

RMM & MARKETING

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So you've decided to teach RMM...

- ▶ *Where* will you get students?
- ▶ Once you have them, will they re-enroll?
- ▶ Will your program grow so you have more classes each term?



First assignment...

- ▶ What are you going to call your classes?
- ▶ Create class schedule
 - Offer as many classes as possible
- ▶ Create course descriptions
- ▶ Create registration form
 - Check all classes that can work
 - Look at other registration forms for ideas
- ▶ Promote it online
- ▶ Tell everybody you know



The power of email

- ▶ Create a 'customer email list'
- ▶ 'Harvest' email addresses
- ▶ Email blasts, 3 minimum; goal = 1 per week
- ▶ Short and sweet
- ▶ Include benefits of music study
- ▶ Include link to website
- ▶ Include registration form as attachment
- ▶ Include 'opt out' option



Top 10 Reasons For You To Consider Taking Piano Classes at Cincinnati Music Academy

1. You always wanted to play, but never did
2. You took lessons when you were younger, but didn't appreciate it; now you would.
3. You used to play really well, but now you're too busy to even consider it - think again!
4. There are no practice requirements - this is *recreational* music making. It's all about fun!
5. Classes are not intimidating. You control your own keyboard volume. You will *not* be exposed!

6. Make new friends, or bring your own with you!
7. Classes are insanely fun - guaranteed to take your mind off of everything else!
8. Our instructors have an amazing amount of enthusiasm and teaching experience.
9. Saying YES to a new activity improves your brain health and physical health.
10. Only 7% of Americans pick up a musical instrument even once in a year. Be part of that 7%! (*Barry Bittman, Music & Medicine Conference, Sept. 2012*)

Research for benefits

- ▶ AARP publications
 - ▶ www.musetude.com/benefits-to-adults.html
 - ▶ Health magazines
 - ▶ National Piano Foundation
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Web Presence

- ▶ Course descriptions
 - ▶ FAQ (examples in a few moments)
 - ▶ Calendar of classes
 - ▶ Registration form
 - ▶ Contact information – phone/location/email
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A few website dos and don'ts



The website do's

- ▶ Provide as much information as possible
 - Multiple links to the Registration form
 - Annual calendar
 - Keyboard class schedule (Google calendar)
 - Weekly summary of each class
 - Invitation to sit in on a class
 - Course descriptions
 - Benefits of music study
 - FAQs
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Sample FAQs

- ▶ Which class should I enroll in?
- ▶ Do I need a keyboard or piano at home?
- ▶ Do I have to bring my keyboard to class?
- ▶ Will I have to play in front of others?
- ▶ Does each student have their own keyboard in class?
- ▶ What happens if I miss a class?
- ▶ What kind of music will we play?
- ▶ Can I take an occasional private lesson?

Some website don'ts

- ▶ Don't list specific dates – too hard to keep it current
 - "Sit in on a class the week of Feb. 25. Below are listed class times..."
 - ▶ Don't forget to keep your site up to date
 - Google calendar helps
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Tear-off Fliers

- ▶ Your studio bulletin board, inside & out
- ▶ USPS
 - Churches, music directors
 - Senior centers, activity directors
- ▶ Hit the road...
 - Panera
 - Coffee Shops
 - Anywhere you can find a community posting board
 - BYOTT (Bring your own thumb tacks!)



Templates make
tear-off signs easy
to create!



Adult Piano Classes

Winter Session Begins week of Jan. 6

- Designed specifically for hobbyists
- Learn to read & play chords
- Great gift idea!
- Enjoy a stress-free learning environment
- Familiar tunes and original music
- Day & evening classes
- One hour, once a week, 8 weeks
- All levels—beginner through advanced
- Small classes, 4–8 students
- Designed for busy people who want to enjoy music making

Say YES! "Brain health and physical health are directly tied to novelty and change."
Rick Foster, coauthor (with Greg Hicks) of Happiness & Health

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Social Events



- ▶ Class celebrations
- ▶ Certificates of completion
- ▶ Soirees
- ▶ Saturday potlucks
- ▶ Bring a friend to class
- ▶ Constant in-class promotion and email invitations



What didn't work

- ▶ Direct Mailing (Val*Pak) \$\$\$\$\$
- ▶ Calls & visits to upscale retirement communities
- ▶ Friends....



Marketing is constant

- ▶ I have become a shameless email solicitor
- ▶ Submit an article in the local newspaper, church bulletin, or community press
- ▶ Better yet – try to get the press to interview you!
- ▶ Solicit big companies – promote as an employee wellness program



Marketing is constant

- ▶ Promote to parents whose children take piano lessons, especially if they have no piano background. What a great way to be able to help, or become more compassionate, about their child's progress.
- ▶ Donate classes to silent auctions and fundraisers
- ▶ Tell everybody you know



Decisions...

- ▶ Will the class have enough students to be held? Will you hold it regardless of number?
- ▶ Minimum of four – stay in touch with those who *have* registered
- ▶ How will you find and train new teachers
- ▶ Will you stock books, or will students purchase on their own? Stock extras.
- ▶ Will you process payment upon receipt, or hold off until you know class is confirmed?

Decisions...

- ▶ Will you offer discounts?
- ▶ Incentives?
- ▶ Sign up with a friend and each save \$\$
- ▶ Register for two classes and receive a discount
- ▶ Refer a student and you both receive a discount
- ▶ “I can only make 5 of the 8 weeks, can I pay for just the 5? Otherwise, I’m not sure if it’s worth it for me to take this session.”

Good luck!

- ▶ Don’t give up
- ▶ Offer as many classes as possible – no worries, they won’t all fill up, but it makes it look like you have a bigger program
- ▶ Someday, it WILL be a bigger program
- ▶ I don’t know who has more fun – me or the students!
- ▶ It has really added variety to my teaching day.
- ▶ Unbelievable amount of energy required to both teach and market the class, but worth it!

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