

## Online resources – from research findings to marketing tools

For Windsor Choral Festival Marketing workshop presented by Anne Longmore

Resource	Website	Notes
<b>Chorus America report:</b> Assessing the Audience Impact of Choral Music Concerts	Download the report here: <a href="https://www.chorusamerica.org/system/files/resources/Assessing_the_Audience_Impact_of_Choral_Concerts-FINAL_0.pdf">https://www.chorusamerica.org/system/files/resources/Assessing_the_Audience_Impact_of_Choral_Concerts-FINAL_0.pdf</a>	Research into motivations to attend and impact of choral concerts. TMC was part of this 2-year Chorus America project. Report published in 2016.
<b>Email marketing program</b> – Free & paid options	Constant Contact: <a href="https://www.constantcontact.com/ca/email-marketing">https://www.constantcontact.com/ca/email-marketing</a> Mail Chimp: <a href="https://mailchimp.com/">https://mailchimp.com/</a> Analysis of various programs: <a href="https://www.emailtooltester.com/en/blog/constant-contact-alternatives/">https://www.emailtooltester.com/en/blog/constant-contact-alternatives/</a>	Allows you to send mass emails and track opens and clicks on links. Templates and photo storage to create emails. Mobile-friendly templates available.
<b>How to comply with Canada Anti Spam Legislation (CASL) &amp; GDPR</b>	Webinar: <a href="https://www.techsoupcanada.ca/en/community/blog/how-to-be-casl-gdpr-compliant-for-the-new-year-2019">https://www.techsoupcanada.ca/en/community/blog/how-to-be-casl-gdpr-compliant-for-the-new-year-2019</a> Article with 6 tips: <a href="https://www.techsoupcanada.ca/en/community/blog/6-recommendations-to-ensure-your-nonprofit-is-casl-and-gdpr-compliant">https://www.techsoupcanada.ca/en/community/blog/6-recommendations-to-ensure-your-nonprofit-is-casl-and-gdpr-compliant</a>	Techsoup webinar and article on how to be compliant
<b>Google Analytics</b> – Free	<a href="https://marketingplatform.google.com/about/analytics/">https://marketingplatform.google.com/about/analytics/</a>	Get insights into your website. How many people are visiting, where are they from, what pages are most popular, how are visitors finding your website. Steps: Create an account in Google Analytics. Get tracking code from Google and install on your website. Set up your Google Analytics reports to show what info you want.

<b>Check whether your website is mobile friendly</b>	<a href="https://search.google.com/test/mobile-friendly">https://search.google.com/test/mobile-friendly</a>	Insert your website address into the tester and find out whether your website is mobile-friendly or not. If it isn't – report will give suggestions on how to improve. And when you do a website upgrade – move to a mobile-friendly template.
<b>Google Ad Grants for non profits - Free</b>	<a href="https://www.google.ca/grants/">https://www.google.ca/grants/</a>	If you are a registered non-profit you can apply for Google AdGrants to run free text ads on Google.
<b>Google URL Campaign Builder - Free</b>	<a href="https://ga-dev-tools.appspot.com/campaign-url-builder/">https://ga-dev-tools.appspot.com/campaign-url-builder/</a>	Create campaign-specific URLs of your web pages for your emails or social media posts to allow better tracking in Google Analytics.
<b>Canva – Free and paid options</b>	<a href="http://www.canva.com">www.canva.com</a>	Online design platform Upload your images and put them together with text (if desired) into different formats for Facebook, twitter, your website, etc.
<b>Tube2Gram - Free</b>	<a href="http://tube2gram.com/">http://tube2gram.com/</a>	Convert YouTube videos to formats to post on Twitter or Instagram. Can also clip excerpts from a YouTube video.
<b>Facebook page – see the newsfeed of the pages you have liked as your page</b>	Add <b>/pages_feed</b> at the end of your Facebook page url to see the posts from those you follow.	Use this to find interesting content from the pages your Choir follows