

# HELP MARKET THE QUEEN CITY BALLADEERS

Help spread the word about the Queen City Balladeers, the Leo Coffeehouse, and QCB events such as workshops and concerts, using both physical Bulletin Boards and online social media. This document explains how.

## BULLETIN BOARDS AND SUCH

This is pretty simple:

- Download and print QCB flyers or come to the Leo Coffeehouse on Sunday and pick some up.
- Go to a coffeehouse, a bookstore, a music shop, or any store that has a Community Bulletin Board or allows organizations to post promotional flyers.
- Post a flyer.

## SOCIAL MEDIA AND ONLINE MARKETING

In addition to the main web site (<http://queencityballadeers.org>) the Balladeers have a page on Facebook and listings in Yelp, ReverbNation, Pinterest, and Twitter. We are also a MeetUp group. We are also a songfarmers group.

Here's how you can use those links to help spread the word.

### THE QUEEN CITY BALLADEERS FACEBOOK PAGE

<http://www.Facebook.com/pages/Queen-City-Balladeers/146942058681533>

If you have a Facebook account, the first thing to do, if you have not already, is "like" the Queen City Balladeers Facebook page. That means that anything that's posted to the QCB Facebook page will show up in your Facebook newsfeed. When you see a QCB message in your newsfeed, there are two things that you can do to promote Queen City Balladeers:

- Comment on it.
- Share it on your wall.

Commenting on a Facebook newsfeed item helps make it "top news" which means it is more likely to be seen by more people. Sharing it your own wall also helps make sure more people see the item. An item in your newsfeed is not seen by your friends (unless they are also friends with the Balladeers.) Posting it to your wall makes sure your friends see the item.

### THE QUEEN CITY BALLADEERS LEO COFFEEHOUSE FACEBOOK EVENTS

Each Leo Coffeehouse is now being made a Facebook Event at our facebook page. When you see the Coffeehouse Event, please promote it by:

- Say you're attending (Click on the default button "Interested," then click on the small arrow to reveal the drop down menu, and to change it to "Going".)

- Invite friends.
- Share it on your wall with some interesting verbiage.

You only need to say you're attending and invite friends once. Share it a few times to give your friends more opportunities to see it.

#### **SONGFARMER FACEBOOK PAGE**

<https://www.facebook.com/SongFarmers-of-Cincinnati-1577587332571852/>

#### **YELP**

We have a Yelp page that we have not claimed yet, but you can still write a review at the page.

<https://www.yelp.com/biz/leo-coffeehouse-cincinnati>

#### **EVENTFUL**

If we have a special concert we will advertise it at Eventful, but right now nothing is in the works.

#### **PINTEREST**

<https://www.pinterest.com/leocoffeehouse/>

#### **CITYSEARCH**

Searches for folk music and acoustic music do not bring us up, so some work here is clearly needed.

#### **REVERBNATION**

<https://www.reverbnation.com/venue/leocoffeehouse>

#### **TWITTER**

<https://twitter.com/LeoCoffeehouse/>

#### **MEETUP**

<http://www.meetup.com/Queen-City-Balladeers-Leo-Coffeehouse/>

Join MeetUp, review our events, share them, invite your friends to them