

# Premium Marketing Pack **For Dance** **School Owners**



# Hey There!

In this Premium Marketing Pack, you'll get insider knowledge on how to make your brand stand out from a busy crowd! We'll be breaking down everything you need to know about branding, social media marketing and simplifying your customers' journey.

Ready to become a marketing guru? Let's get into it!



# Strengthen Your Brand

Before you dive into promoting your dance school, it's crucial to grasp the concept of branding. Building a robust, consistent brand that aligns with your core values is the key to connecting with your target audience and guiding your marketing efforts!

## What is “Brand”?

Branding encompasses the overall look and feel of your dance school. It's the fusion of visual elements, like your brand colours and logo, with the core message you want your customers to associate with your dance school. In simple terms, branding sets your school apart from the competition!

## What Parts Make Up a Brand?

**Purpose:** What is the heart & soul of our brand? Why does it exist?

**Name:** What's your brand called?

**Personality:** What characteristics does your brand have?

**Tone of voice:** How does the brand talk & communicate?

**Style:** How does your brand look?

## Here Are Some Tips to Ensure a Strong and Consistent Brand:

1. Ensure your dance studio's name and logo align with your message and are easily recognisable.
2. Develop a set of brand colours that complement each other and use them in your logo.
3. Consistently use your brand colours across all marketing materials anywhere parents come into contact with your brand.
4. Use your social media bio(s) to convey your core brand message, unique selling point, or slogan.
5. Ensure that your online content is cohesive and remains true to your branding.





# The 7Ps of Marketing

Having a good understanding of your market is essential in such a competitive environment. That's where market research comes in! An easy way to make sure that you've covered everything is to use the '7Ps of Marketing'. And here's how:

## PRODUCT

This is your classes, workshops, shows or branded merch that you offer.

- Are they suitable for your market?
- Could you offer more products and services?
- Can you do anything to improve your class offerings?

## PRICE

This is how much your customers pay for your dance classes. Trust your business and its worth.

- What are your customers prepared to pay?
- Are your prices competitive?
- Are you making a profit?
- Price vs. quality analysis - Continually re-evaluate to make sure they're market-appropriate.

## PEOPLE

The people behind your dance school are inseparable from your brand and product.

- Do your team members fully understand and consistently represent your brand values? Make sure these are communicated to them clearly and effectively.
- Do they have the necessary certifications and security clearances?
- Are they fully trained to teach effectively and respond to accidents and emergencies?
- Do they bring a positive, friendly attitude to every interaction?

## PROMOTION

This is how your customer is persuaded to book your classes.

- Do you have an introductory offer?
- Do you run dance shows and competitions?
- Do you encourage word of mouth and use advertising platforms like ClassForKids' Discovery Site?
- Do you share leaflets and flyers in the surrounding areas?

## PLACE

This is where your classes take place.

- Consider if you're in the best location, and if not, how you can change it.
- Remember, first impressions matter.
- Is your venue clean and safe?
- Is your brand noticeable in the venue?
- Is it clear where parents have to go for drop-offs and pick-ups?

## PROCESS

This is how you deliver the same standard of service to your customers.

- Are you easy to do business with, and do you continually think of ways to increase efficiency?
- Are your classes easy to book?
- Do you make your classes better by asking for feedback?
- Are you consistent in your communication with parents?

## PHYSICAL EVIDENCE

Think of this as clues that tell customers they're in the right place.

- Is your reception area clean, organised, and welcoming?
- Do you display positive feedback from happy customers or awards?
- Does everything customers see (from your website to your facilities) reassure them that you're reliable and professional?

# Competitor Analysis

The next step on your journey to marketing success is by conducting a competitor analysis. Have a look at some of the other dance schools in your area to assess what they're doing well, how they're reaching parents and what they aren't doing well. Here's how you can get started:

- Review your competitor's website to see how they market themselves and how parents book classes
- Look at your competitor's pricing to see where you stand against them. Being more expensive isn't a bad thing - you just need to make sure you showcase your value.
- Investigate your competitor's social media content to see what parents like and what type of content engages them most.
- Look at your competitors' reviews to see why parents rate them well. Spend time looking at poor reviews as

# How Can I Stand Out in Comparison?

The research you've done will help you establish your own unique selling point (USP), providing your dance school with that extra 'something' that your competitors don't have. Your USP could be related to the type of classes you provide, your school's visual appearance, your promotional techniques and any other aspects that make you stand out. This should be a memorable aspect that customers think of and associate with your brand, backed up by the research carried out on your market and your competitors.

