

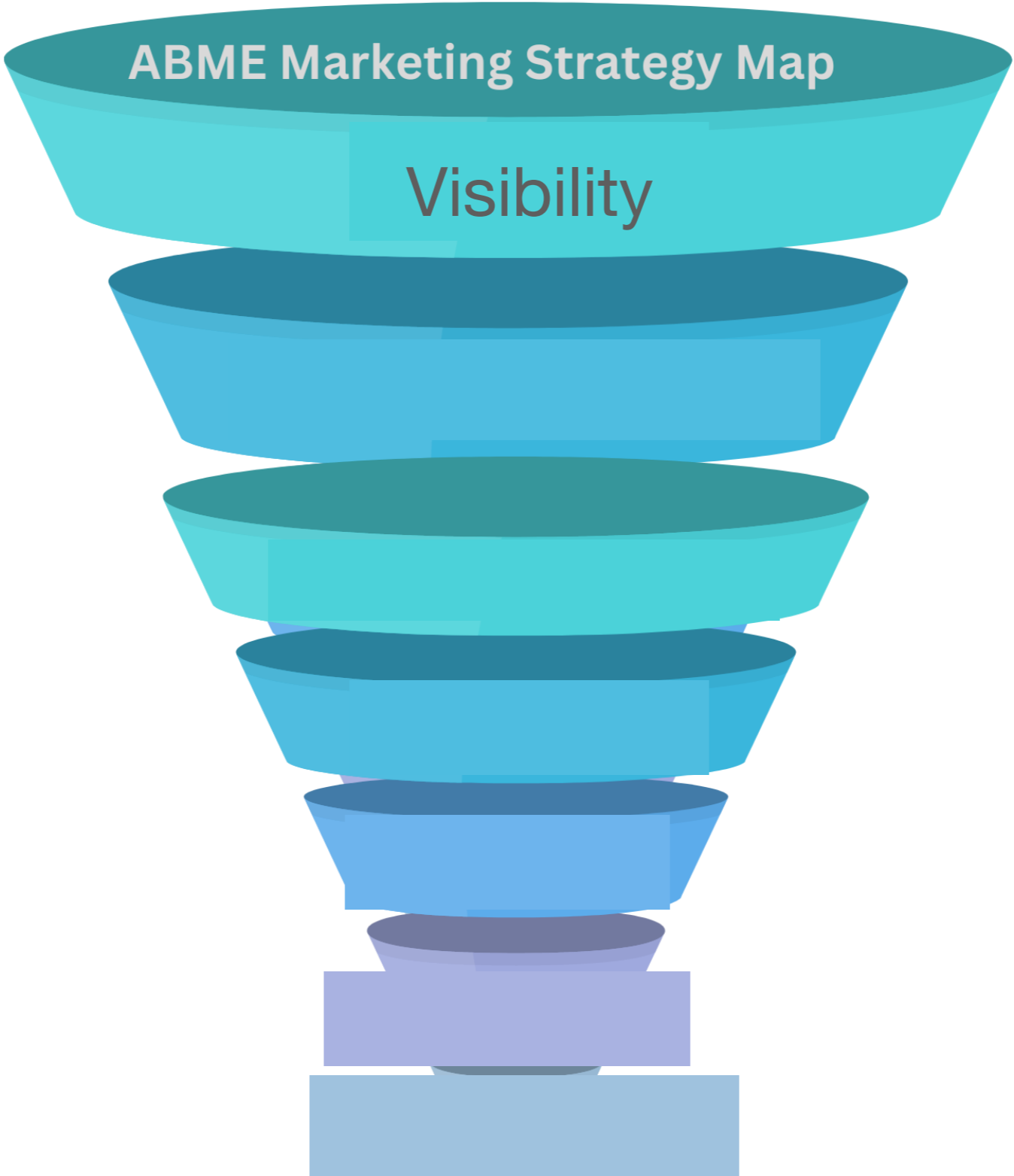
ABME Marketing Map

**from Information
to
*Transformation***

ABME Conference, 2023

Lea Pearson, Marketing chair

Mandy Moreno, Social Media Committee



ABME Marketing Strategy Map

Visibility

Licensure



ANDOVER EDUCATORS
9TH BIENNIAL CONFERENCE
REDLANDS, CALIFORNIA
JUNE 20-23, 2019

ONE DAY
REGISTRATION
AVAILABLE!

What Every
Musician
Needs to Know
About the
Body

Feldenkrais
Alexander
Technique

BODY MAPPING FOR MUSICIANS

Instagram Post:
Promoting an ABME
event to the general
public

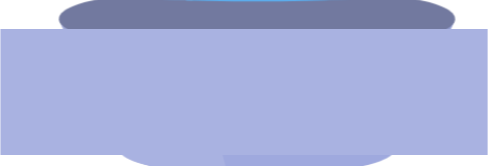
[View insights](#)

[Boost post](#)



Liked by **mbodyed** and **21 others**

bodymappingeducation Conference is less than one week away! One-day registration to hear the "What Every Musician Needs to Know About the Body" course available for June 20. Discounts for LA area musicians!!
@universityofredlands #lamusicians @afmlocal47
#bodymapping #afmlocal47 #whateverymusicianneeds
#somaticeducation #somatics



Licensure

The final stage of the funnel, representing the outcome of the process.



Mandy Marie

Jun 8 · 👥



Association for Body Mapping Education

Jun 8 · 🌐

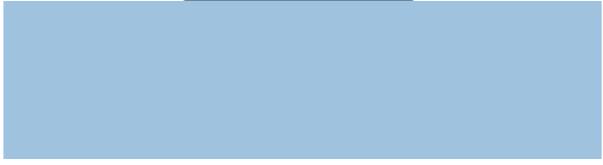
😱 Only 2 more days to register for the 2023 Body Mapping Conference: Empowering Movement! 🏃💨
Head to the link in our bio or bodymap.com... See more

Conference Registration Deadline



Instagram Post:
Pursuing greater engagement (interest) with people who are new to Body Mapping

**REGISTRATION FOR 2023 CONFERENCE
ENDS FRIDAY JUNE 10TH!**



Licensure

The final stage is the text "Licensure" centered below the wide rectangular block.



