebly (Front End)

<http://www.danceinfo.org>

HOME

ARTICLES

ABOUT

REPRINTS

CONTACT

LINKS

Allan's Square Dance Articles

A series of articles for GLBT (and other) square dancers.



NEWLY UPDATED! Everything You Wanted To Know About Gay Marriage In Canada, But Were Afraid To Ask. (version 1.7, 9/17/15). Written in 2005, long before it was possible for two men or two women to become legally married in California, this article discusses what we went through to get married during a square dance fly-in held over [American] Thanksgiving weekend of 2003 in Vancouver, BC. When I found a copy of our wedding vows--long since thought lost forever--I updated the article to include the vows and also discuss some of the historical context for our wedding.

2005 Santa Clara IAGSDC Fun Badge Tour Route Book. This is a PDF version of the route book (originally created in Excel) that my husband, Randy Hensley, created for the 2005 Fun Badge Tour. This is here primarily for future IAGSDC Convention Fun Badge Tour committees who want to see how we did things. (If you want to know what a fun badge tour is, [click here](#).)

2005 Santa Clara IAGSDC Badge Tour Script. I wrote the script for the Fun Badge Tour for *Star Thru The Silicon Galaxy*, the IAGSDC Convention held in Santa Clara, California. Enough people (not all of them from future Convention Committees) requested a copy that I put the script online.

2010 Chicago IAGSDC Fun Badge Tour Script. A PDF version of the fun badge tour script created for *Chi-Town Shakedown!*, Chicago's 2010 IAGSDC Convention. I authored the script, and Kate Yule did a substantial amount of editing and co-authoring by the time we were done.

2013 Salt Lake City IAGSDC Fun Badge Tour Script. A PDF version of the fun badge tour script created for *Squeeze The Hive*, Salt

Sample: Weebly (Back End)

<http://www.danceinfo.org>

The screenshot shows the Weebly back-end editor interface. At the top, there is a navigation bar with the Weebly logo, a 'Build' button, and tabs for 'Pages', 'Theme', 'Store', 'Apps', 'Settings', 'Help', and a mobile menu icon. On the right side of the navigation bar, there are 'Upgrade' and 'Publish' buttons. Below the navigation bar is a dark grey menu with the following items: HOME, ARTICLES, ABOUT, REPRINTS, CONTACT, and LINKS. The main content area is white and features the title 'Allan's Square Dance Articles' in a large, dark font. To the right of the title is a subtitle: 'A series of articles for GLBT (and other) square dancers.' followed by social media icons for Twitter, LinkedIn, and Email. Below the title and subtitle is a large, vibrant photograph of a square dance event with many people in a park-like setting. Underneath the photograph is a blue button with the text 'Click here for the articles!'. On the left side of the editor, there is a dark grey sidebar with various widget categories: 'BASIC' (Title, Text, Image, Gallery, Slideshow, Map, Contact Form, Newsletter Form, Button, Embed Code), 'STRUCTURE' (Divider, Spacer), 'MEDIA' (HD Video, Audio, Document, YouTube, Flash, File), and 'ECOMMERCE'. At the bottom right of the editor, it says 'Proudly powered by Weebly'.