**Get inspired  
by Simon's  
success story!**





# Word of Mouth (It's Your Most Powerful Marketing Tool)

Have you ever bought something because it was recommended to you by a friend? Well, that's word of mouth in action! By having customers say nice things about you to friends and family members, or even online, you can bring a ton of new business to your dance school.

People trust and respect the opinions of others, especially those they feel close to. That's why word of mouth is important when trying to increase your brand awareness. So, remember to use this powerful aspect of marketing across your website, social media and other marketing materials.

Word of mouth is super effective on social media, so make sure to share lots of testimonials from your happy customers whenever you can and get parents to be advocates for your dance school. Get them talking about you!

**Top Tips:** : Social media users LOVE to tag their friends and share posts that are relatable. So, why not create a campaign that will encourage your customers to like, share and tag their friends within their network?



# Looking to Attract New Customers?

## **Open Days**

Hold open days where you can connect with prospective parents. Give parents a glimpse into your dance school and classes while offering new children the chance to join in and experience the fun firsthand.

## **Encourage Referrals**

Incentivise and encourage more people to join your dance school by offering incentives. For example, invite your existing customers to bring along a friend in the new term and reward them with a special referral discount

## **Participate in Events and Competitions**

Take part in events and competitions to boost your dance studio's visibility. Showcasing your studio at local shows or community events helps you reach a wider audience and build connections within your area.

## **Social Media**

Having a presence on social media is a great method of targeting and attracting new customers. You can think about running a LIKE/SHARE competition to give your dance school an extra boost.

## **Posters / Leaflets**

Posters and leaflets are a budget-friendly way to promote your studio locally. Why not partner with a local business or two for a joint promotion strategy and expand your reach even more?

## **Free Trial Sessions**

Offering free trial sessions is a great way to boost your numbers. Focus on areas with high foot traffic, like schools, community centres, or family-friendly events, to reach new customers.

## **Team Up With Schools**

From the chance to promote your dance school to a new market or running your classes at new venues, to being able to increase the impact that your dance school has on the community, there are a whole host of benefits to linking up with schools!



# Social Media Like a Pro

Becoming a social media pro isn't as difficult as it might seem at first. Most of us are already posting on the regular and you may just want to improve on the skills you already have! Luckily, all it takes to master social media is a combination of consistency and a routine, with a great template to follow.

## Organic Engagement

If a follower engages with your post, then that post will reappear on the timeline of their Facebook friends. This is great, because they're likely to be in the same demographic as your customers! That's why it's a good idea to encourage engagement on your posts with a Call To Action (CTA) - more on this later in this guide!

