



Marketing Report

March 2024

Jen Hanson
VP of Marketing/Chief Marketing Officer

Marketing Initiatives in FY24

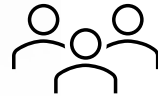
1 | New MIC Website



1 – New MIC Website

Our new website is modern, efficient, attractive, and well-organized. Traffic to our website is up significantly. Data shows people find what they need quickly.

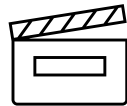
2 | Marketing Team Restructure



2 – Staff & Process Changes

Streamlining our workflow, fine-tuning project management, and adding a full-time Social Media Coordinator.

3 | MIC Video Projects



3 – MIC Video Projects

A full-scale, professional video project is underway this year. Delivery by the Gala. Short-form videos have been a huge success on social media.

4 | Digital Asset Management



4 – Digital Asset Storage

Implementing new software for photo and video storage ensures our digital assets are safely stored and easily accessible for promotions.

5 | Community Music School Features



5 – CMS Program & Faculty Features

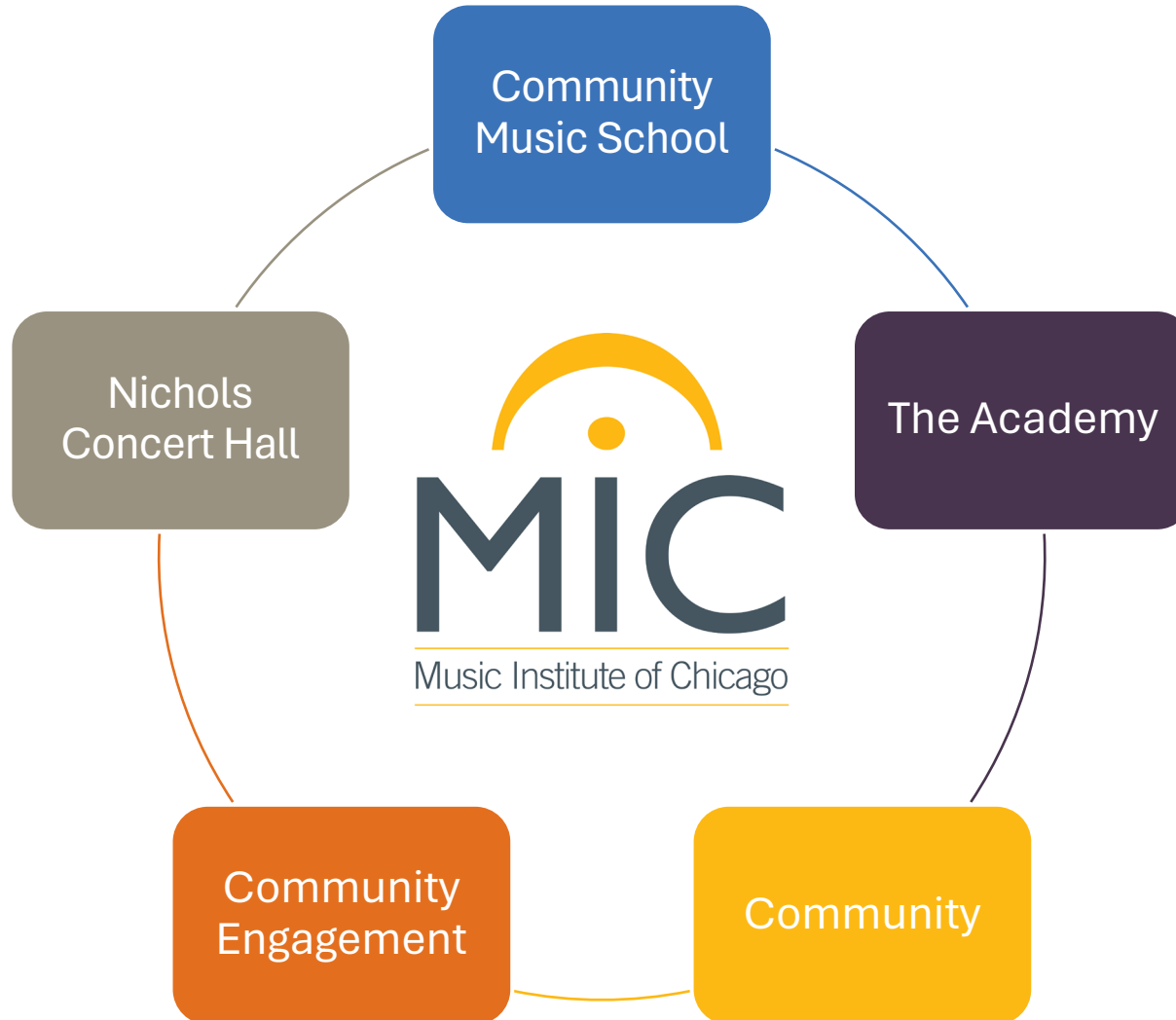
Highlighting our campuses, faculty, and programs using strategic campaigns featuring photos, videos, blog posts, and social media.

