

SQUAREUPB.C. Report

to the Annual General Meeting of the B.C. Square & Round Dance Federation
Penticton, August 5, 2016

For those who are unaware, SQUAREUPB.C. is a marketing initiative of the Federation chaired by Brian Elmer of West Kelowna, who serves in an appointed position.

Now retired, Brian's career was in commercial television at Kelowna during which he served for 40 years in many capacities, including tv news director, promotion director and public relations. He holds a Diploma of Technology in Broadcast Communications (BCIT) and certificate-level status in Professional Fundraising Management (Okanagan College).

SQUAREUPB.C.'s goal to maintain a marketing approach requires that attention be given to designing an attractive product or service that fulfills the needs and wants of a defined population demographic, presenting it at a desirable place or location for a representative value-based price before launching the promotion or advertising.

What took place and what's new?

The April 2, 2016, Board of Directors meeting in Abbotsford was presented with a SQUAREUPB.C. report that detailed the dance season up until that point. See it online in pdf-format at:

<http://www.squaredance.bc.ca/images/bod2016/squareupbcbod2016.pdf>

Below is a condensed version of those report elements along with updated material.

Web Site Re-Design

A substantial effort was made over the past year to re-design our "Dance Connection" web site. We're proud to display the new look at the same web address: www.squaredance.bc.ca. A huge thank you goes out to those largely responsible who spent countless hours in the process: Courtenay volunteer Marianne Hall and her daughter, Tammi Hall—owner of Hallographix Design in Vancouver.

New Webmaster for The Dance Connection

After about 20 years of service to the Federation, Phil Douziech of Kelowna retired as our webmaster. Along with the support of his wife, Ingrid, Phil gave us a presence on the world wide web. A long term service award was presented to them in October, 2015, from the

Canadian Square & Round Dance Society. Thanks, Phil, from all of us in the B.C. Federation!

Frank McNeil of Surrey has taken on the webmaster role and we thank him immensely.

See our new look at: www.SquareDance.bc.ca

Marketing Activity Proclamation

We anticipate the issuance by the B.C. Government of yet another Proclamation of Square & Round Dance Awareness Week. Last Fall's proclamation saw some great subsequent promotions by B.C. clubs.

Congratulations to clubs in Williams Lake, West Kelowna and Penticton for achieving media coverage relative to the Proclamation, whether online or in print.

Marketing Activity Paid Facebook & Internet Advertising

A \$6,000 budget was split in half to serve Fall (2015) and Winter (January, 2016) campaigns equally and each ran 4 to 6 weeks. Both Facebook and Google AdWords advertising avenues were utilized.

All the particulars are presented in the April B.O.D. report but, in short, combining the results from advertising over the two campaigns produced the following results:

540,891 computer screens province-wide showed our advertising
8,770 persons clicked on the ad for more information

It's desired to undertake what we'll call "micro-targeting" in the upcoming campaigns in the Fall of 2016 and Winter 2017, should the requested budget be accepted.

Such an approach will zero-in more precisely on cities where new dancer sessions are being offered. Interested persons will be directed specifically to dance club information relevant to their inquiry. Basically, each dance club will have its own SQUAREUPB.C. campaign planned to run in the two weeks prior to their first new dancer session.

Clubs planning new dancer sessions are urged to get their lesson information to Brian Elmer as soon as possible at: brian@squaredance.bc.ca or phone the INFOLINE at: 1-800-335-9433.

It's anticipated that Facebook will be the prime advertising medium utilized.

*Marketing Activity
Fall 2015 New Dancer Survey*

Something that will greatly help our understanding of exactly who are the newcomers to square and round dancing was our Fall 2015 New Dancer Survey.

Many clubs around the province participated and their co-operation in completion of the new dancer survey from SQUAREUPB.C. was appreciated.

In short, we learned that it is the Baby Boomer demographic that is showing the greatest interest in our activity. In the Summer of 2016, those persons are currently aged 52 to 70 years. Furthermore, it was identified that a very large number of those interested are single. We must make the necessary changes to accommodate them.

The Boomer demographic is very different from the previous generation and we need to understand their needs and wants before soliciting them to come learn to dance. One of their biggest needs is for short learning periods because they are not prone to long commitments. See a professional profile on them (with a pdf-format version available) at:

<http://www.squaredance.bc.ca/jim-hensley-marketing-seminar>

See the full survey results online in pdf-format at:

http://www.squaredance.bc.ca/images/Documents/ndsurvey_2015.pdf

*Marketing Activity - Our Social Media Presence
Federation's Twitter & Facebook pages*
www.Twitter.com/bcfeDDancenews
www.Twitter.com/bcfedlive
www.Facebook.com/BCSquareAndRoundDanceFederation

Our Federation's social media presence includes two Twitter accounts and a Facebook account. It's been nice to see that, on occasion, our messages on Twitter have been re-distributed or "re-tweeted" by persons who felt the message important enough to do so. That gives our message a greater reach.