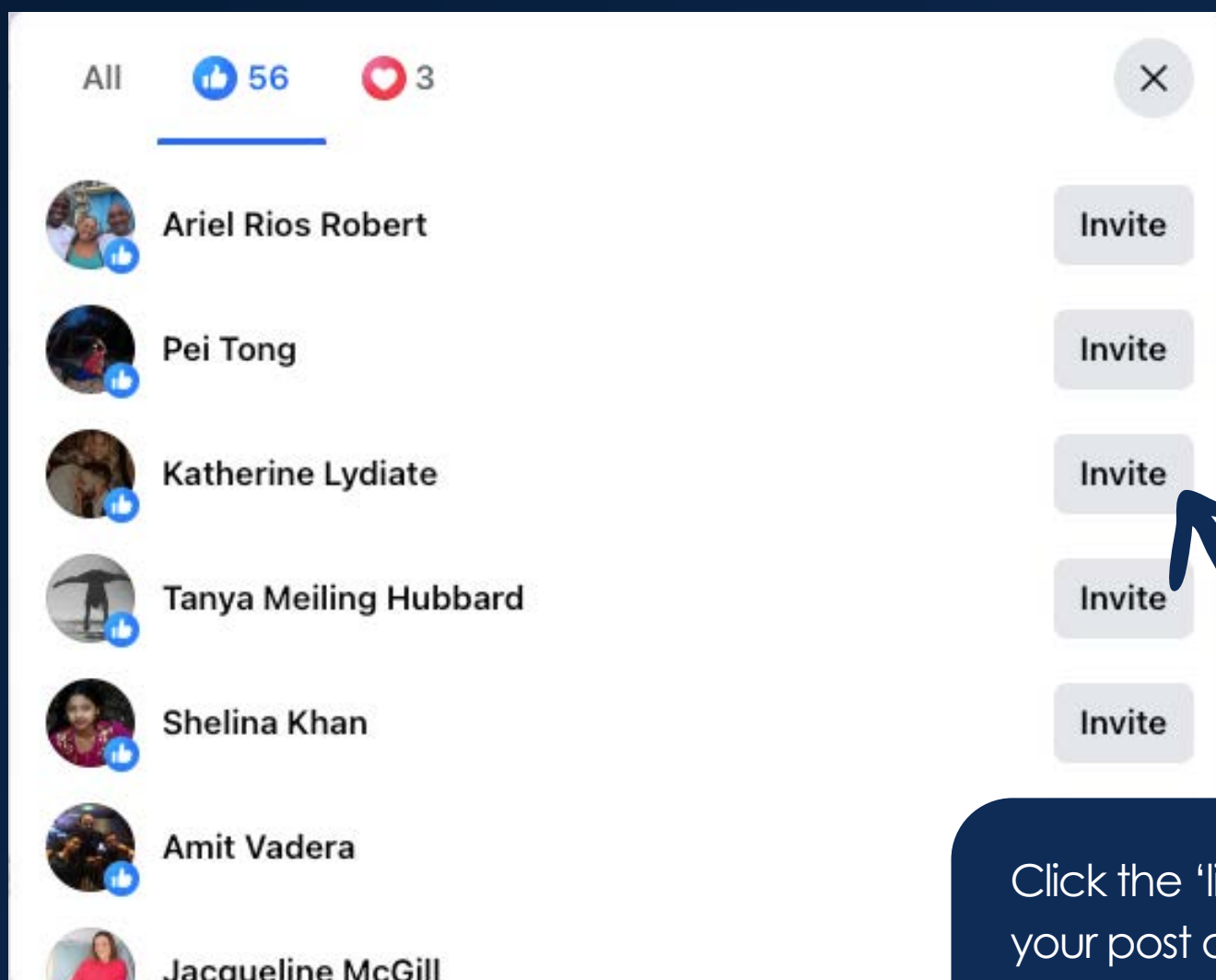
Remember to take into consideration the types of posts that gain organic engagement and traffic to your social media posts and page. Does your audience like candid shots? Do they like photos from competitions? Go ahead and experiment to see what works best to attract more engagement!





## Inviting Likes to your Business Page

Did you know that if one of your followers' friends likes your original post, you can invite them to follow you or like your page - giving you even more people to market to. It's a simple and effective way of inviting people to like your business page. Try it!



Click the 'like' icon on your post and start inviting people who have engaged with it to like your page!

## Lookalike Audiences

A 'lookalike audience' is another method for reaching people who are most likely to be interested in your business because they share similar interests to your existing audience. Facebook allows you to use your existing followers / page likes to create 'lookalike audiences' (more about this in section 3) for advertisements, so you can find and target people who are just like your current loyal customers and parents!

# Structure & Build Effective Ads

You've spent time building your audience on Facebook, inviting people who have liked your posts and started posting. So, now what?

It's time to start building Meta Ads (the fancy way of saying Facebook and Instagram) and target potential customers to increase the number of kids attending your classes.

Similar to organic posts, parents are only going to like, click or share an ad if it grabs their attention. This makes it essential to have a title and image that brings everything into sharp focus. It can be helpful to create three or more different versions of an Ad in a document or spreadsheet before jumping into Facebook.

Firstly, stop and think about what business objectives you want to achieve. Do you want to fill classes, advertise new services or even announce new merchandise? Once you have your answer, you can begin to create ad content which will take into consideration three core things that will help you tell the story:

- 1. Creative (Image)**

- 2. Copy (Text)**

- 3. Call-to-Action (CTA)**

## Creative (Image)

A picture is worth a thousand words, so use it to tell your story! Share photos of kids in your dance school learning, smiling, and having fun (with permission, of course) to showcase what makes your classes special.

## Copy (Text)

Vary what you want to say. Try one title that poses a question or problem, one that is very clear about the ad's purpose and solution, and one that is in line with the image attached to it. You could even use a testimonial. Make sure it sounds like your brand and your ad will be a success!

## Call-to-Action (CTA)

The CTA in an ad is what tells the audience what to do next. Consider what action you want the parents to take: do you want them to “Book your space now!”? Or do you want them to “Shop Now” because you dropped new merchandise?



