Digital Marketing Toolbox

Toolbox to Take with You
Karen Jane Ludwig
All about me!
EXCEL ENTREPRENEURSHIP LAB PROGRAM ASSISTANT

Who am I?

UNIVERSITY OF MICHIGAN SMTD MULTIDISCIPLINARY VOICE PERFORMANCE STUDENT

INTERLOCHEN PUBLIC RADIO PUBLIC RELATIONS/MARKETING INTERN
Family is very important to me!

I’m a YOOPER.
KJ's Cupcakes
Entrepreneur at 11 years old

Touch Of Blue (New American Voal Ensemble)
Artistic Director

ANYTIME Band
Singer

Sigma Alpha Iota (Alpha Chapter) Member
Corresponding Secretary
Planting classical music in unexpected places with the Sound Garden Project

Soundgardenproject.org
Who are you?

What are you trying to do?

Mission

Vision

Values
Who is Participating?

**Primary Audience**
- Who is paying?
  - name
  - age
  - gender
  - income
  - race/ethnicity
  - geographic location

**Ideal Client Exercise**
- Who would this look like?
  - [image of a phone with a chat bubble]

**Ideal Collaborators**
- Who would this look like?
  - [image of a star]
OUTLINE OF COMMUNITIES SERVED

ORGANIZATION VALUES

STORY OF FORMATION

TEAM BIOS

FULL DESCRIPTION OF PROGRAMS
In these inspired essays, Karen Anderson explores the landscape of our common life in search of meaning. Sometimes it’s partly cloudy but then, a gradual clearing.

Scan the QR code to order your own copy of Interlochen Public Radio’s music director Amanda Sewell’s book.
SOCIAL MEDIA POSTS

1. Lighthearted Content
2. Distinct and Engaging
3. Set Framework (short term vs long term)
4. Clear, Direct Language
EDITORIAL CALENDAR
SCHEDULE POSTS

1 Planoly.com
2 Hootsuite.com
3 Buffer.com
4 Loomly.com
1. Tik Tok for Business

2. Marketing Campaign on TikTok

3. How To- Instagram Reel

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<thead>
<tr>
<th>Phase 1: Plan</th>
<th>Phase 2: Build</th>
<th>Phase 3: Launch</th>
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<tr>
<td>Get to know your audience</td>
<td>Use TikTok Shopping features</td>
<td>Engage meaningfully with your audience</td>
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<td>Research trends</td>
<td>Engage with creators</td>
<td>Amplify UGC</td>
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<td>Consider hashtags</td>
<td>Use creative effects</td>
<td>Measure your campaign success</td>
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*sproutsocial*
GRAPHIC SCORE YOUR WORLD
KJ’s first graphic score composition

scattered sounds
Performance Notes: Scattered Sounds

Piece duration | 3-5 minutes

One Note Motif: F#

Food For Thought:

- Never Returner - a partially enlightened person who has cut off the first five chains that bind the ordinary mind.
- Consider this thought of enlightenment in your musical choices.

Questions to think about before performing:

- What sounds are moving about in your mind and where do they go and come from? Scattered, cohesive?
Mount Meru
Interpretive Work for Two Voices
Inspired by: UMMA Art Museum Piece
Questions/Food For Thought

● How do you make it to the center?
● What’s restricting you from grounding/centering yourself?
SECOND VOCAL GRAPHIC SCORE with words and scat improvisation

- GROWTH and development of vocal improvisation, with the use of scat syllables in Shine Bright, Starlight
**[Maggie]**
I think of you it’s true

**[Allison]**
The moon illuminates this star crossed love

**[Brooke]**
No matter how far, you’re the brightest star

**[Karen]** Dm7, G7, C
Shine bright, starlight. I’ll find you again someday

**INTERLUDE OF SCAT**
C, C#dim7, Dm7, G7
light blue lighting, slight purple undertone
-Go around in a circle
-4 measures each
-Karen starts

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Watch Shine Bright, Starlight:

Start from 3:20
Improvitational scat section

Featuring the BlueNote Vocal Ensemble
Whoever said you can't have everything, never saw this
18 private acres of nature's best, executing over 6000+ sq. ft. of flawless perfection. Your sweeping entry drive brings you door to door with exquisite craftsmanship.
The all en-suite bedrooms lends new meaning to spaciousness, each with views of this incredible property.
Paint the world you want to see here at 4975 Ridge Creek Ln. Ann Arbor, MI 48105

A glorious retreat home with all you could ever need and more...
TEAM MARKETING FEATURES

show dynamic of the organization culture

01  baby picture - team member

02  meet the team posts, photos in action and clever, focused bios

03  celebrate team personal projects/events

04  what did you want to be when you grow up?
University of Michigan EXCELerator Incubator 2022

EXCELerator Prize Winner

SMTD EXCEL
Our mission is to inspire diverse audiences through the exploration and presentation of jazz-centric American vocal music, with a commitment to uplifting and celebrating this music through both improvisatory and more conventional performance modes.

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We're a group of mostly music majors, although we're open to students across the U-M Ann Arbor community. You can read more about our mission [here](#), and feel free to check out our Fall 2022 [audition](#) information!
Our Mission

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The music we perform is heavily influenced and inspired by jazz as an American idiom, which is rooted in African American music-making practices of the last century.
Our Artistic Space is:

One that challenges its members to repurpose their existing skills and learn new ones to bring a more inclusive, nuanced understanding of jazz to the university and wider community;

One that engages with new writing as much as or more than it engages with music of the past, to foster collaboration in the creation of jazz-centric musics;

One that encourages a healthy engagement with our own positionality, as well as the intellectual and physical labor it takes to create and maintain such a space, so that our mission is tangible and actionable for the foreseeable future.
Our Projects

Check out our latest projects, including *Shine Bright, Starlight*, a music video we made in the Duderstadt Center Video Studio of an improvisatory graphic score written by Karen Jane Ludwig, our creative director.
KJ’s first graphic score composition

scattered sounds
The only problem you can’t solve is the problem you refuse to recognize.

no critique-no progress
simple steps- incredible outcome

What are the strengths of your team members?
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