

## Marketing Tools

Musikgarten continues to increase and vary its marketing campaigns. We have a variety of professionally-produced materials and resources to help you spread the word about your Musikgarten program!

**Marketing Videos** – Professionally produced videos with Musikgarten parents and teachers plus a video featuring commentary by several parents, Dr. Lorna Heyge, teacher trainers, and Dr. Dee Coulter, a neuroscience educator. These feature footage of children engaged in a variety of music-making activities with the beautiful Musikgarten recordings serving as the soundtrack. **Free for Licensed Teachers**

**Website** – ready to go, with class descriptions, scheduling grid, pictures, and a coupon for free preview classes. This easy to launch website is ready for individuals to customize as much as they want, comes with terrific technical support, and is available for only \$14.95 per month (a small start-up fee may apply).



**Yard Signs** – attractive colorful signs that allow you to customize and advertise your program to busy parents on the go!

**Brochures** – Professionally designed, brightly colored, professional tri-fold pre-printed brochures are available as hand-outs:



- **General Parent Brochure** - gives the scope of the Musikgarten series, and briefly describes each program. This is the most versatile of the brochures.

- **Babies Only Brochure** – for your youngest students!
- **Toddlers Brochure (ages 1.5-3.5)** – useful when paired with a personally-produced flyer. Most teachers begin their Musikgarten business with this age group, and it continues to be the most popular age group for existing Musikgarten studios.
- **Cycles Brochures (Preschoolers)** - ideal for teachers teaching children ages 3-5 in either a studio setting or preschool classroom setting.
- **Music Makers Brochure** – ideal for established studios who plan to continue the child's journey beyond Cycles. Parents will need more convincing at this stage to keep their child enrolled in your program!
- **Music Makers: At the Keyboard Brochure** – for teachers who offer the final program in the Musikgarten Series. This brochure will explain how Musikgarten transfers to the piano the important musical skills learned in the earlier curricula.

**Program Flyers** – attractive one-page flyers, highlighting a particular class will be sent to licensed teachers upon request. Formatted in Microsoft Word, these have been designed to be easily personalized by you. **FREE to licensed teachers!**

**Parent-Education Emails** – also formatted in Microsoft Word, these parent-education pieces, currently available for *Family Music for Toddlers*, *Cycle of Seasons*, and *Music Makers*, are meant to be sent to families one section at a time throughout the semester. Using them this way not only keeps you in constant contact with your families, it also highlights the value of your Musikgarten classes in easily digestible bits for the parents. Similar pieces for other curricula will be available shortly. **FREE to licensed teachers!**

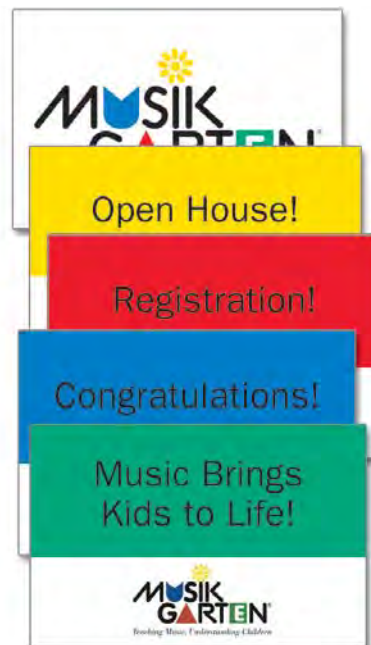
**Authors' Notes: The Neuroscience of Teaching Behavior Through Musikgarten**  
A four-issue email newsletter sent directly from Musikgarten to parents of participating teachers, these newsletters are designed to add another layer to parent education efforts you already in place. Aimed specifically at parents of two-year-olds, Authors' Notes help them see the wisdom of enrolling their children in Cycle of Seasons next year, dealing with specific behaviors subjects of various research projects and publications. Comes complete with research citations.



**Window Decals** – These popular car decals help to keep the Musikgarten name right in front of everyone. They are inexpensive – 3 for \$1.00! - make a nice gift for your families, and helps spread the word around town. Even though it is not personalized to your studio, when a person calls the 800 number or goes to the website, they will be directed to the teacher locator where they will find your contact information!

**Postcards** – These glossy, professionally printed 4” x 6” postcards are available for you to use as marketing or for communicating with existing clients. Each featuring a different, bright primary color, the postcards read as follows:

- **Musikgarten** (white, with prominent full-color logo)
- **Open House!** (yellow)
- **Registration!** (red)
- **Congratulations!** (blue)
- **Music Brings Kids To Life!** (green)
- **Music Brings Kids To Life!** (red)



**T-Shirts** - Wear Musikgarten wherever you go. The Musikgarten color logo is prominently displayed on these white T-shirts, which are available in many sizes for adults and children.

**Banner** - For an even bolder display, use our sturdy, heavy-gauge vinyl banners. Our general banners, featuring the Musikgarten logo, can be borrowed by Licensees upon request; you may want to purchase and customize your own! Call us for details.

**Remember:** The goal is to get your business and Musikgarten logo in front of parents, using as many avenues as possible. Each supports the other to get the most impact from your advertising campaign.