



Hello Everyone,

Thank you for joining our Marketing Chat on Monday evening. I hope it was profitable to you! Please let me, and Musikgarten know, if it was helpful! I found it very informative and fun!

Here are links to four articles that I read thru in preparation for our Musikgarten Chat!

What works and doesn't work when marketing your Musikgarten classes?

<https://www.musikgarten.org/teacherblog/what-works-and-doesnt-work-when-marketing-your-musikgarten-classes/>

Rule of 7: How Social Media Crushes Old School Marketing

<https://www.krusecontrolinc.com/rule-of-7-social-media-crushes-old-school-marketing/>

Marketing: What is the Rule of 7?

<http://www.thebabyboomerentrepreneur.com/258/what-is-the-rule-of-seven-and-how-will-it-improve-your-marketing/>

The Key Marketing Ingredient

<https://colourfulkeys.ie/ideas-market-piano-studio-get-students/>

Thanks,
Lianne Brewer

HERE IS A TRANSCRIPT OF THE CHAT CONVERSATION: (unedited with a few exceptions)

from Helen Haynes (privately): I'd say 90% of my students find me on the web.

from Sophia Hardesty to Everyone: I built my own via Wix. It's very easy to use.

from Becky Ballenger to Everyone: I used [wix.com](https://www.wix.com) for my website. I agree that most students find me online.

from Sharon Dunn (privately): I'm wondering if I should have my own website even though I also teach with an established company?

from Lisa Darmanie to Everyone: I did mine via wix there are many options available for booking and scheduling and putting videos and linking your social media

from Jennifer Phillips to Everyone: I have my registration forms up on the website.

from Helen Haynes to Everyone: I also did a website through Weebly.

from Jennifer Phillips to Everyone: I also put my newsletter up online, BUT I find that if that home page has too much "info", parents don't read it. They call and ask me the questions instead.

from Stefanie Swinnard to Everyone: You can set up a page that outlines your payment plans. Mine says the full cost and then "Payment arrangements" as a link and it shows all of our options. There is no discount; it's just about breaking down the monthly payment.

from Ginger to Everyone: Payments available!

from Sophia Hardesty to Everyone: I have a Musikgarten page on my general website. My music school already has a name but the Musikgarten programs don't. Hopefully that will change soon.

from Jennifer Phillips to Everyone: I use Facebook and Instagram BUT find that "likes" don't translate to enrollment.

from Sophia Hardesty to Everyone: Facebook and Instagram.

from Helen Haynes to Everyone: I'm thinking about changing to strictly monthly payments. Materials fee when we change units. Hopefully get people to stay longer. Not a specific time (end of semester) to quit. Or would they be more likely to quit sooner?

from Ellen Johansen to Everyone: I find Instagram and Facebook maddening

from Lisa Darmanie to Everyone :Facebook and Instagram allows you to select specific audiences according to their interests when boosting posts.

from Sophia Hardesty to Everyone: Instagram stories are also really great!

from Ellen Johansen to Everyone: I would need a clone to add this task of posting daily

from Anja Scheidel to Everyone: How do you find out what their # is? Do you call them individually to find out?

from Jennifer Anderson to Everyone: Any suggestions for getting help with posting? Bartering with a parent?

from Sophia Hardesty to Everyone: I admittedly live in a more wealthy area. I charge in full at registration.

from Lisa Darmanie to Everyone: It's important to showcase not only your classes but put content that adds value to people's lives eg. Articles related to children's education/health etc funny stories, memes

from Jennifer Phillips to Everyone: Musikgarten is on Instagram as well!

from Sophia Hardesty to Everyone: Good idea!

from Helen Haynes to Everyone: When I set up monthly payments now, I divide the 2 semesters by 9 payments. So they are actually paying more the first semester. And I collect a credit/debit card, so it's automatic payments.

from Lianne Brewer to Everyone: Jennifer A - yes ask a parent to help you post on Facebook! Great idea!

from Sharon Dunn to Everyone: How much time do you think is reasonable per week to spend on social media marketing? Do you think 1-2 hours of time per week is too much or too much?

from Sophia Hardesty to Everyone: One other thing about boosting. The "people who like your page and their friends' option" is great. People have already heard of you and are inclined to click if they have the friend recommendation.

from Ellen Johansen to Everyone: Asking a parent to help is a great idea.

from Jennifer Phillips to Everyone: Sophia, is that on Facebook?

from Sophia Hardesty to Everyone: Facebook automatically posts to Instagram too, so it's both.

from Jennifer Phillips to Everyone: Okay thanks :)

from Helen Haynes to Everyone: There are also scheduling companies, where you can plan out a month's worth of posts, and schedule them in advance. I haven't used them yet.

from Sophia Hardesty to Everyone: Hootsuite. I haven't used it but my husband uses it for his music pages.

from Jennifer Phillips to Everyone: Instagram users...is there something similar to "retweet" but on Instagram?

