21 Ways to Grow Your Dance Studio

1. The most effective thing we have done to grow our business is become more involved in our community. Celebrating our 20th year, our goal was to give back. We've done charity events, health fairs, free fit clubs, sponsored dancer, etc. To our surprise this has actually grown our business, not being our intention originally, we realize that getting out there to serve your community is a wonderful way to grow your business. We are overwhelmed with the amount of registrations we are getting so late in the season!

Community Outreach: A Marketing Strategy That Works
http://www.dancestudioowner.com/members/Community_Outreach_A_Marketing_Strategy_That_Works.cfm

2. I have decided to be open to as many dance class styles at my studio as I can offer; this year, that included Zumba. I was offered opportunities last year to have a teacher come in and offer Zumba, I refused. Little did I know that I was closing off a very important demographic in my area! This year I chose to offer it, however it was also important to me that I have the right teacher someone who has a background in dance as well as teaching other forms of dance and that they come in with built-in students. I was fortunate to find both, and was able to gain more exposure through word of mouth than I would have gotten by taking out expensive ads!

How to Add Specialty Programs At Your Dance Studio And Keep Students Coming In All Year Long
http://www.dancestudioowner.com/members/554.cfm

3. The best thing I did to grow my business this year was add a "part-time" competitive program. The students only had to take ballet, jazz and ballet exam class along with a jazz rehearsal class. They were allowed to dance one jazz dance in competition as well as teaching other forms of dance and that they come in with built-in students. I was fortunate to find both, and was able to gain more exposure through word of mouth than I would have gotten by taking out expensive ads!

Getting Started with Dance Competitions
http://www.dancestudioowner.com/members/Getting_Started_with_Dance_Competitions.cfm

4. I am very excited because for our next season I already have a ton of registrations at this time compared to last year for our new triple threat program - thanks to the interview I listened to on DanceStudioOwner.com. A past student just graduated from a university drama teachers program, and is moving back to our city. I contacted her and asked her if she wanted to teach our triple threat class: 90 min: 30 of voice, 30 of drama, 30 of dance for theatre. I have offered this program at a big discount for company students to help with their onstage performance, and many of our regular students have also registered for this class.

How to Add Supplemental Arts Programming and Events to your Studio for Increased Income
http://www.dancestudioowner.com/members/736.cfm?sd=15
5. This year I'd have to say I've taken steps to be more organized. This may seem boring but it's so helpful for me because I don't feel like I'm running around and it makes me a better teacher which, hopefully, leads to more enrollment and growth because students and parents are enjoying the experience they get at my studio.

How to Get Organized and More Productive Running Your Dance Studio Business
http://www.dancestudioowner.com/members/503.cfm

6. One thing that has improved our business this year has been asking for help when we see it's needed! My sister and I opened our studio two years ago and quickly realized how extremely busy our lives had become. Owning, teaching, cleaning and upkeep, marketing, event planning, etc. on top of being a wife and mother can get pretty demanding and overwhelming at times. We've now learned that asking for a hand here and there has definitely helped our studio in many ways.

How to Beat the Burnout and Keep Your Passion for Dance Alive As You Grow Your Dance Studio Business
http://www.dancestudioowner.com/members/618.cfm

7. The most effective thing that has happened this year to grow the studio has been to improve our website and to do activities that partner with other community projects.

How to Dramatically Improve Your Dance Studio Website by Answering Six Simple Questions
http://www.dancestudioowner.com/members/570.cfm?sd=64

8. The most effective thing I have done this year to improve our dance studio is to hire two more fabulous teachers who truly represent our studio's vision, goals, and values. The parents love them and tell their friends just how much little "Sally" is thriving in "Miss Sarah's" class at our studio!

How To Interview and Hire the Right Dance Teacher For Your Studio
http://www.dancestudioowner.com/members/650.cfm

9. The most effective thing for my business was hands down offering online enrollment! While each program is different each offers something amazing and that no hassle of paperwork! Having a way to quickly email each parent and/or class is such an amazing tool. While I often think I send too many my parents think otherwise and it has made my clients more informed and has decreased the office questions by over 50%!

How to Navigate the Ups and Downs of Transitioning to Online Registration and Automated Tuition Billing Software
http://www.dancestudioowner.com/members/655.cfm?sd=83

10. This website has help me so much this year, just when I thought I don't know what to do, I went to the "discussion forum" asked and I felt that my questions were answered right away and was overly helpful! If I hadn't found this site from the start, I don't know how my business would have ran so smooth in the dance mom's eyes. Being a first year studio and owner I was watched with every thing I did and this website helped me learn more about organization and management!