Association for Body Mapping Education



Posted by Instagram

Dec 16, 2022 · 🌐

Decades of scientific studies indicate that regular meditation changes the size and function of the brain, reduces the risk of heart disease, and lowers blood pressure. Join licensed meditation teacher Kristine Hurst-Wajszczuk for an introduction to mindfulness meditation, a powerful tool to manage performance anxiety, access mental calm, and improve focus and memory retention. Join us on January 15th at 2:00EST for a mindful meditation webinar with Kristine!!



[#mindfulmeditation](#) [#meditate](#) [#mindandbody](#)
[#healthymoving](#) [#abme](#) [#bodymapping](#)

Facebook Post:

Promoting ABME events specifically to those who are already involved with/invested in ABME activity

January Webinar Event

Mindfulness Meditation for Musicians



ABME webinar featuring Kristine Hurst-Wajszczuk

January 15, 2023 | 2:00 EST

Open to non-members!

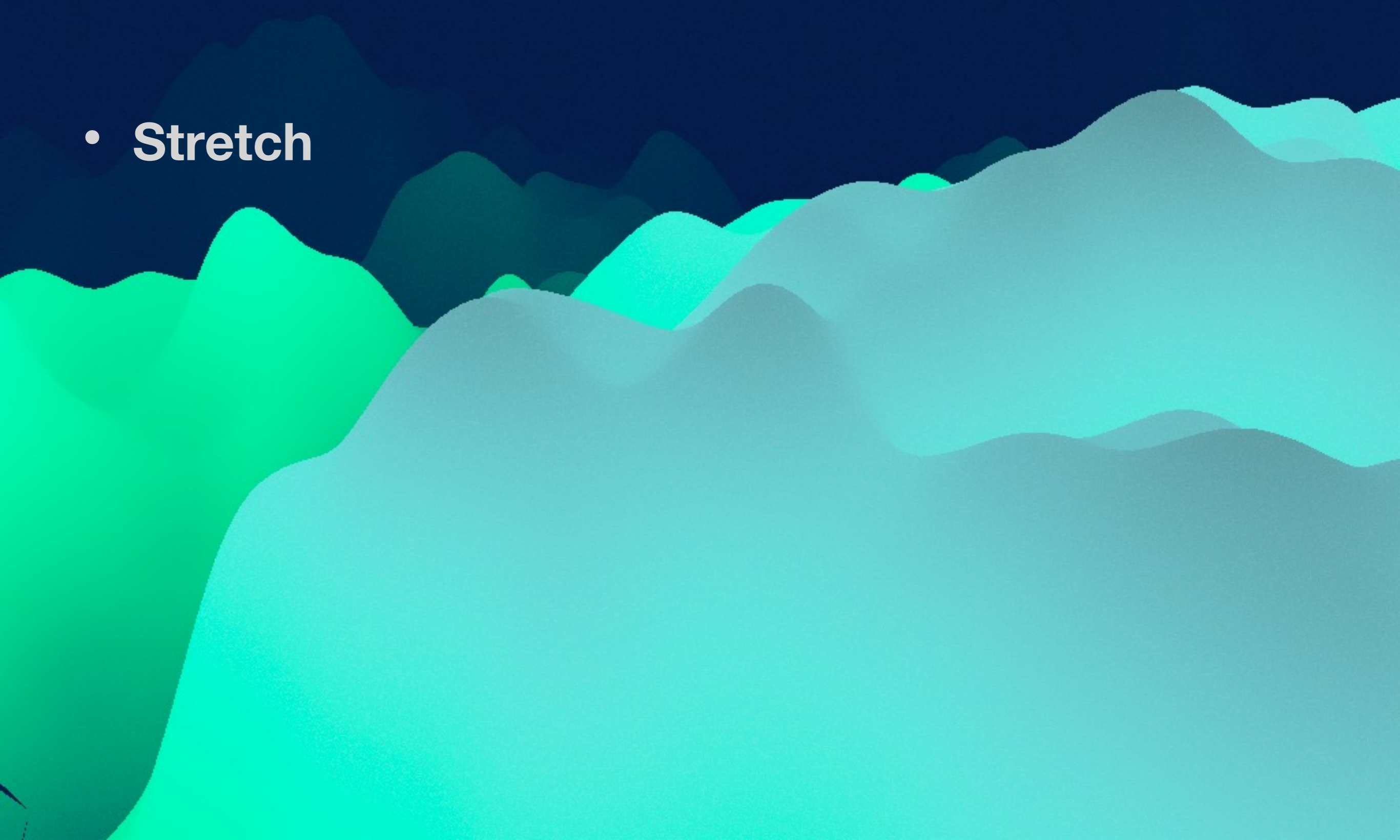


- **Pause - reflect**


Where are you now?

What do you need?