One clear message for MIC in 2024

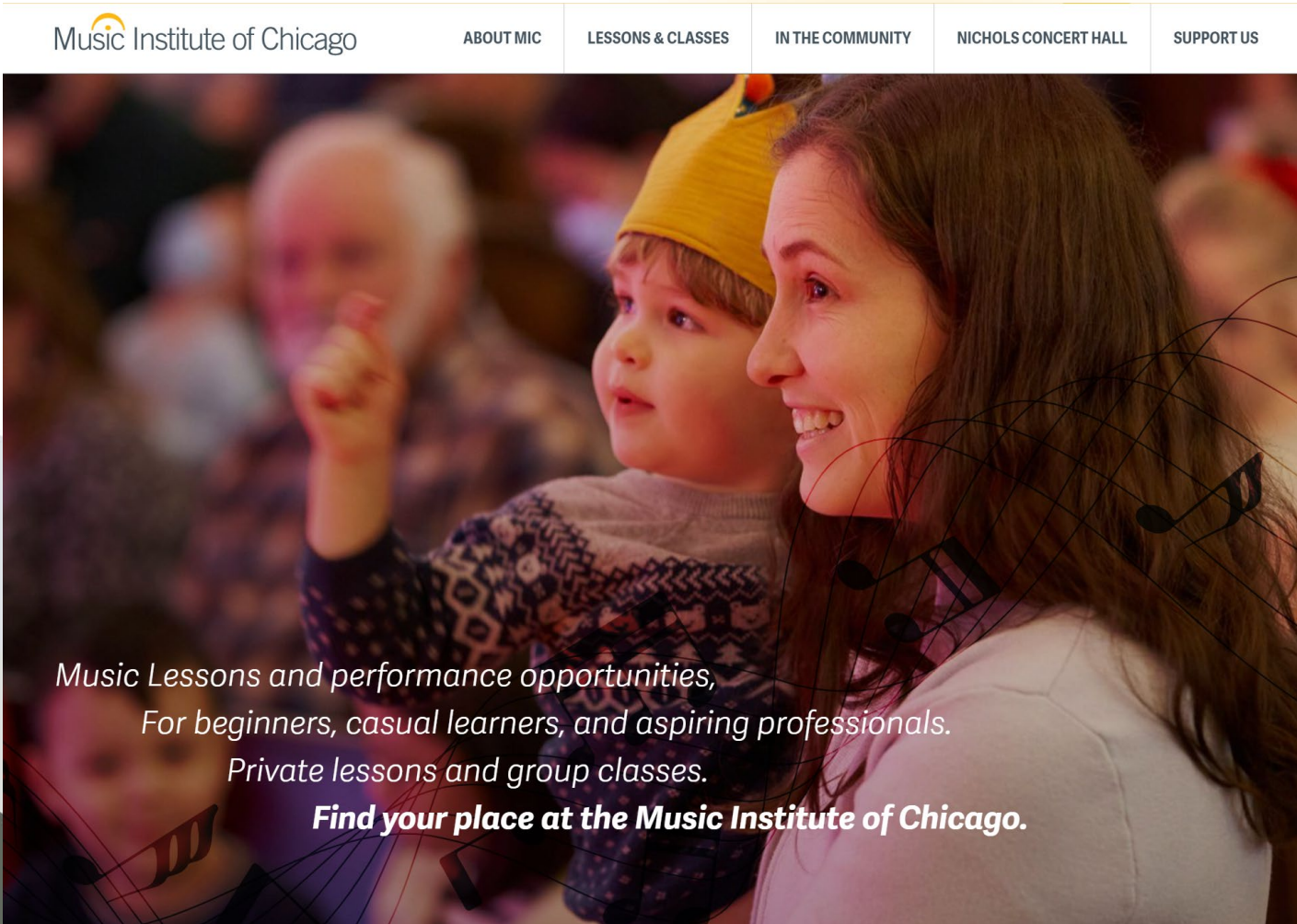
*“Music lessons and performance opportunities
For beginners, casual learners, and aspiring professionals.
Private lessons and group classes.
Find your place at the Music Institute of Chicago.”*



