



How To Become A Marketing Triple Threat

Suzanne: Welcome, everyone. This is the DanceStudioOwner.com Member Webinar. The topic today is on how to become A Marketing Triple Threat. We identify our triple threat here today as someone who uses social media with mobile optimized marketing and uses events with incentive.

I'm super excited because not only am I here to facilitate this conversation on a topic that I'm very passionate about which is dance studio marketing, but I'm also joined by Jill Tirone who is our resident social media marketing expert at DanceStudioOwner.com, as well as in general she knows so much about website development and teaching dance. She's a wealth of knowledge and our webmaster here at DanceStudioOwner.com.

We also invited two of our amazing Dance Studio Owner expert panelists: Samantha Gobeille from Phoenix, Arizona, and Peter Myre out of Duluth, Minnesota. Both are people I would call friends and colleagues. They're really great sources of information as well. I'm going to give them an opportunity throughout this webinar to share some of the things that have worked for them. Hopefully that will give you guys some ideas that you can tack on to your own Dance Studio.

I want to get into what this is. Why are we calling it A Marketing Triple Threat? I sort of get creative with topics, but ultimately becoming a triple threat is a good thing. Dance or certainly all Broadway stars, are all triple threats and I want to make each and every one of you as Dance Studio Owners a marketing triple threat, so we say once you become that (1) you will use social media consistently well. You'll balance engagement with your promotions.

(2) You'll have a website. You'll use email and social media updates that are mobile optimized. We'll get into that.

(3) You'll embrace that you will always be marketing. You're going to be planning a variety of events with incentive.

Jill and I kind of laugh because it used to be that you could do certain things at your studio and sort of forget about it. Students would trickle in and you'd think about it again a few months later. It's not the case anymore, is it, Jill? We are constantly marketing even as our own studio has been in the community for 40 years. There is never a day off from getting the word out. I think more than ever all of us are competing for people's attention and their business against the many many activities. It's not just other dance studios; it's generally the multitude of options people have today.

I want you guys to leave this webinar feeling really empowered with a lot of great information. I'll move on to the next slide that I'll have Jill comment on in a little bit, but this is sort of the why we want you to become the marketing triple threat.

When we were formulating this presentation which I will be doing LIVE next week at the Dance Teachers Summit in Long Beach, California, so if you're going to be there you're certainly welcome to attend...this is why we want you to embrace this formula. Jill and I get to peek into hundreds of Dance Studio Owners' marketing strategies. We are so blessed and grateful to know Dance Studio Owners from every corner of the world. That is what makes this webinar extraordinary. We have members from Australia, Canada, the U.K. to small countries in Europe and all over the world. We do get to see what works, what doesn't necessarily work anymore and sort of the nuances that you can learn from.

We really try to share that with you so that you can save time or save money and again, use it for what works for you.

Who knows this to be true, but everybody is on their mobile device. I pretty much can't go anywhere without my phone. It is the connection to everything. The bottom line is this presentation is going to give you some tips that will help you leverage the fact that your customers are on their phone.

The bit about the incentives is sort of my psychology degree coming out here, but students and families do respond to an incentive to take action whether that is social proof...meaning testimonials or accolades from other people, referrals. They do take action when there's scarcity...when there's a deadline or the class is filling up. They do like loyalty rewards. They do like to save time and money or friendly people like to be a part of something if it's fun. We're going to give you some ideas about that.

The bottom line is people go to social media for their news and information. It might not always be reliable. It might be a little random, but you do have to meet people where they are, so if that's where people are we're going to give you some strategies on how to meet them there.

The last bit is a steady stream of new and returning students who refer you. That is what our goal is from the seminar. I really want people to constantly be getting your name out and referring you. That's really why we want you to do that.

In formulating this – sort of inviting our special guests – I also want you to take away a couple of other tips which are going to be how to leverage your social media marketing efforts with a consistent plan. This will actually free up your time.

If you noticed a theme lately here at DanceStudioOwners.com we are talking a lot about creating plans – strategic plans, your marketing plan; it all ties together and ultimately this is going to free up your time because you won't be at the mercy of urgent demand.