## A Word About Audience Types

When it comes to building your ads on Facebook, you have the ability to target a range of different audiences. You may find that these are particularly useful and cost-effective:

- Custom Audiences (directed specifically to your current customers about a new class or an offer)
- Lookalike Audiences (directed to an audience similar to the 'Custom Audience' to get more customers on board and spread brand awareness)
- Saved Audiences (directed to a specific area/location)

## Custom Audiences on Facebook

'Custom Audiences' would be your most high-value target audience because this allows you to target past website visitors and people who have previously engaged with your social media content.

You can even include past customers of your dance studio on the list and hope for a return! This audience have warmed up to your messaging and will most likely return to engage with your content and even take the initiative to send their child to your studio.



## **Lookalike Audiences**

Facebook 'Lookalike Audiences' lets you reach the people who are similar to your existing customer database, making them highly likely to convert and warm up to your messaging too.

**Here are the 3 easy steps to creating a 'Lookalike Audience':**

### **Step 1**

**You first need to create a Custom Audience to tell Facebook what type of users you want to reach.**

### **Step 2**

**Select the "Lookalike Audience" from the audience creation menu.**

### **Step 3**

**Select a target country and a percentage (1%-10%) of the targeted country's Facebook users (the percentage signifies the people most similar to your selected Custom Audience). And you're done!**

## Saved audience

Facebook 'Saved Audiences' are the audiences that you can define by choosing peoples' interests, location, age, gender, used devices, income level, etc. You can create 'Saved Audiences' both in the campaign setup phase or in the Audience Manager.

For example, if you are based in Greater Manchester you may select parents of children aged 5-12 within a 10 mile radius of your location. Your ad will be shown to this group only.

**Top Tips:** If you're looking to promote a specific class, you don't have to put a lot of budget behind the ad. There's no need for this to be targeted widely because you would be reaching people that are too far away to attend the class. Saved audiences would work best for you, and you can instead 'boost' a general post to people in a 30 mile radius.



# The “B” Word

**So, how do you figure out what budget your ads should have? The truth is, it depends on how many new leads you need, what your conversion rates are from new leads to customers, how enticing your offer/message is and even how ‘thumb-stopping’ your ad images are.**

Let’s assume, for simplicity’s sake, that you have followed our advice. You have a great ad ready to go, your audience targeting couldn’t be any tighter and you also have a streamlined follow-up process, how much should you budget then?

We have pulled together this handy Ad Spend Calculator (please note that if you’d like to change any of the metrics, you’ll have to create a new Google sheet, copy the example that we’ve provided and paste it into your new sheet) for you! Just input your info and let the calculator work its magic. If you have already run Facebook Ads, just add in your metrics from there. If you haven’t, we have added some industry stats to help you on your way.

You now have our top tips and tools to get going with your own Facebook campaign. Give it a whirl! The “B” Word

# Simplify Your Customer Journey

So how do we make sure parents book your classes? It's a common mistake to disregard the importance of planning for the sell. Don't let your hard efforts go to waste by giving potential customers a reason to drop off. In fact, there's a 'three-click rule' that our own Expert Growth Hacker, Angie, swears by:

Keep in mind the payment behaviours in today's society. Your potential customers are using smartphones, so they're used to fast, online services like Amazon, and they pay using Apple/Google Pay. It's best to provide them with the quick and convenient shopping experience they're used to!



*"The three-click rule means that users will typically abandon a website if they're unable to complete their task within three clicks... Convenience is everything."*



# Now, Ask Yourself: Is My Website Easy to Navigate?

If the answer is no, a few quick changes will improve this. It's imperative to review your website from the eyes of a prospective customer so you aren't missing out on custom due to a messy user journey.

When using an online booking system like ClassForKids, you can embed your class schedule straight onto your website. Not only does this make the booking process seamless for parents, it also allows you to “get them while they're hot.” Whether you add an iFrame code\* or have a ‘Book Now’ Button, these small changes will make a huge positive impact to your customer's experience.

**Remember, if you don't have a website, you can simply insert the “Book Now” button using your Facebook profile! You'll find the “+Add Button” button under your cover page.**

## ***What is an iFrame?***

*An iFrame (or Inline Frame) is simply a HTML code that is used to insert content from a different source to an existing web page.*

# And There You Have It

You're now equipped with all the marketing knowledge you'll need to confidently run your kids activity club. So, go out there and spread your magic across the land. And remember, ClassForKids are here if you need a helping hand!

Why not find out more about ClassForKids? and see what the industry leading software can do for you!

Show Me!

HEAR FROM OUR CUSTOMERS!



Best business decision we ever made! Frees up so much admin time and makes running the club, collecting fees and holding accurate data so easy! - **Nottingham Gymnastics**