- **Stretch**



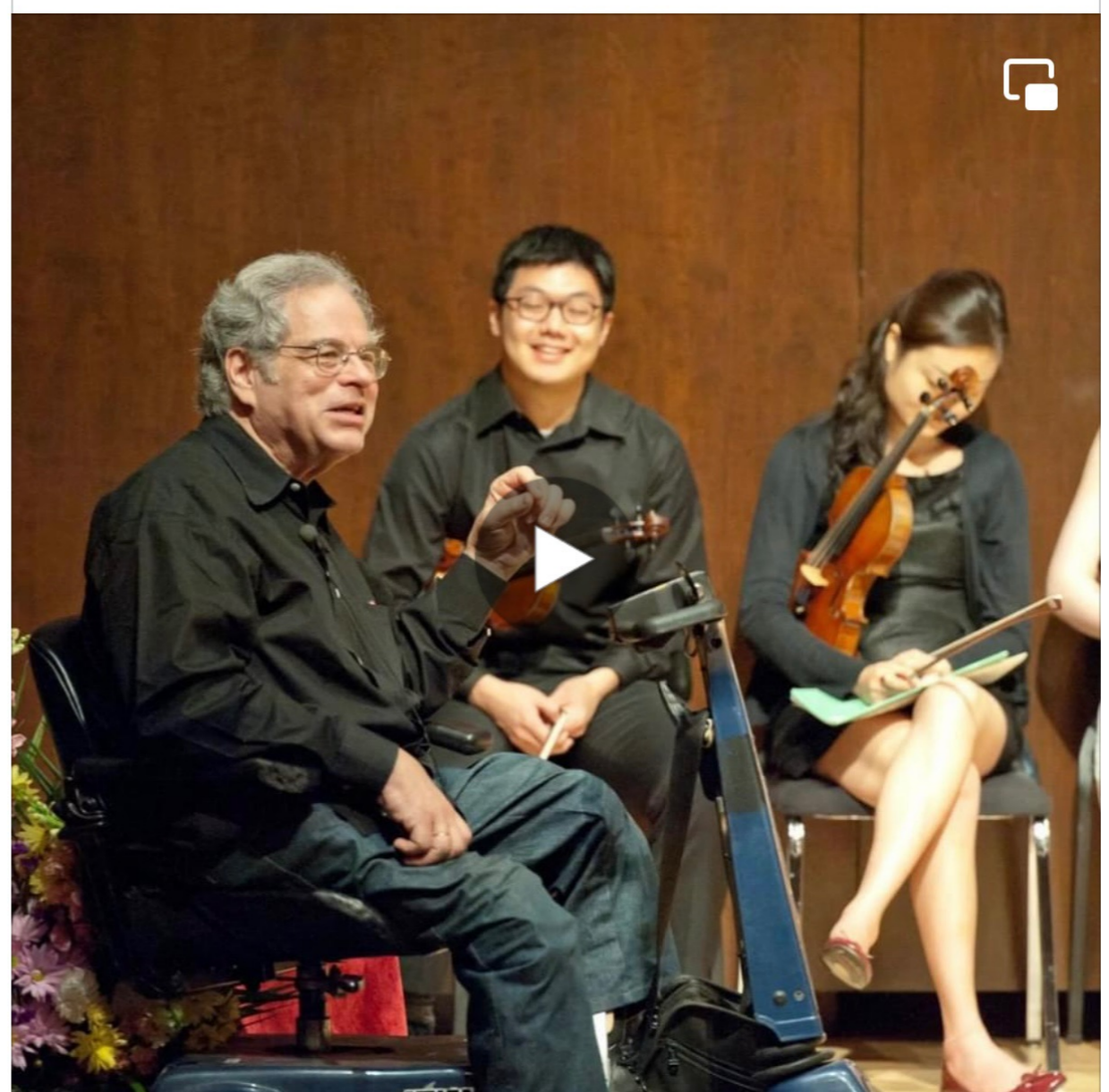
Facebook Post:
Sharing an event or
teaching experience from
another ABME member

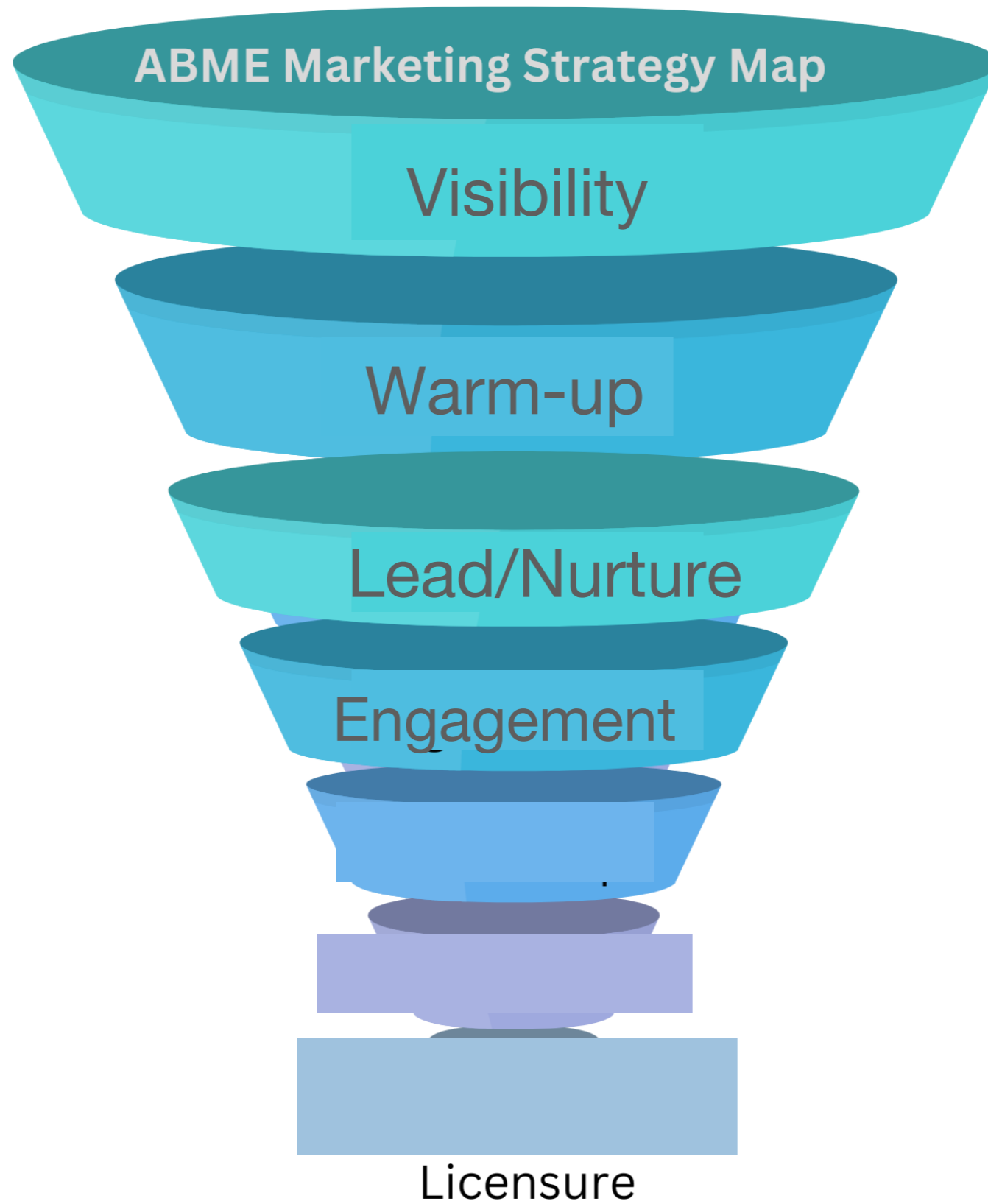
 **Association for Body Mapping Education** ...
Posted by Bridget Jankowski
Apr 26 · 🌐

