

# THE WILD WEST OF MARKETING

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## *How Do You Know What Really Works?*

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## TYPES OF MARKETING

### 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)

## MARKETING 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 with current families

# USEFUL RESOURCES



The Piano Teacher's Ultimate Facebook Guide [GrowYourMusicStudio.com/fbguide](http://GrowYourMusicStudio.com/fbguide)

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](http://sproutsocial.com/insights/social-media-image-sizes-guide/#facebook)



Canva (easy social media templates and designs) [Canva.com](http://Canva.com)

Picmonkey (easy photo editing) [picmonkey.com/](http://picmonkey.com/)

Google Business [google.com/business](http://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/](http://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](http://www.CISInks.com)

Bulk Ink for printers [www.PrintPayLess.com](http://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/](http://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/](http://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](http://blog.twedt.com/archives/1545)

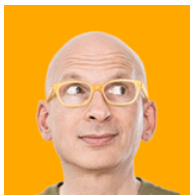
The Best Source for Referrals to Build a Bigger Studio  
<http://88pianokeys.me/studio-management/the-best-source-for-referrals-to-build-a-bigger-studio/>

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/>

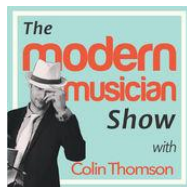
You're Doing Your Marketing All Wrong  
<http://blog.musicteachershelper.com/youre-doing-your-marketing-all-wrong/>

# SESSION SOURCES



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<http://www.towncharts.com/Indiana/Economy/Bluffton-city-IN-Economy-data.html>

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



Gordon-Barnes, Corrina. "Why We Hold Back from Marketing Ourselves." n.d. Web. 5 Feb. 2016. <http://youinspireme.co.uk/hold-back-from-marketing-ourselves/>

Godin, Seth. "How to Get Your Ideas to Spread." *Ted.com*. Feb. 2003. Video. 5 Feb. 2016  
[https://www.ted.com/talks/seth\\_godin\\_on\\_sliced\\_bread?language=en](https://www.ted.com/talks/seth_godin_on_sliced_bread?language=en)

Tippett, Krista. "Seth Godin – The Art of Noticing, and Then Creating." *On Being*. 4 Dec, 2014. Podcast. 5 Feb. 2016. <http://www.onbeing.org/program/seth-godin-on-the-art-of-noticing-and-then-creating/5000>



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<http://www.modernmusician.co/collaborative-musicians-pedagogy-and-learning-new-skills-with-chris-foley/>

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