SMART MARKETING:

Strategies for the Independent Music Teacher

Presented by:

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WMTA Conference / Appleton Wisconsin
WARNING:
This is NOT a Presentation About Music!!

It’s a Business Presentation

What is the main function of a business?
SYMPHONY #1..."CREATING VALUE"

BY STEVE BURLESON

- (Introduction) / Orchestra Warm-up
- (Theme A) The world in which we live
- (Theme B) Marketing 101
- (Development) SMART Marketing
- (Recapitulation) Learning Reflections
- (Coda) Woodland Creek Music Case Study

Occam’s Razor...KISS Principle
ORCHESTRA WARM-UP

Introduction
THE WORLD IN WHICH WE LIVE

- 54% of all households have at least one music student
- 95% of Americans believe music is part of a well rounded education
- Music students test better in all subjects at all levels of education
- Music ensemble playing leads to better teamwork skills
- Music works the entire brain, not just specific regions
- Music students have higher grade point averages than non-music students
- Music students have higher college entrance exam scores than non-musicians
- Music students have more self-confidence and express themselves better
- Music students have more self-awareness than their non-musician peers
- Music students have higher math and reading proficiency than non-musicians
- Music students are better at complex problem solving and time management

Theme A… Benefits / Is it really about the music?
WHAT WE DO AS MUSIC EDUCATORS IS:

Extraordinary!!

Theme A … continued
THE WORLD IN WHICH WE LIVE

Theme A...continued
COMPETITION

Music lessons are not “top of mind”...

Ugly yes ….. But a fact of life in our world!

Theme A…continued
THEME A…SUMMARY

• We provide an EXTRAORDINARY “life changing” service
• We are “music” EXPERTS
• There are MANY WAYS to deliver this service (There’s an app for that)
• COMPETITION forces us to learn how to MARKET our services (Differentiation)
• Our customer / student WANTS are changing
• PARENT roles have changed
• The world runs on INTERNET time
• INSTANT GRATIFICATION is todays student currency
• WE as music educators need to ADAPT to meet the needs and wants of our customers
• In todays world PERCEPTION is everything
• If our students don’t see VALUE in the service we offer, we will have NO STUDENTS
• We are role models, mentors, coaches, teachers and friends

Theme A …End
MARKETING 101
IT'S MUCH MORE THAN SELLING!!

Theme B
WHAT IS MARKETING?

A set of activities that create value for customers

What is VALUE?... In the eyes of our customers

Theme B...continued
WHAT CAN MARKETING DO?

- Builds community awareness
- Fosters positive reputation and credibility
- Helps potential customers differentiate the competition
- Creates a forum for the “value” proposition
- Identifies strengths, weaknesses, opportunities and threats
- Puts a focus on product, promotion, pricing and place
- Strengthens the community
- Focuses your business on the customer
DEVELOPING MARKETING GOALS
Environmental Scan / SWOT Analysis

Internal
- Positive
- Negative

External
- Opportunities
- Threats

Theme B...Lesson #1
THE MARKETING PROCESS

4 P’s

Product Service
Place
Target Market
Price
Promotion
Plan
Business Goals
Value Offer
Perseverance
Customer Service
Theme B…Lesson #2
PROMOTIONAL STRATEGIES

Push Marketing
- In your face selling
- High level of discounting
- Aggressive
- Lower inventories / overstocks
- Now or never
- Not relationship focused

Pull Marketing
- Promote benefits to consumer
- Create demand
- Advertise the “value proposition”
- Builds awareness
- Consumer inquires about service
- Customer relationship focused

Theme B…Lesson #3
THEME B...SUMMARY

1) Identify Strengths, Weaknesses, Opportunities & Threats (SWOT analysis)
2) Determine your Target Market
3) Develop Price, Promotion, Product & Place strategies (4 P’s)
4) Set Business / Personal / Customer goals (Quantifiable)
5) Implement a plan to meet goals
6) Provide customer value and flexibility (Customer experience)
7) Marketing is a continuous process

It’s NOT about the Music
SMART MARKETING

THERE IS NO FORMULA

• Simple
• Measurable
• Affordable
• Repeatable
• Targeted

Development
LEARNING REFLECTIONS

• We provide an important “life changing” service with numerous user benefits
• There are many ways to deliver this service
• Many competitors
• Marketing helps us define our business, establish goals and monitor progress
  • SWOT
  • 4 P’s
  • Target Market
  • Promotional Strategy
• SMART Marketing (simple, measurable, affordable, repeatable, targeted)
  • KISS Principle
WOODLAND CREEK MUSIC
A CASE STUDY / BEST PRACTICE