Our Sponsoring Teacher and Training Committee member Jennifer Johnson will be among this esteemed faculty. Thank you, Jennifer, for being a leader who expertly represents and teaches the Body Mapping work of our organization.

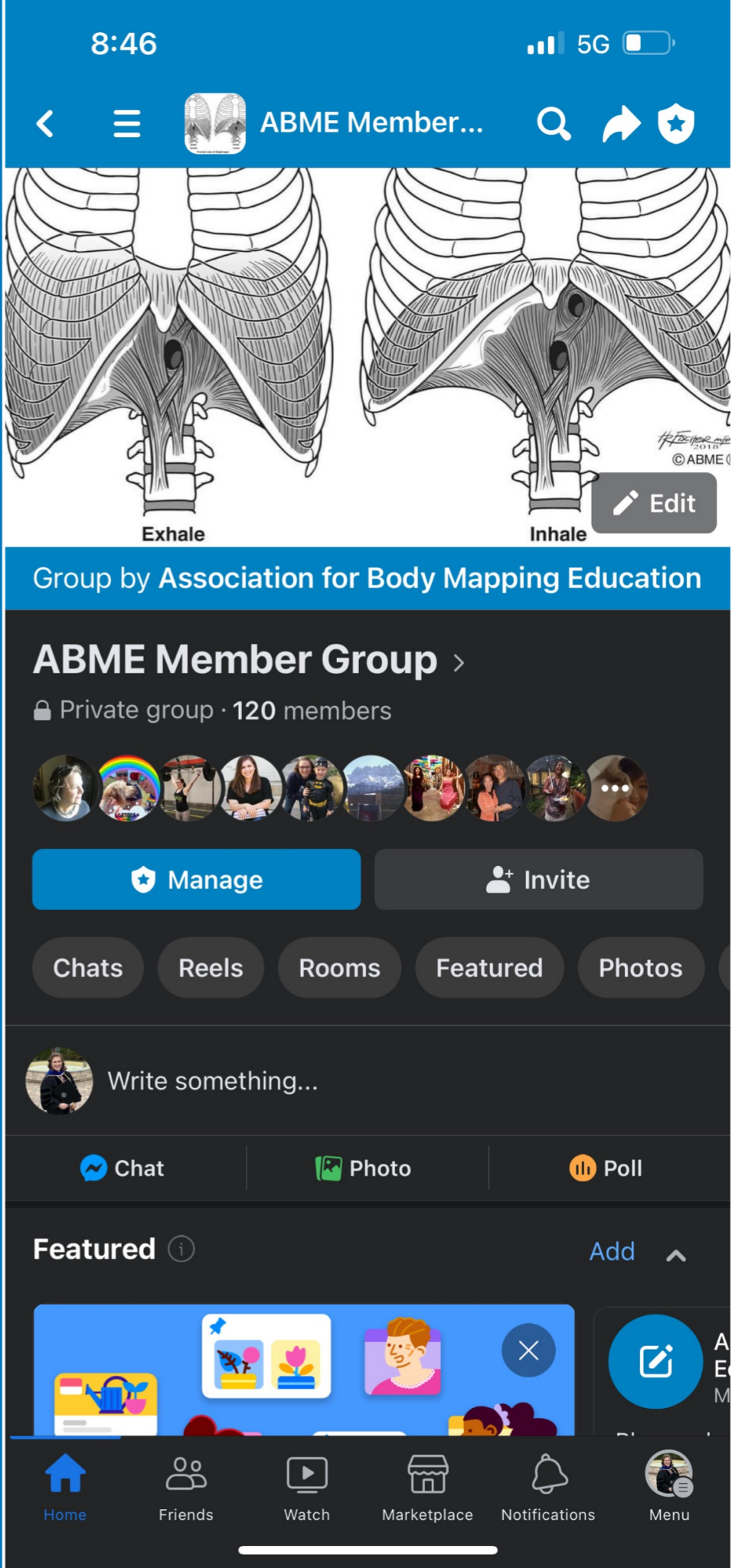
 **The Juilliard School** 
Apr 19 · 🌐

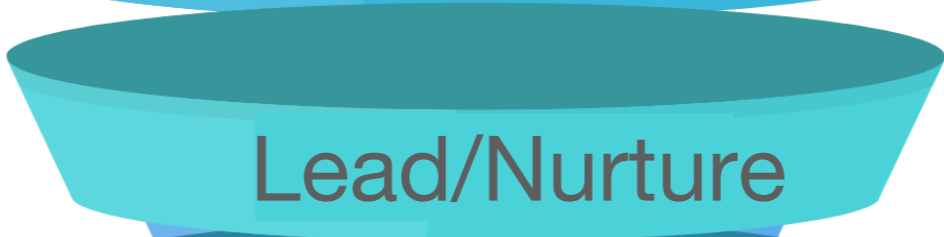
Violinists, join us in NYC from May 23-27 for the Starling-DeLay Symposium on Violin Studies! Apply by May 1 to learn from a distinguished roster o... See more