Our @bcfeDDancenews Twitter account is used primarily as a message board and has 71 persons following it at this point. Our @bcfedlive account is interactive with the dance community and, up until now, has 69 followers.

At the time of this report in July, 2016, our Facebook account (www.Facebook.com/BCSquareAndRoundDanceFederation) has gained 314 “likes,” meaning persons who endorse our Facebook page overall. Facebook users can also engage with individual postings on our page and we’ve experienced some exceptional interest at times as seen in the following examples:

In late August of 2015, our Facebook post entitled “Many wish they’d discovered this kind of dance fun sooner” has garnered the attention of 573 people.

Our post in mid-September about media response to Square & Round Dance Awareness Week captured an amazing 912 people.

A mid-December post about the coming of square, round and clog dance sessions in January registered 372 people.

In late January, we announced through Facebook the coming of Festival 2017 to Surrey and that enjoyed views by 377 people.

Most recently, when pre-registrations for the convention in Regina reached capacity, our Facebook post announced that the event was “sold out.” That reached 242 people in less than four days.

The dance community and the general public are definitely using social media.

Dedicated Pages on Club Web Sites Promoting to New Dancers

All clubs offering new dancer sessions should establish a web page that’s specifically dedicated to newcomers and the questions that they’ll have.

Below are some examples where there’s not only a dedicated page but it can be accessed with a very promotional address (called an alias or referral address). Our B.C. Federation’s webmaster, Frank, can help with establishing a dedicated page and even a referral to it, if desired.

The Rhythm Rounds round dance club of Vernon can promote itself as:

www.VernonRoundDanceFun.info

whereas the actual page to which it forwards is:

<http://www.rhythmrounds.squaredance.bc.ca/>

The Got 2 B Cloggin clog dance club of the Central Okanagan can promote itself as:

www.KelownaClogDanceFun.info

whereas the actual page to which it forwards is:

<http://www.got2bcloggin.squaredance.bc.ca/>

The Westsyde Squares square and round dance club in the Central Okanagan can promote itself as:

www.WestsideDanceFun.info

whereas the actual page to which it forwards is:

<http://www.westsyde.squaredance.bc.ca/newdancers.html>

SQUAREUPB.C. Services & Assistance

Do remember that a couple of our most basic communications tools are the toll-free INFOLINE at 1-800-335-9433 and e-mail through info@squaredance.bc.ca.

In your promotions, remember to tell of the 10-minute promotional video, aimed at Baby Boomers, called “Dancing Keeps You Young.” Send people to it online at:

www.DancingKeepsYouYoung.ca OR www.DancingKeepsYouYoung.com

At the time of this report, our video has been viewed over ten thousand times—now counting 10,361 and growing!

Also consider showing in your advertising/promotion/publicity our promotional “landing pages,” particularly www.TakeMeDancing.squaredance.bc.ca, detailing the many benefits of square dancing and listing square, round and clog dance clubs throughout the province that hold new dancer sessions. If your club has a dedicated page for new dancers, use that instead.

The Federation now has two brochures available to its membership for promotion of square and round dancing. Each is a double-sided tri-fold.

One was designed a few years ago and has a medically-oriented theme, entitled “Your Prescription for Better Health.” It presents the many holistic health benefits of our recreation and is intended to target the health-conscious Baby Boomer generation. It’s been re-posted on the Dance Connection web site.

Developed by our Revitalization Committee, the newest brochure entitled “Today’s Square Dancing, You’ll Be Surprised” is more generic. It includes photos of children, reiterating the many benefits of our activity and it’s quite colourful in eye-appeal.

Produced in tandem with that brochure was a “rack card” that is intended to be placed in promotional racks such as those seen in doctors’ offices. In the same theme as the brochure, it’s on a stiffer card stock, two-sided in colour.

Order the brochure and/or the rack card from Dennis Sutton in Sidney. Phone: 250-652-9271, e-mail: dsutton9@telus.net

Furthermore, our Dance Connection web site provides two different posters that tie into the theme of the brochure and rack card. You can edit the lower portion to reflect your club lessons and contact information. One version is entitled “Group Hug – You’ll be Surprised” and the other “Today’s Square Dancing – Leg Silhouettes.” Web link:
<http://www.squaredance.bc.ca/posters-2>

Many travelling dancers are turning to www.WheresTheDance.com to find dance events. Consider submitting your events to this free listings service.

Remember our social media pages and get involved at:

www.Facebook.com/BCSquareAndRoundDanceFederation

and

www.Twitter.com/BCFedDanceNews and www.Twitter.com/BCFedLive

SQUAREUPB.C. is available to assist regional promotion committees or club promotion/marketing persons.

Contact Brian Elmer by phone at 250-768-2694 (toll-free: 1-800-335-9433) or e-mail brian@squaredance.bc.ca

This concludes the SQUAREUPB.C. report to the August 5, 2016, Annual General Meeting.

Respectfully submitted,
Brian Elmer, West Kelowna
SQUAREUPB.C. Chairperson