• Target Market
  • Sussex / Waukesha / Colgate / Brookfield / Merton
  • All ages (5-adult) / All levels / All styles
  • Private Piano / Composition lessons
  • Children ages 5-9

• Value Proposition
  • 12 years music teaching experience
  • MTNA / NFMC Member
  • Sussex Chamber member
  • Sussex citizen for 20yrs
  • (2) recitals annually
  • Federation / WSMA
  • $90.00 monthly tuition
  • Flexible make-ups
  • Patient / understanding

Coda
WOODLAND CREEK MUSIC... SWOT

Strengths
- 12 yrs experience
- Memberships
- Performance Opportunities
- Little competition in Sussex
- Reputation
- Student success
- Marketing abilities
- Flexibility / Patience
- Cost / Value

Opportunities
- Growth (5-8 additional students)
- New promotion activities
- Community involvement
- MMTA leadership

Coda
WOODLAND CREEK MUSIC... SWOT

Weaknesses
- Male
- Lone Wolf
- Certification
- Student focus (Not about me)
- Music / Benefit focus
- Outspoken / confident
- Set the bar high
- Expect results
- Music is a means....

Threats
- Competition
- Economy
- Technology
- Changing student / family
- Lack of music importance
- Age / Personal goals

Coda
WOODLAND CREEK MUSIC... 4 P’S

- **Price**
  - $90.00 / month ($1000 per year)
  - Limited make-ups
  - Bonus lesson 2X’s per year
  - No sign-up or registration fees
  - Music pass through cost
  - Recitals included
  - New instruments
  - NFMC / WSMA / MTNA
  - Experienced instructor

- **Product**
  - ½ hr music / composition lesson
  - Intrinsic music study benefits
  - Instructor experience
  - Performance opportunities
  - Music acquisition
  - Flexibility
  - Professional studio experience
  - Monthly communication

Coda...continued
WOODLAND CREEK MUSIC… 4 P’S

• Place
  • Storefront
  • Professional
  • Safe
  • Parking
  • Waiting room
  • Restroom
  • Near stores
  • Near customers & schools
  • Clean

Coda…continued
WOODLAND CREEK MUSIC...4 P’S

- Promotion
  - Mailbox Stuffer
  - Yard signs
  - Tear offs / Business cards
  - Bank lobby table
  - Sponsorships
  - Website
  - Social Media
  - Viral / Word of Mouth
  - Community

- SMART Marketing
  - Simple
  - Measurable (ROI)
  - Affordable
  - Repeatable
  - Targeted

Coda...continued
SMART MARKETING... EXAMPLE

- Summer marketing goal (15 new students)
- Stuffed 15,000 mailboxes (2) campaigns 7500 each (.055 cents per mailbox / $825)
- Printed 12 yard signs ($150)
- Bank lobby table in July ($10)
- Blogged about benefits of music education
- Total cost $985
- Results 18 new students (18 X $1000 = $18,000) LTV?
- Return on Investment = 1800%
- Be patient, return rate is extremely low, niche market
- Make it fun!
YARD SIGN

Piano Lessons

262-309-2707

SMART Tools
MAILBOX STUFFER

Piano Lessons
All ages / All styles / All levels / Beginners & Adults welcome

Woodland Creek Music
(Macy 164 in Sussex)
262-309-2707
www.woodlandcreekmusic.webs.com
woodlandcreekmusic@yahoo.com

Instructor: Steve Burleson
Working with students & families for 12 years
Masters in Music / Music Federation Judge

Memberships
Sussex Area Chamber of Commerce
Music Teachers National Association
National Federation of Music Clubs

“I’m patient and understand the lives of today’s busy students”

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BANK LOBBY TABLE

DRIVE-UP WINDOW INSERT

SMART Tools
SMART WEB MARKETING

Woodland Creek Music
SMART MARKETING...

The world in which we live
Marketing 101
SMART Marketing
Woodland Creek Music Case Study & examples

Is SMART...Smart?

Conclusion
Steve is available for presentations & workshops on the topic of SMART Marketing for Independent Music Teachers. Contact him through his Website Woodland Creek Music Or 262-309-2707

Thank You for participating!!