The next piece we want you to take away is creatively to differentiate your program and using some of these low-cost high impact strategies. We all have our own unique take on how we teach dance or what our studio culture is. We really try to make sure that

when you're listening to any of this studio information you say: Huh. That might work for us...or...I hadn't thought about it that way.

There are some things that absolutely won't work for you and there are other things you might never have considered, so really want to give you some new ideas.

The next piece is I'm so excited that two of our expert panelists Dance Studio Owners are on the call live. They're here and are going to share some tips with you and then ultimately we have to encourage our potential students to take the next step to visit our studio and register. A lot of times we make these statements online thinking the next step someone is going to do is in the class with their ballet slippers on.

There are a lot of steps in-between that have to happen in order for someone to become a student at your studio. We're going to get into that.

This is going to be a lot of great content, and then we're going to go for requests but it will fill up the hour. As I always say, you are more than welcome to email. Post a forum on the DSO Forum. Our expert panelists are available to answer questions on the forum whatever comes up. While we're on this call if you're listening to the webcast you can type in anything on the Q&A box either a suggestion or a question.

Jill, let's start with our *Triple Threat Part 1*. This is where Samantha can get ready because I'm going to have you talk. You're part of this whole piece that I would call someone who really created a plan about your social media marketing and there's a picture on this slide of a calendar. We have a few of these going online right now but this one in particular we created very open-ended for you to create some high level points or goals for your marketing in general. We'll make sure you have that download.

We want to make sure you create a plan. I'm going to have you share a couple of tips about that when we get into the next slide about that. Consistency is key. I am not the poster child for consistency of certain things in my life but I have learned about how important it is around consistency with marketing. We want to give you some tips with some schedule tools and all the things that can help you.

It is so important that you have good photography and graphics design. They do rule the social media universe. We'll get into some ideas of inexpensive and free tools you can use.

Lastly, this was the hard part for me. Jill loves statistics. I love that about you, Jill. She loves to look at the reports and the data and the insights. We're going to give you a couple of examples so that you can walk away feeling empowered to look at those numbers. They really do help you know where to spend your money or focus your efforts.

I'm going to introduce you, Samantha, on the next slide. I want to give you a little introduction but I also want you to tell everybody a little bit about you. You've been a member of DanceStudioOwners.com for years, right?

Samantha: Yes.

Suzanne: You're in Phoenix, Arizona, and I want to get into a little bit about the specifics of your Nutcracker. At a high level can you give everyone a little bit about your background?

Samantha: Yes. Our studio is in Phoenix and has 2 very diverse programs that are within it. We have our general studio program but then within it we have our Phoenix Youth Ballet, which is our program we facilitate our Nutcracker through. That's really where the bulk of our fall semester is spent.

My background is completely in ballet. I'm very focused in it. Was raised in a ballet conservatory but also was in a goals studio path that competed. Jazz hip hop wasn't around yet. Tap...everything that you can handle in that traditional studio setting.

My goal was to have both within one building so that's what we do and that's what all of our marketing and programming is for - those 2 programs.

Suzanne: We brought you in today for this one particular piece because I think you have done a really great job of creating a consistent stream of social media updates that is not just promotion. You do a great job of balancing engagement and educational pieces. This particular slide was one just from recently. You like to get a lot of people commenting on posts and you share some helpful things.

Talk briefly...there's a screenshot here of how you did your AZDA Healthy Answers. Just give us some examples. Go for it.

Samantha: The plan you're talking about is I have certain days of the week that are dedicated just to social media whether it's creating new graphics on PicMonkey for them, creating the timelines of social media, or actually creating scheduled posts. With that at the end of the season in June I wanted to make sure we were creating content that people wanted to come and look at or engage with us through the summer, so I created a series of 3 contests.

The one before this was AZDA Love My Dancer and that was simple posting pictures of why they love to see their dancer. Everyone loves to talk about their child so it wasn't hard to get people to engage with it.

With this one specifically I wanted to really work on promoting health and dance in the summer. This is also the time when you're choosing a different activity for your child for the fall. I want to keep them thinking about why dance is important not just for the performance, and motivating them personally but from health. This is one way to get them engaging on that.

Also, the prize was free required dancewear. I'm also trying to get them to remember they have to buy their dancewear because classes start August 3rd at our studio. It had a multi-faceted reason why we chose this promotion and why we chose that prize.

