



Marketing Strategy & Campaign Meeting Notes

14-JUL-15

Attendees:

Aubrey Hudson, Renee Yeargan & Richard W. Hayes

Watoto Choir Tour:

Scheduled for the first, two weeks of October 2016. Last Tampa Bay tour was October 2014.

Big Picture:

- Provide the back story of the children as well as the choir presentation.

Primary Goal:

- To have the choir booked solid in the appropriate regional locations.
- Greater Tampa Bay Area, west Pasco, east Pasco, Hillsborough (as far as Plant City), Pinellas & Manatee / Sarasota.
- **ACTION ITEM:** Aubrey will send a “Big Church Partners List”.



Measured Success of the Watoto Choir Tour Campaign

- Two parts: Bookings & Media
- Want to create a Booking and Media model that can be used in other areas of the country.
- **ACTION ITEM:** Branding / Marketing Tools will be created by Digital Lightbridge to support and enable the success of this two part model.

BRANDING OVERVIEW:

- “Oh What Love” - All-new production by the Watoto Children’s Choir.
- Photo Resources / graphics available to create a “look” and theme for the Choir Tour.
- Goal is to stay with the Watoto look, but make it also “area specific” (Uganda meets Tampa Bay).
- **ACTION ITEM:** Aubrey will provide current photos, logos, and various graphics.

CHOIR ENGAGEMENT:

- Dedicated local Choir Engagement Coordinators.
 - Primary focus is to book the choir and build on current church relationships.
- **GOAL:** Maximize those established relationships to promote the Watoto Choir within the churches and beyond the church community.
 - Final concert will be very large with the focus on bringing friends and neighbors who don’t normally attend church events.
 - Prefer a “medium” venue for final show: 2,000 - 3,000 seats.
 - Venue possibilities for the final show: Large churches such as Idlewild Church, or possibly rent more “neutral territory” such as Straz Center.



- **NOTE:** Time of year Watoto will be performing will be politically charged. Previously news stories have been associated with the performance, specifically the Homosexuality Bill.
- **MARKETING GOAL:** Keep the focus on the purpose of the tour. The orphan children, and spreading the gospel of Jesus Christ.
- **ACTION ITEM:** Aubrey will email over a private document of the general dates and areas the children will be at during their visit.

CHURCH RELATIONSHIPS:

- **GOAL:** Optimize supporters at churches through awareness, not just the enjoyment of the entertainment the Watoto Choir provides
- **FOCUS:** “Awareness of the Watoto Purpose” through development and distribution of a Pastor’s Kit to churches scheduled for performances
 - **Pastor’s Kit:**
 - Sermon Notes for the Pastor to prepare the church, cast the vision, and see the evangelistic opportunity associated with the Watoto Choir
 - Video as a supplement, not consumeristic, but about the Watoto story / message
 - **Sermon Series:** to include subject matter to transition into the show’s purpose
 - Orphan Care
 - Adoption
 - God’s purpose and creating a mission



SOCIAL MEDIA PROFILES:

- Watoto US - Facebook is controlled by Aubrey
- Twitter - twitter.com/Watoto US
- Watoto International Facebook - not able to alter
- Vimeo - Uganda office choice (primary)
- Pinterest - Just International and not up to date

CURRENT FACEBOOK STRATEGY:

- Content is similar to Uganda content, reposting and republishing
- **GOAL:** Share why Watoto is here, to share the Gospel
 - Create Events for Watoto while they are here.
 - Want to create a strategy to use in different areas as a marketing model
- **ACTION ITEM:** Aubrey will be discussing strategy with Uganda Representative who will be in town next week. (Week of 7/20)

WEBSITE:

- Overall it is Uganda controlled, the US page as well
- **Blog Presence:**
 - Blog will be linked to social media and linked to the Watoto website
 - Current domain name: www.watotoandyou.com, owned by local Watoto
 - Blog format to follow Watoto story
 - Six months out for awareness
- **ACTION ITEM:** Aubrey will inquire if www.watotoandyou.com can be used for upcoming marketing



EMAIL MARKETING:

- Performed out of local Watoto office
 - Current set-up for e-newsletters, distributed quarterly
 - Monthly updates sent to sponsors
- Constant Contact tool available - broken down into recipient subcategories

ACTION ITEM: Aubrey will let Digital Lightbridge team know the number of Tampa Bay Constant Contact recipients

PUBLICITY (DAYTIME):

- Create business relationships within the Tampa Bay region to promote the Watoto Choir Tour
 - Business Examples: Malls, Airports, Public Schools, Home School Network
 - Publicity Example: Plan and coordinate a “spontaneous” performance at an airport.
 - Choir will start performing at a designated time known only to the media and some airport personnel who helped plan it.
 - The media can capture the surprise on the faces of the general public going about their daily business
 - The video can be used on social media and promoted through local media (flash mob excitement and appeal)
 - End the spontaneous promotion with information about where the choir is performing next in the area

NEXT STEPS:

- Schedule a meeting for the week of August 10th, 2015 with Tami Hansbrough, Aubrey Hudson, Renee Yeargan & Richard W. Hayes to discuss Pre-Awareness Social Media Strategy & Proposed Marketing Tools for Branding Watoto Tampa Bay.