

THE WILD WEST OF MARKETING

How Do You Know What Really Works?

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1. ONLINE

- Google My Business (formally Google Places)
- Facebook

2. TRADITIONAL

- Location including quality signage (especially if location is not good for you)
- Fliers in areas with customer waiting areas like car body shops and doctors' offices
- Newspaper

3. PUBLIC / COMMUNITY

- City Parks Department
- Local schools
- Local Arts Council
- Ribbon Cutting/Open House
- Church's

4. SEASONAL / PROMOTIONAL

- Christmas and Summer specials / Gift certificates

5. PERSONAL AND IN-STUDIO

- Personal connections
- Networking with other teachers
- Referrals (driven especially by building a community within your studio)

TIPS

1. Know your customers
2. Put out quality materials
3. Facebook is your Friend
4. Make yourself visible in the community
5. Market yourself
6. Create a group atmosphere
7. Think outside the box
8. Build rapport
9. A.B.C. = **A**lways **B**e **C**losing

USEFUL RESOURCES

The Piano Teacher's Ultimate Facebook Guide GrowYourMusicStudio.com/mtna

Facebook Pages: Sizes & Dimensions <https://www.facebook.com/PagesSizesDimensions>

Guide to Social Media Image Sizes (Facebook cover photo's, profile photos, etc.)
sproutsocial.com/insights/social-media-image-sizes-guide/#facebook

Canva (easy social media templates and designs) Canva.com

Picmonkey (easy photo editing) picmonkey.com/

Google Business google.com/business

Social-Media Props for Marketing Student Achievements teachpianotoday.com/2016/01/17/use-these-6-printable-photo-props-to-recognize-student-achievement-and-grow-your-studio/

Continuous Ink System (CIS) for ink jet printers www.CISInks.com

Bulk Ink for printers www.PrintPayLess.com

Vinyl Cutter <http://www.uscutter.com/USCutter-MH-Series-Vinyl-Cutter-w-Sure-Cuts-A-Lot-Pro-Design-Cut-Software>

ARTICLES – FOOD FOR THOUGHT

18 Social Media Marketing Tips <http://blog.hootsuite.com/18-social-media-marketing-tips/>

10 Steps to finding Piano Students and Growing your Studio
teachpianotoday.com/2015/06/23/10-steps-to-finding-piano-students-and-growing-your-studio/

“Does Word-of-Mouth Advertising Fall on Deaf Ears?” By Wendy Stevens
Clavier Companion Nov./Dec. 2015: 48-49.

Gift Certificates for Piano Lessons composecreate.com/gift-certificates-for-piano-lessons/

Here's Why You Shouldn't Rely on Word-of-Mouth Marketing to Build Your Piano Teaching Business
<http://www.thecuriouspianoteachers.org/heres-why-you-shouldnt-rely-on-word-of-mouth-to-build-your-piano-teaching-business/>

How Music Teacher Directories Hurt Private Music Teachers blog.twedt.com/archives/1545

The Best Source for Referrals to Build a Bigger Studio
<http://88pianokeys.me/studio-management/the-best-source-for-referrals-to-build-a-bigger-studio/>

What to Do When Your Piano Studio Just Won't Grow
<http://www.teachpianotoday.com/2015/08/13/what-to-do-when-your-piano-studio-just-wont-grow/>

Who is Your Ideal Piano Pupil?
<http://www.thecuriouspianoteachers.org/who-is-your-ideal-piano-pupil/>

You're Doing Your Marketing All Wrong
<http://blog.musicteachershelper.com/youre-doing-your-marketing-all-wrong/>

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18 March 2016. <http://www.teachpianotoday.com/2015/07/28/the-4-part-process-to-sprucing-up-your-piano-lesson-advertising-materials/>

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<http://youinspireme.co.uk/hold-back-from-marketing-ourselves/>

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https://www.ted.com/talks/seth_godin_on_sliced_bread?language=en

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<http://www.nerdwallet.com/blog/small-business/best-places-start-business-indiana/>