Facebook Group:
A page dedicated to activity between members of a specific organization (may be formal or informal)

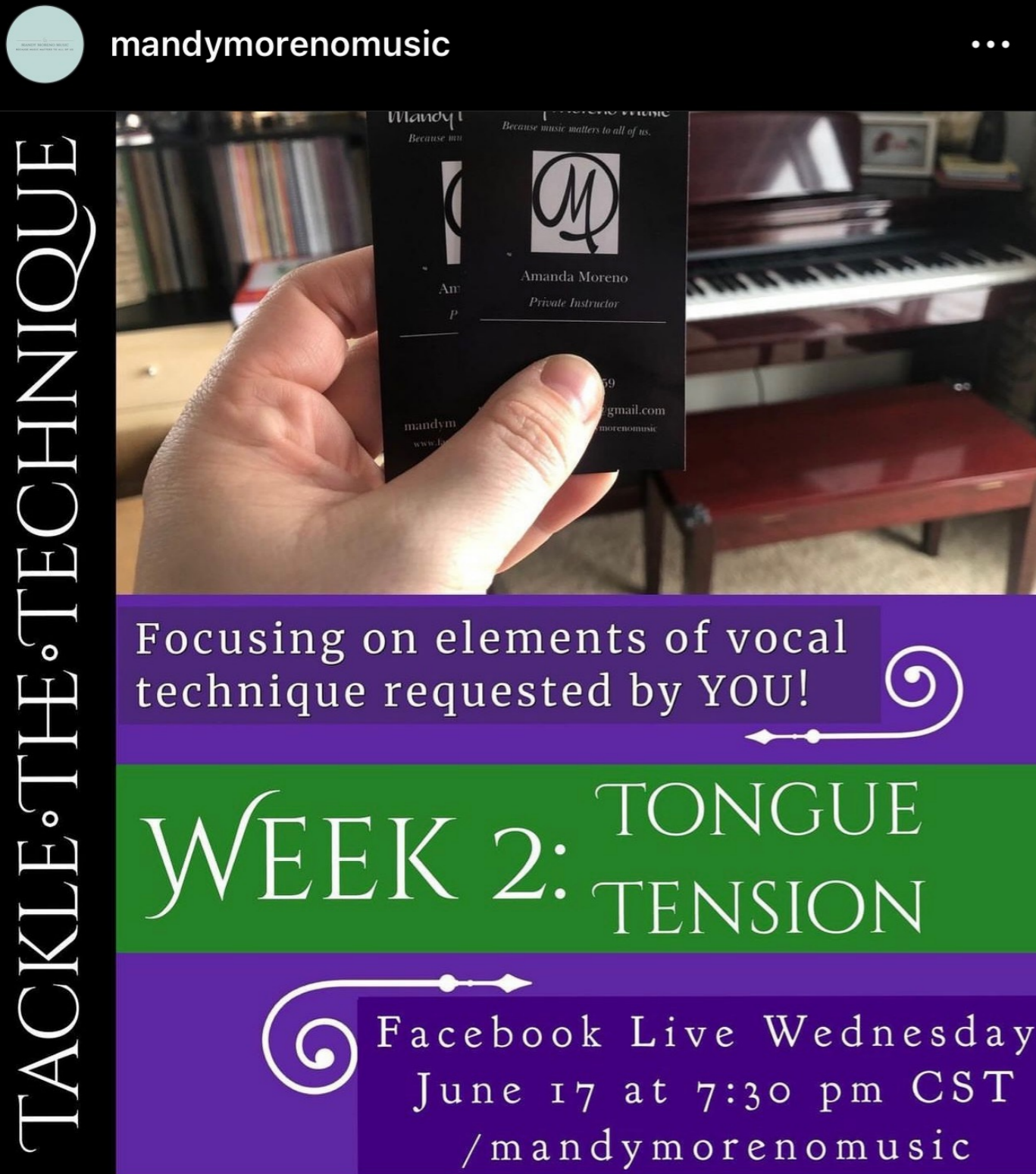




Licensure

The final stage is the text 'Licensure' centered below the wide band.