There's a place for everyone at MIC!



We bring our brand message to every touchpoint.



- Website
- Photos
- Videos
- Emails
- Blog Posts
- Short form Videos
- Testimonials
- Paid Ads
- Inquiry Meetings
- Social Media Profile Pages
- Social Media Content
- Concerts & Recitals
- Masterclasses
- Summer Camps & Programs
- Community Engagement Events
- Open Houses
- Flyers & Posters
- Postcards & Mailers

MIC is not a secret anymore!

+29%



Website Traffic

People find us in Google searches, Social Media, Emails, Paid Ads, and Press Articles.

+601%



Social Media Reach

Our social posts reached 196,000+ people in 2023. A 601% jump from 2022.

48%



Email Opens

The average non-profit email open rate is 25%. For the private sector, its more like 6%. Ours is 48%.

*Source: CauseVox

555



Inquiries in FY 24 so far

Up by 50 over FY23 as of 2/29/24. Open Houses, word of mouth, website content, and social media have driven inquiries.



Help us spread the word!

The best marketing is word of mouth.

Satisfied students, parents, and families become natural ambassadors for MIC. Personal recommendations carry a sense of trust and authenticity.

Positive experiences create a ripple effect. Happy students, teachers, admin, and staff attract new students, enhancing our reputation organically.

High-quality teaching is the cornerstone of MIC's success. *Thank you for all you do!*

Music Institute of Chicago

ROOTS & ROCK

Come join us for a hands-on

OPEN HOUSE

Sunday, October 15
2-4 pm

Winnetka Campus
300 Green Bay Road

Free Admission
RSVP Requested

RSVP HERE

GUITAR | UKULELE | MANDOLIN | MUSIC PRODUCTION

Music Institute of Chicago

ADULT STUDIES OPEN HOUSE

December 2
2-4 pm

Nichols Concert Hall
1490 Chicago Ave, Evanston

- Meet the faculty and other students
- Hear performances by adult students
- Try various instruments
- Enjoy drinks & light snacks

Info & RSVP
musicinst.org

Music Institute of Chicago

LAKE BLUFF OPEN HOUSE

NOVEMBER 1-4

Wednesday through Friday, November 1-3 | 3-7 pm
Saturday, November 4 | 10 am-2 pm

Grace United Methodist Church | 244 E. Center Avenue, Lake Bluff

MUSIC LESSONS FOR YOUTH AND ADULTS

STRINGS HARP PIANO VOICE GUITAR

MIC Music Institute of Chicago

Music School OPEN HOUSE

Youth and Adults