from Sophia Hardesty to Everyone: Repost app

from Jennifer Phillips to Everyone: Ahhhh thanks!

from Lisa Darmanie to Everyone: I include permission for photography content in policies and make it clear that their content can be used for advertising. Of course we try to focus on children's images if it's parents we ask them if they're ok with it.

from Sophia Hardesty to Everyone: I'm also 32 its very true. My 65 year old dad is even figuring it out just by exploring.

from Jennifer Phillips to Everyone: I'm also 32 and feel like I am not tech savvy! I'm trying, but man all this social media makes my head spin. Thank you for ALL the information!

from Helen Haynes to Everyone: I give 10% off. Had not thought of giving new family a discount too.

from Lisa Darmanie to Everyone: I also include a small discount coupon for subscribing to our website which they can redeem when they sign up.

from Helen Haynes to Everyone: I spent a year doing that with new babies listed in the newspaper. I never got any students, and newspaper quit posting them.

from Sophia Hardesty to Everyone: That's a great idea!

from Anja Scheidel to Everyone: Are they uncomfortable because you are a business with these partnerships? Not Non-profit?

from Anja Scheidel to Everyone: yes, all the time!

from Anja Scheidel to Everyone: non-profit seems to be the evil!

from Helen Haynes to Everyone: I go to our library 3 times a year - end of Jan., end of May, and first of Sept. I often get 1 or 2 students each time.

from Sophia Hardesty to Everyone: Me too. I gave up on the free demo classes.

from Lisa Darmanie to Everyone: Me too the demo classes I charge now session rate and if they sign up it will get rolled into the tuition. They can only get it free if they have a free demo voucher.

from Jennifer Phillips to Everyone: The only thing libraries won't allow (for me personally) is for me to put out marketing materials (unless it is the actual day of the demo). I do give ALL demo participants a "coupon code" to put on their registration form for discounted tuition.

from Lisa Darmanie to Everyone: I've made great community partnership barter arrangements with daycares and preschools to offer classes for free in exchange for using their space and offering a free demo to parents of the school

from Jennifer Phillips to Everyone: I also have my website up in the background so people can sign up/learn more "in the moment" if they want.

from Jennifer Phillips to Everyone: Okay thank you!

from Helen Haynes to Everyone: Are those Youtube videos from MG for specific classes?

from Sophia Hardesty to Everyone: Advertising in moms magazines

from Jennifer Phillips to Everyone: A student's dad is the head of a publication that is distributed to 1200 doctors offices. I just put an ad in there...I'll let you know how it goes :)

from Helen Haynes to Everyone: Our newspaper does a twice a year publication that is full of ads for activities for kids. I do an ad in that. It goes out to all the public schools and most of the private schools too.

from Lianne Brewer to Everyone: YouTube videos are fairly general as far as I know. One is from a teacher's viewpoint, and one from a parent.

from Lisa Darmanie to Everyone: We got a newspaper full page feature article for free!

from Helen Haynes to Everyone: Parents as Teachers has been good for me.

from Jennifer Phillips to Everyone: I'm a music therapist as well and have also gotten referrals from other special needs providers.

from Jennifer Phillips to Everyone: I live in an area saturated with other early childhood music and movement models (mostly Music Together). Any ideas to combat that without saying anything negative about curricula?

from Stefanie Swinnard to Everyone: Regarding payment, it's also worth looking at other businesses that work with similar ages and look at their pricing and how they advertise it. I had a mom who told me I was the most expensive class her kids did, but when I found out what else her kids did, and broke them down by the hour, I was actually cheaper than karate etc. Sometimes it's an optics problem.

from Sophia Hardesty to Everyone: Yes! There is a huge well-established Music Together program right around the corner from my studio. I'm not letting that stop me though.

from Jennifer Phillips to Everyone: Yep! I do :) And I tend to get special needs kids and families because I have a decade of experience in early intervention.

from Stefanie Swinnard to Everyone: Sadly I have to sneak out to make a parent meeting. I would love to chat with anyone who wants to keep the conversation going. If anyone wants a Musikgarten pen-pal my email is stefanie@thestagenewwest.ca Thank you everyone! Very enjoyable webinar!

from Jennifer Anderson to Everyone: Thanks Stephanie; I'm info@MusicTimeSoMD.com

from Sophia Hardesty to Everyone: Mine is sophia@naptownsings.com. I'd love to continue to chat with everyone as well as we build our programs.

from Jennifer Phillips to Everyone: I'm HarmonyMusicSchoolofRochester@gmail.com. And that's my website and Instagram and Facebook, too :)

from jeff spickard to Everyone: Yes. And I will include it in my follow up.

from Sophia Hardesty to Everyone: Maryland teachers, I'd love to get coffee one day, maybe somewhere central.

from Jennifer Anderson to Everyone: Me too sophia!

from Jennifer Anderson to Everyone: I'm in St. Mary's county