Instagram Post: Promoting a workshop event to a specific OR general audience



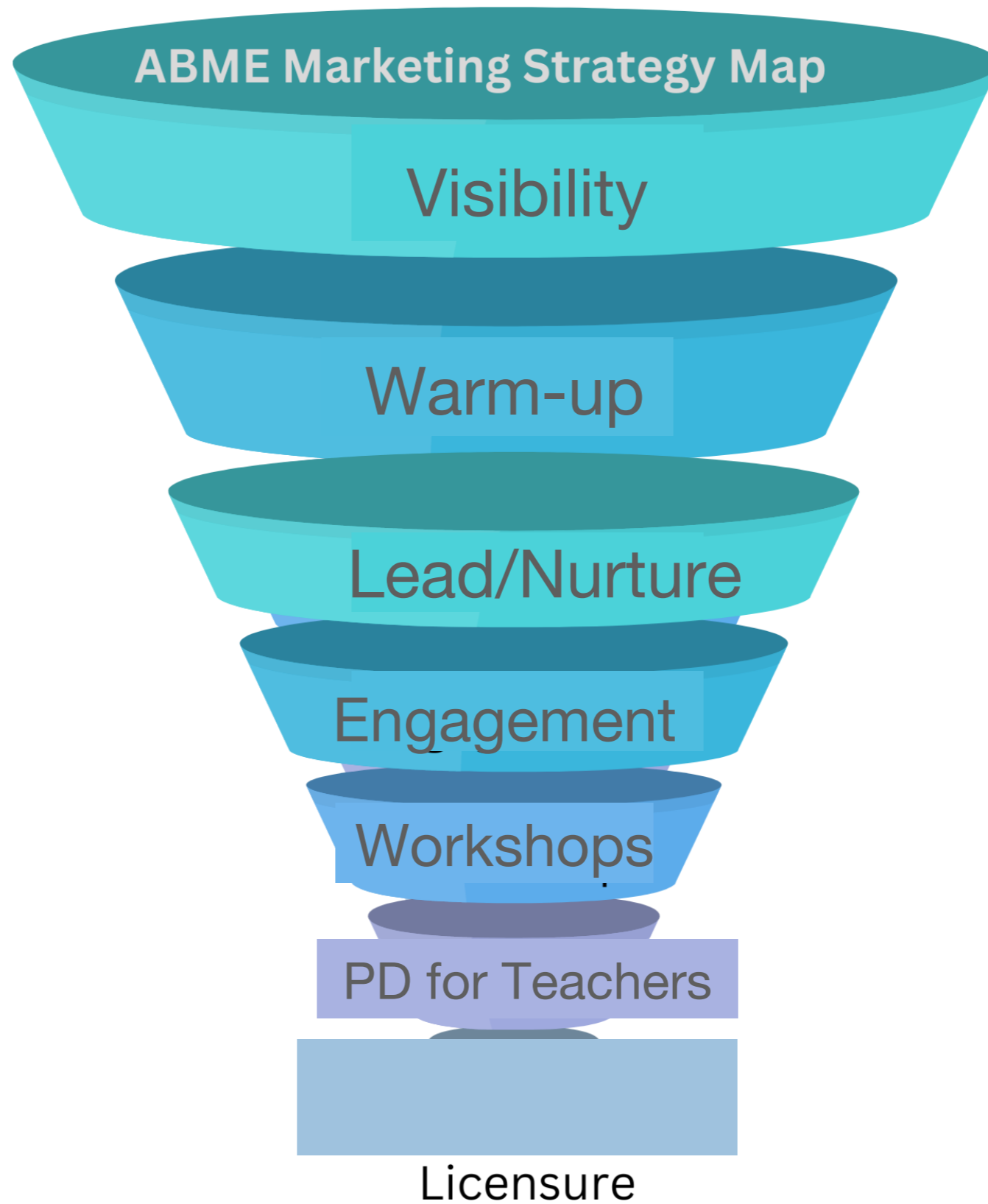
mandymorenomusic Getting ready for Round 2, folks! 🤸
Digging into the topic of #JawTension this past week reminded me how connected the jaw is to the tongue, sooooo this week I'm going to do a follow-up #TackleTheTechnique on - you guessed it - #TongueTension.

There's a whole host of muscles and ligaments that connect the jaw AND the tongue AND also the larynx, 📍 so it stands to reason that tightness in one area would impact the others. (#TheMoreYouKnow, and all that. 💡) My hope is that these first two videos will help singers to experience some legitimate release and freedom!

I'll be on #FacebookLive again this coming Wednesday at 7:30 pm CST (pushed back from last week), sharing a few new tips and exercises. So #MarkYourCalendar, #SetYourAlarm, and #TellYourFriends, because you won't want to miss it! 👍

#Quaransinging
#Quaranteaching
#MusicDuringRona
#MusicTeacher #VoiceTeacher
#KeepSinging #LetsSingTogether #JawAndTongue
#JawAndLarynx #TongueAndLarynx #TheyreAllConnected
#ItsScience

mandymorenomusic #VoiceLessons #vocaltechnique
#singwithfreedom #singwithouttension #vocalanatomy
#singinganatomy



