BECOME A MARKETING TRIPLE THREAT

Social Media + Mobile Optimized + Events with Incentive
Learn how to become a marketing triple threat and you will...

#1. Use **social media** consistently well, balancing engagement with promotion

#2. Have a website, email, and social media updates that are **mobile optimized**

#3. Embrace that you will **always** marketing and plan a variety of **events** with incentive
Here’s why we want you to be a marketing triple threat:

• We get to peek into hundreds of dance studio owner’s marketing strategies, you get to benefit from this!
• Everyone is on their mobile device!
• Students and families respond to an incentive to take action; social proof, scarcity = deadlines, loyalty rewards, savings; time and/or money, and FUN!
• Social media is the norm, it’s where people go to get their news and latest info, you have to meet them there
• A steady stream of new and returning students who refer you – that’s our goal!
Here’s what you’ll also learn:

- How to leverage your social media marketing efforts with a **consistent plan** that actually frees up your time.
- Creative ways to **differentiate your programs** and get new students in the door using the technology at your fingertips - **low cost, high impact!**
- Idea-generating examples from our **expert panel of dance studio owners** that you can apply to your own unique events.
- Specific ways to capture the attention of potential students that encourages them to take the next step to visit your studio and register.
#1. Social Media

- **You need a plan;** get it on paper and/or calendar
- **Consistency is key;** use scheduling tools!
- **Photography & Graphic Design Rule!**; There are plenty of inexpensive and free available
- **Use reporting insights & data;** look at your stats, they guide you!
Create Your Social Media Marketing Plan

• What are your studio goals for your social media activity?
• Use a studio planning calendar to map out the big events, recommended How to create your annual studio planning calendar on DanceStudioOwner.com
• Use one of our tools to make your content calendar
• Utilize scheduling features on Facebook, Third Party apps (HootSuite)
• Get your digital assets organized
• Identify where you need more images, graphics, or help
• Use Free/Inexpensive tools: Canva, PicMonkey, Pagemodo
Case Study: Social Media Strategy with Consistency

- Samantha Gobeille of Arizona Dance Artistry in Phoenix, AZ
- Creates a social media calendar based on studio events, productions, recitals and summer
- Uses questions, reply ideas as ways to get her studio audience engaged
- Shares educational content pieces: #AZDAhealthydancers
- Connects her studio to the community
- Sam: Uses social media consistently well, balancing engagement with promotion!
Event: Dads Partnering Class

- Samantha produces and plans 3 Full Length Nutcracker performances & 3 Community productions through her non-profit ballet company affiliated with her studio.
- This event was an opportunity to get the dads involved, educated and excited about their child’s future in dance!
What are some creative ways you can differentiate your programs?

- Father-Daughter Partnering Class
- Special Needs Classes
- Brothers dance too!
- Prom dance lessons…for free or for a donation
- Alumni programs, bridging the gap between studio to school
- Safe stretching, injury prevention
- Workshop based specialty events
- Make up training tips/workshop for moms/dads and dancers new to competition or performance
- The ideas are endless….have fun with this!!
#2 Mobile Optimized

- Responsive across all devices: iPhone, tablet, desktop
- Thumb friendly navigation: push to talk, click to navigate, easy to message
- Website landing pages should allow your potential students and current students to take action; view schedule, register, send a message, get directions.
- Unsure if your site is Mobile Responsive?
  - Google Developers – Mobile-Friendly Test
  - Quirk Tools – Screenfly
    http://quirktools.com/screenfly/
- Email Marketing – Mobile Tips visit “Successful email marketing strategies for dance studio owners” http://www.dancestudioowner.com/members/Successful-email-marketing-strategies.cfm
Case Study: Facebook Ad: Mobile vs Desktop

- Nearly ALL of the reach is on mobile and ALL the click-throughs to website are from mobile. Zero click throughs from the desktop ad.
- 5,269 reach to people on mobile device
- 38 reach to people on desktop
- The percentage of those being reach on mobile vs. desktop is HUGE!
Mobile Usage: Google Analytics Studio Website

Google analytics shows that nearly one-half of the visits are from mobile (in a one month period) 1,404 mobile vs. 1,613 desktop.

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<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
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<tr>
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<td>1. desktop</td>
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<tr>
<td>2. mobile</td>
<td>1,404 (40.99%)</td>
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<tr>
<td>3. tablet</td>
<td>408 (11.91%)</td>
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Try a class – sell the next step!

A $37.94 total investment for this one Facebook ad resulted in 66 website clicks, 5 Try-A-Class attendees, and 2 new registrations as a direct result, $1280. in revenue since January.

Tips: Make sure you send visitors to a mobile responsive page!
Your website, email, and social media updates all need to be mobile optimized
#3 Events with Incentive

- Embrace that you will *always* marketing and plan a variety of *events with incentive*
- Attrition rate for recreational children’s activities averages 20-50% each year!
- Plan events that get new students through your door year round
Ideas include...

- Free gifts: tights with dancewear purchase, tee shirt with registration, dance bag with bundle
- Logowear; it’s your walking advertisement
- Shoe swap
- Attend a community event
- Dance for a cause
Case Study: Logowear & Community Events

- Peter Myre: dreamdance Academy, Duluth, MN
- Active in his community with the studio
- Has fun with events and logowear to keep his name around town
Logowear for events

- CustomInk.com
- No minimums, create your own designs
- Fun to wear
- Tons of styles to pick from
- Examples:
  - Split Club
  - Recital t’s
  - Dancer of the year, month
  - Parade goers
  - Staff
Social Media + Mobile Optimized + Events with incentive

Chelsie Hightower Guest Teaching

Christmas Parade
“Dare to be remarkable” – Jane Gentry

- Embrace what makes your studio special
- Create a plan!
- Get excited about marketing all year long
- Find fun, interesting, and useful things to share
- Keep an open mind
- Focus on the positive
- Become a marketing triple threat 😊