

# BMSO Marketing Insight

## Positioning Statement

**Bismarck Mandan Symphony Orchestra** is the only symphony in central and western North Dakota that brings the community together with unforgettable live music experiences, blending timeless classics with fresh, innovative programming for all generations.

## Resources:

- [Content Strategy/Calendar Example](#)
- [Messaging Examples](#)

## General Approach

- **Focus on Sustainability:** Simplify efforts so volunteers or marketing intern can consistently execute the strategy year-round. Concentrate on fine-tuning your approach for platforms like Facebook, Instagram, email, and the website for effective reach.
  - Aim for little changes and progress over perfection.
- **Leverage Existing Strengths:** Build on current outreach efforts, such as educational programs and events, while integrating fresh ideas.
- **Speak to the why** – why do people love BMSO and what is the experience they'll have.

## Key Recommendations

### Streamline Marketing Framework

- **Use Tools to Simplify Workflow:**
  - Adopt a scheduling tool like Buffer or HootSuite to simplify social media planning.
  - Use an email platform like Mailchimp or Constant Contact to streamline email communications.
- **Focus on Key Platforms:**
  - Facebook: Hub for content creation and events.
  - Instagram: Repurpose Facebook content and target younger audiences with Stories/Reels.
  - LinkedIn: Repurpose Facebook content and highlight business partnerships more.
  - Email Marketing: Bi-weekly emails with updates on events, ticket sales, and donor/season passholder stories.
  - Website: Prioritize clear navigation for events, tickets, and donations.
- **Remove Unused Channels:** Delete the suspended X (Twitter) account and remove it from the website.

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## Build Engagement Year-Round

- **Off-Season Content (May–August):**

## Marketing Goals

- **Increase Awareness & Attendance:** Increase awareness and attendance of symphony in Bismarck-Mandan.
- **Engage and Grow Donors:** Build stronger connections with donors and the community by showcasing the tangible impact of their support.
- **Simplify Messaging:** Develop clear, consistent communication to appeal to a broader and younger demographic.

- Share season recaps, donor thank-yous, and upcoming season teasers.
  - Announce and promote the 4th of July event.
  - **In-Season Content (September–April):**
    - Promote events 4–6 weeks in advance.
    - Use weekly behind-the-scenes updates, musician spotlights, and impact stories.
    - Post-event thank-yous and highlights to maintain momentum.
  - **Donor Focus:**
    - Include QR codes at events for easy donations.
    - Share specific impact stories (e.g., "\$250 supports 9 students experiencing live music").
    - Feature loyal donors and testimonials to inspire others.
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## Enhance Event Marketing

- **During Events:**
    - Share live updates on Stories (audience arrivals, rehearsal snippets).
    - Recognize sponsors and donors publicly.
  - **After Events:**
    - Post thank-you messages, event highlights, and photos.
    - Use testimonials from attendees to encourage future participation.
  - **Tie-in Youth Programs:**
    - Distribute handouts at 4th-grade events with discounts for family-friendly concerts.
    - Consider partnering and co-promoting with Youth Orchestra.
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## Expand Audience (Younger Demographics)

- **Adopt Instagram:**
  - Post weekly Stories and Reels to show behind-the-scenes content and help people feel like they can know/like/trust you.
  - Use interactive features to build a relationship with your audience, engage/comment daily (e.g., polls, Q&A).
- **Modernize Event Names:** Test themes and different names for broader appeal.
- **Have someone younger lead efforts to connect with the younger audience.** They'd create content and visually appealing strategies that would resonate with them.
- **Boost Visibility:**
  - Use small Facebook and Instagram ad budgets (starting at \$75) to reach local families and young adults.
  - Create LinkedIn account
  - Advertise with posters around college campuses and the community – push the student discount when relevant
  - post regularly on page and stories
  - use Instagram reels