ROOTS & WINGS



Eliminate Student Anxiety & Pain

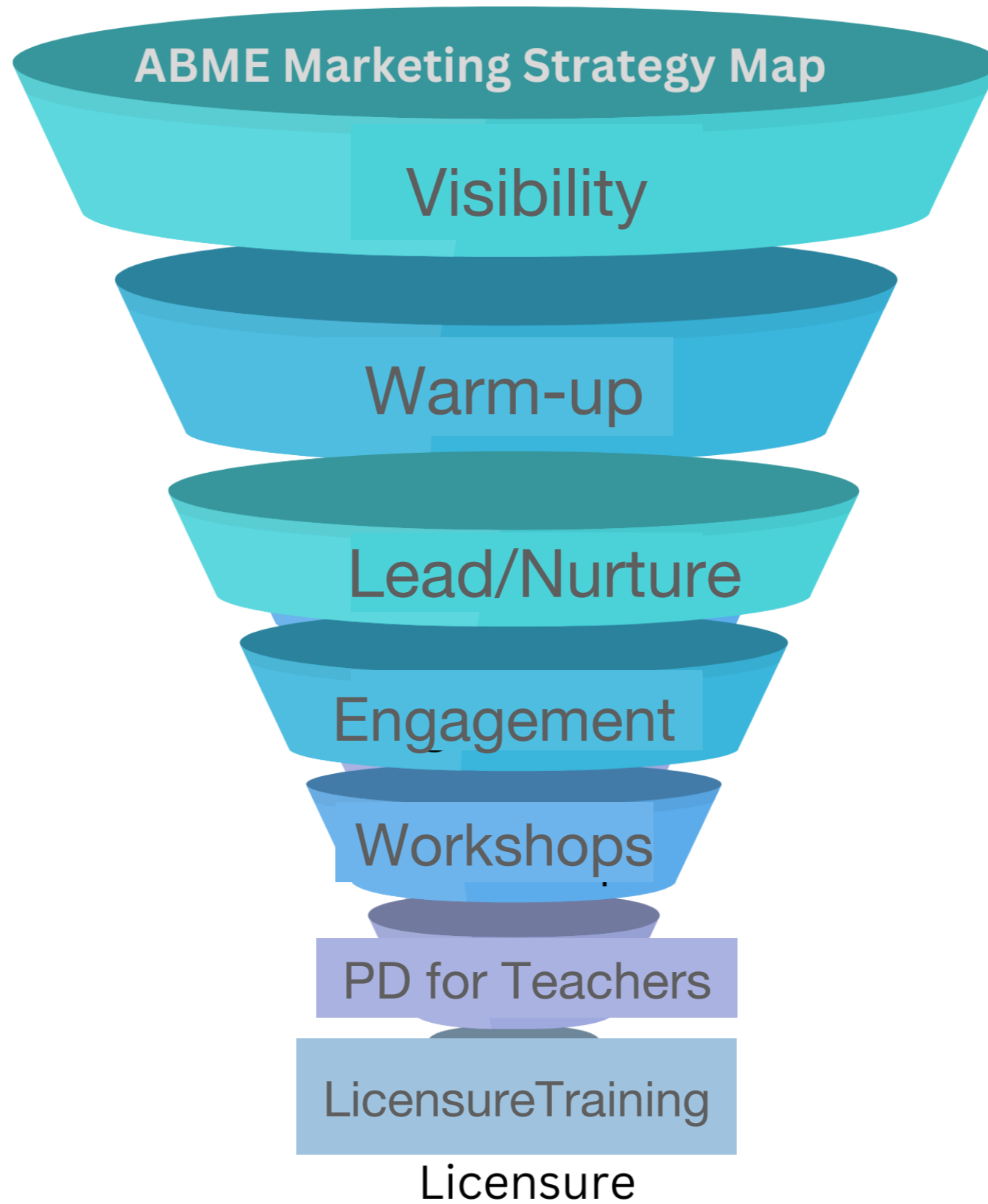
Feb. 28 - Mar. 4, 2023



MINI COURSE for TEACHERS

<https://tinyurl.com/MMPRootswings>

Unique content that may be shared has a hard copy, via email, on a website, or as a social media post





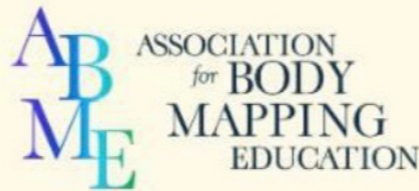
Association for Body Mapping Education



Posted by Canva

Jan 6 · 🌐

Curious about how to become an LBME? Start your licensure process today! We look forward to moving and discovering with you 🎵 🧘 🦴



LICENSURE PROCESS

How to become a Licensed Body Mapping Educator (LBME)

START

Are you a registered member of ABME?

YES

NO

Have you completed the requirements to become a Licensure Trainee?

Become a member at abme.wildapricot.org

NO

YES

Work with LBME to prepare + use Readiness Rubric + LBME recommendation

Application + pay fee + receive training materials (digital format)

Work with a Sponsoring Teacher to prepare to teach the WEM course

Receive your license. Congratulations!

Sign ABME Code of Ethics and Licensing Agreement

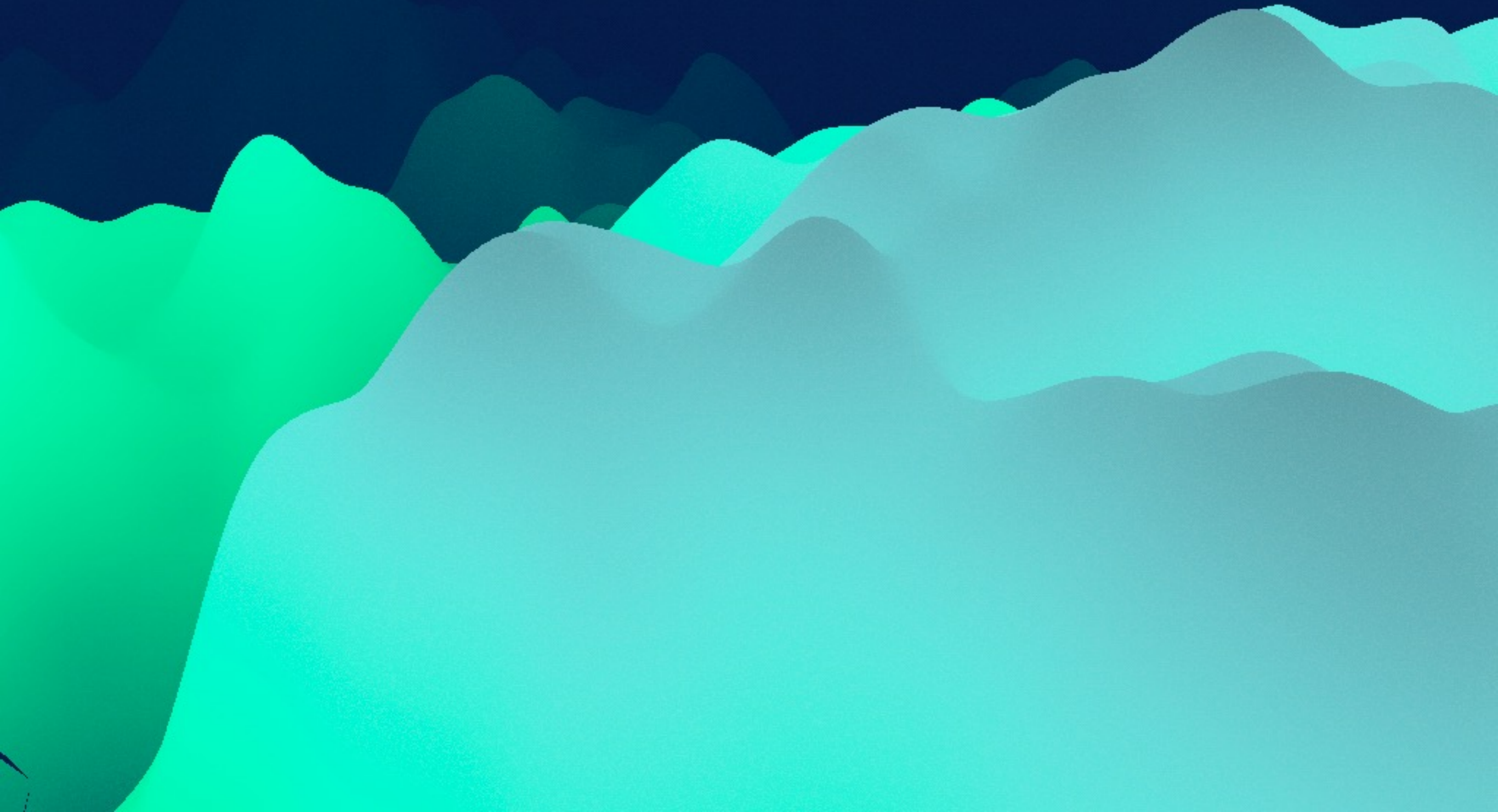
Teach a Trial Course and pass evaluations