Dance Studio Owner Discussion Forum
http://www.dancestudioowner.com/members/cfmbb/forums.cfm
11. I offer adult dance and fitness classes and I think the most effective thing I've done is constantly making a connection with every single person that walks through the door. Every time they come I learn something more about their life, their family, their job, etc. I email them to make sure they're doing well and I send newsletters to keep them updated. So all in all customer service has been the thing that has taken my business from just a few people and one teacher to a growing studio and adding three instructors. When people know you care about them, they come back.

The 7 Secrets to Generate Word-of-Mouth Advertising for Your Dance Studio
http://www.dancestudioowner.com/members/199.cfm

12. The best thing I did for my business this year was to try Living Social and Groupon. They both ran early this year and we sold 520 with the both of them.

Living Social to Groupon. Is Social Buying A Good Way To Get More Students?
http://www.dancestudioowner.com/members/709.cfm

13. The most effective thing we have done to grow our business is to highlight our recreational kids. In previous years my competitive company has performed at all community events plus competed at a variety of provincial competitions. This season we had our Performance Company perform at several charitable and community events. This has increased their confidence and opened the doors for others to come to our studio. I think in the past by strictly showcasing our Competitive kids it scares some students and parents away. The phone calls are already flooding in for our registration that opens in June!

How to Build Your Recreational Dance Program for Students Aged 2-6 Using Effective Curriculum, Choreography, and Recital Planning
http://www.dancestudioowner.com/members/734.cfm?sd=15

14. We moved locations! Last year, when we had our Spring Recital, our studio had 22 students. This year after moving locations to the other side of the highway, we have more than doubled to 50+ students! I believe the visibility that we have in our new location simply let people know that we were there. We make use of the sign in front of our complex when it's our turn and also have banners up on a local major highway. Most of our new students seem to come from drive-bys.

Leasing Tips for Dance and Music Studios
http://www.dancestudioowner.com/members/Leasing_Tips_for_Dance_and_Music_Studios.cfm

15. One of the most effecting things that I have done this season to improve my dance studio business is to be smart about the number of classes that we offered. In the past, I wanted to make sure that the teachers had enough classes but often times those classes were not pulling in the revenue. I also was trying to satisfy each customer as if they had a customized dance lesson. I learned that this was not a good system to have in place. Therefore I got rid of "alligator classes" that were making my expenses higher than need be.

Audio: A Simple System for Scheduling Classes at Your Dance Studio For Maximum Enrollment and Customer Satisfaction
http://www.dancestudioowner.com/members/413.cfm
16. Switching from traditional marketing strategies (newspaper) to more web-based - following marketing tips from DSO of course! I am constantly updating our Facebook (free marketing) and it sets us apart from the other local studios, most who don't even have an official Facebook page.

**Set Your Dance Studio Apart with Facebook Timeline**

17. This year I focused on the home school population and scheduled classes during morning and afternoons during the week along with our already popular baby-preschool classes. This was very effective in growing my dance studio business.

**Building Successful Preschool Programs: How to Market to Local Schools to Establish Onsite and Offsite Classes**
http://www.dancestudioowner.com/members/706.cfm

18. The most effective thing I have done to grow my business is to make marketing a priority. I try daily to do at least one thing to market my business from sending an email about upcoming classes to posting a flyer at a coffee shop, even just mentioning that I own a dance studio to a new acquaintance. I believe that planting those small seeds each day, yields a harvest overtime.

**Marketing for Every Month of the Year at Your Dance Studio**
http://www.dancestudioowner.com/members/Marketing_for_Every_Month_of_the_Year_at_Your_Dance_Studio.cfm

19. The most effective thing I have done this year to improve and grow my business is start a competition team. Last year we had a performing group only. Taking that to the next level, this year we started competing for the first time. I was leery, in that competition can drive jealousy, unhealthy competitiveness, and cattiness among the dancers, but we committed to support and positivity, and it has done nothing but pay off.

**Competitive Dance: Planning for Butterflies to Soar like an Eagle**
http://www.dancestudioowner.com/members/609.cfm

20. The most effective thing I've done to improve my studio is to make a firm commitment to put my studio name everywhere. I used to think about marketing as one thing at a time, now I look everywhere. If I'm not there, why not? And how can I get there? It's just a different mindset, but it has made a huge difference.

**How To Get More Students With Google Places**
http://www.dancestudioowner.com/members/672.cfm

21. The most effective thing we've done so far this year to grow our dance studio business is to branch out and talk to everyone we see about dance and show them our passion and our enthusiasm for the arts. We have learned that our bubbly, upbeat attitudes are magnetic to everyone we meet.

**4 Ways to Make Your Online and Offline Marketing Stand Out from the Rest**
http://www.dancestudioowner.com/members/693.cfm