## Content Strategy Example

Period	Focus	Content Strategy	Frequency
<b>Season (Sept–April)</b>	Build awareness, drive attendance, and donor engagement	<ul style="list-style-type: none"> <li>- Promote upcoming events 4–6 weeks before the concert.</li> <li>- Share behind-the-scenes content weekly.</li> <li>- Engage donors with impact stories and testimonials.</li> </ul>	Weekly (active)
		<ul style="list-style-type: none"> <li>- Recognize sponsors and partners after events.</li> <li>- Highlight key moments of the season (e.g., memorable performances, musician milestones).</li> </ul>	Post-event follow-ups
<b>May–June (Post-Season)</b>	Maintain visibility and build anticipation	<ul style="list-style-type: none"> <li>- Share a “season recap” highlighting key achievements and thanking donors/audience.</li> <li>- Tease the upcoming season with hints about themes and special events.</li> </ul>	Bi-weekly
		<ul style="list-style-type: none"> <li>- Announce 4th of July plans (2 months out) and tie it to the symphony's mission (e.g., "Celebrate Independence Day with music that inspires").</li> </ul>	May announcement
		<ul style="list-style-type: none"> <li>- Share content about how donations support 4th of July programming and other community activities.</li> </ul>	Monthly
<b>July (4th of July)</b>	Drive attendance and patriotic engagement	<ul style="list-style-type: none"> <li>- Promote the event starting in early June.</li> <li>- Use Facebook/Instagram ads to target local families.</li> <li>- Share rehearsal sneak peeks and patriotic content.</li> </ul>	Weekly in June/July
		<ul style="list-style-type: none"> <li>- Post live updates on social media during the event (e.g., audience arrivals, fireworks with symphony background).</li> </ul>	Event day
		<ul style="list-style-type: none"> <li>- Thank attendees and donors with highlight posts and recap email.</li> </ul>	Post-event
<b>August (Pre-Season)</b>	Build momentum for the new season	<ul style="list-style-type: none"> <li>- Officially announce the new season lineup.</li> <li>- Share content about season tickets (early-bird pricing, exclusive perks).</li> </ul>	Weekly
		<ul style="list-style-type: none"> <li>- Reintroduce musician spotlights and community programs to refresh audience excitement.</li> </ul>	Bi-weekly

## Season Communication Plan (September–April)

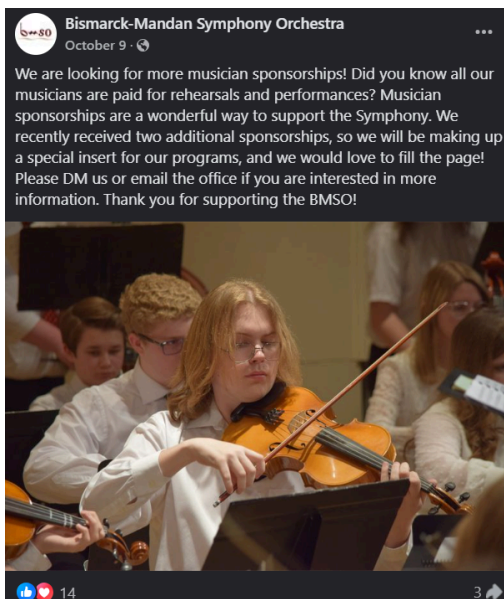
Before Events	During Events	After Events
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<ul style="list-style-type: none"> <li>- Announce concerts 4–6 weeks out.</li> <li>- Run Facebook/Instagram ads to build awareness.</li> <li>- Share behind-the-scenes rehearsal clips.</li> </ul>	<ul style="list-style-type: none"> <li>- Post live updates on Instagram Stories (e.g., audience arrivals, conductor highlights).</li> </ul>	<ul style="list-style-type: none"> <li>- Post thank-you messages to attendees.</li> <li>- Share event highlights via photos and videos.</li> <li>- Highlight donor and sponsor contributions.</li> </ul>
<ul style="list-style-type: none"> <li>- Send bi-weekly email updates about upcoming events.</li> </ul>	<ul style="list-style-type: none"> <li>- Post clips of on-stage moments post-event.</li> </ul>	<ul style="list-style-type: none"> <li>- Tease the next event to maintain momentum.</li> </ul>

## Messaging Examples

### Sponsorships:

#### Current



#### New

Meet Ben! He's 15 and dreams of becoming a professional cellist. Thanks to donors like you, Ben plays with the BMSO and learns from experienced musicians, helping him grow his skills and confidence.

When you sponsor a musician, you're not just supporting a concert—you're helping keep music alive and inspiring the next generation.

Sponsorships help us pay our musicians for their hard work during rehearsals and performances. Let's fill our program with names of people who believe in the power of music!

Want to help? Visit [\[website link\]](#) to learn more and sponsor a musician today.

Thank you for supporting the symphony!

Event:

Current



Bismarck-Mandan Symphony Orchestra

October 3 · 🌐

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Hi everyone, it is finally here, please join us TOMORROW NIGHT for an evening of fun, wine, music, and snacks. It will help us plan if you get your tickets today, but if not, we would love to see you at the door tomorrow! Thanks for supporting the BMSO.

BMSO PRESENTS

WINE NOTES

A FUNDRAISER

FRIDAY, OCT. 4  
7-9 PM

TICKETS: \$15

SOURCES:  
3201 NYGREN DR. NW  
MANDAN, ND 58544

SUPPORTING BMSO

FEATURING SPECIAL  
PERFORMERS: J.J.  
CONCERTMASTER: HANSEN  
VIOLIN: M. HANSEN  
VIOLA: J. HANSEN

Fri, Oct 4

Bismarck-Mandan Symphony: Wine Notes

3201 Nygren Dr NW, Mandan, ND 58554-1480, United States...

☆ Interested

New

The wait is over!

Join us TOMORROW NIGHT for an evening of fun, wine, music, and snacks.

It’s not too late to get your tickets today! But don’t worry, tickets will also be available at the door.

Thank you for supporting the BMSO. We can’t wait to see you there!