Facebook Post: Providing information about the ABME licensure process to the broadest possible audience

Closing Question:

What is the service you can say YES to?

QUESTIONS?





- Accounts: individuals, group, businesses
- Community Engagement: Strong
 - Commonly used and user friendly
 - Weaker engagement with younger generations
- Content: Text, photos, videos
 - Reels (videos) gaining popularity
 - Stories and Lives allow for speedy sharing
- Feed: Based on intentional connections as well as online activity (i.e. ads)
- Paid Advertising: automated or unique
 - Pay per number of days and how many people you want to see the ad
- US Demographics (March 2023 data, [Statista.com](https://www.statista.com))
 - 23.8% of users ages 25-34
 - 18.4% of users ages 18-24
 - Slightly higher engagement with women (54.8%)
- ABME Demographics (June 2023 data)
 - 23.9% of users ages 25-34
 - 24.9% of users ages 35-44
 - Significantly higher engagement with women (72%)

- Accounts: individuals, group, businesses
- Community Engagement: Adequate
 - Commonly used and user friendly
 - Stronger engagement with younger generations
- Content: Photos and videos
 - Text is possible but limited
 - Reels (videos) are gaining popularity
 - Stories and Lives allow for speedy sharing
- Feed: Based on intentional connections as well as online activity (i.e. ads)
- Paid Advertising: automated or unique
 - Pay per number of days and how many people you want to see the ad
- US Demographics (March 2023, [Statista.com](https://www.statista.com))
 - 27.7% of users ages 25-34
 - 25.7% of users ages 18-24
 - Slightly higher engagement with men (50.6%, [DataReportal.com](https://www.datareportal.com))
- ABME Demographics (June 2023 data)
 - 42.4% of users ages 25-34
 - 24.3% of users ages 35-44
 - Significantly higher engagement with women (78.2%)



- Accounts: individuals, businesses
- Community Engagement: Strong
 - Emphasis on professional networking
- Content: text, photos, and videos
 - Posts tend to be shorter and focused on a business need or success
 - Profiles act as virtual resumes/CVs
- Feed: Based on intentional connections as well as online activity (i.e. ads)
- Global Demographics (February 2023, [Hootsuite.com](https://www.hootsuite.com))
 - 59.1% of users ages 25-34
 - 20.4% of users ages 18-24
 - Higher engagement with men (57.2%)
- Other Statistics
 - 295,000 school accounts
 - 52 million users job search each week
 - 8 new hires through LinkedIn per minute
 - Over 36,000 newsletters shared



- Accounts: individuals, group, businesses
- Community Engagement: Strong
 - Largely creator focused, but communities grow around these creators
 - Spans generations in creation and engagement
- Content: Videos
 - Photos and text are possible but yield less engagement
- Feed: based on who and what you interact with the most
 - HOWEVER. Algorithms can be very targeted, but also highly inconsistent.
- Global Demographics (April 2023, [DataReportal.com](https://www.datareportal.com))
 - 38.5% of users ages 18-24
 - 32.5% of users ages 25-34
 - Higher engagement with women (53.4%)

Social Media Conclusions - What will work best for YOU?

Facebook is the best for overall usage - you can share what you want with relative speed and ease.

- Challenge: The audience of younger populations is shrinking.

Instagram requires (arguably) the least amount of effort - you can post a photo and leave it at that.

- Challenge: Limited posting options may result in a less active online community.

LinkedIn is best for focusing on professional networking - you can you can share your experience and expertise as related to your work.

- Challenge: Advertising is more involved and may require more funding and administration.

TikTok is (arguably) the best outlet for reaching younger generations.

- Challenge: The algorithms change frequently and inconsistently, making it difficult to grow and even maintain your desired audience.

YouTube “How-To” Videos

- FB personal profile: <https://youtube.com/watch?v=-BF7-d0WaAA&feature=share7>
- FB business profile: <https://youtube.com/watch?v=tMZ50fXi7wQ&feature=share7>
- FB post: <https://youtube.com/watch?v=e4rdyntP0jw&feature=share7>
- IG personal profile: https://youtube.com/watch?v=DEAZkFpVF_U&feature=share7
- IG business profile: <https://youtube.com/watch?v=2H99YUL-VRk&feature=share7>
- IG post: <https://youtube.com/watch?v=e4rdyntP0jw&feature=share7>
- LinkedIn profile: <https://youtube.com/watch?v=jh5eDSMPvjE&feature=share7>
- LinkedIn post: <https://youtube.com/watch?v=8mgKtm-vRfM&feature=share7>