All of us know when you're purchasing the dancewear you have tights. We use Revolution tights so we have them in full stock at our studio ready to go for this. I had already preordered some leotards and things so I knew what we would have, but that was the whole purpose – to have a whole week of people posting and commenting on that.

We have another one coming up in August. It's just fun to get them engaging because it's not just 'Enroll for classes' like you were saying.

Suzanne: Exactly.

Samantha: It was something fun. A lot of them have posted pictures of their kids which of course we love to do. It's really nice because then we get these really nice candid shots of the kids dancing at their parents' house. It's been fun. They've really been appreciative of it.

We started off with an email blast about the contest as well as promoting it on Facebook. We also get new users on Facebook because of the email blasts that weren't already fans of the page for whatever reason. We always have several ways we're contacting it. Any communication we have going out this contest is in the communication. There's a small bullet point and then we update our signature on our email to have the contest on there as well. We're really pushing to keep going to it.

Suzanne: That's awesome. Let's go back one slide and talk about how you do a lot. We're going to get into after this slide - how you do 3 giant productions of Nutcracker and the whole nonprofit ballet company that you run.

Really when you started out... this slide that I'm on right now is talking about creating your social media marketing plan. "In order for this to be effective I cannot stress enough how important it is to sit down and make the time to ask yourself what your studio goals are for this social media." It sounds like that's what you did.

You said: What do we want to do over the summer to keep people engaged beyond just promoting our classes? That's awesome. You sat down and you identified that. Some people like to use a pen and paper. I'm old school. I like a paper calendar, but however that works for you you've got to get it into some sort of a calendar so you can stay on deadline. Use the calendar system that you will use the most.

I linked it here, but we have on the website 'How to create your annual studio planning calendar.'
<http://www.dancestudioowner.com/members/How-to-create-your-annual->

studio-planning-calendar.cfm We did this last month on our webinar. You can download a bunch of tools to help you with that. I would highly recommend if you don't already have something going that you use that as an example.

Sam, do you use like Google calendar? How do you keep yourself on track at the studio?

Samantha: We do use a Google calendar. We also have our Outlook calendar. It's a variety of things. I like pen and paper as well. I'll sit down with an old school calendar that has paper and you turn the months. I'll write down the different things I want to do as a broad idea and then I start breaking it down into bullet points. I usually share that with my staff.

I'll say: Okay, between now and December here are all the top things we're doing. Here's what we're doing for this month. My office manager and I work very closely on this so she also has the ability to post and fill in some things. We're always staying on track with that. We're adding little social things that don't really fit in one goal or the other. They're just for fun.

Suzanne: It makes those impromptu posts a lot easier. (Jill, I'm going to ask you to speak here in a second.) There are other ways to do this so you don't have to be doing this on the fly every time but you're using some of the scheduling features. Jill, do you want to briefly mention that for Facebook and third party apps?

Jill: Absolutely. When Samantha mentioned about sitting down and setting aside some time to actually work on her social media those posts specifically, you don't have to be online posting every single day at different times. You can go and schedule it right through Facebook. You can create drafts and then schedule them in the future or just go ahead as you're typing your post and schedule it for a different time or a different day. You can do it right within Facebook.

There are some third party apps that work really well. You can do it through something called Hootsuite®. You can also do programs like Buffer. Hootsuite® is free if you're just a light user. Buffer is a paid program that you can use but it saves you a ton of time if you just want to go through and schedule everything all at once. Those are 2 of the really big ones that I use. I do still use Facebook directly to post a lot that way as well. It's very easy and convenient to just schedule it through Facebook.

Suzanne: Great. Thanks, Jill. A couple more points and then I'm going to have Sam share about her Nutcracker. The last bit I would say – because I work with our team at the studio – everybody is in different places. We try to get all of our digital assets organized into Dropbox. We like Dropbox because everybody can log in. We put our logo files in an easy-to-find place; we

label folders. Sometimes it's just sitting down and saying: Where am I going to put all this stuff? Half of that planning is sometimes is what allows you to get more momentum behind getting your social media marketing plan in place.

I've identified personally where we had gaps in photography and you might have someone on your staff or a parent. I use a mom who has an amazing camera and she loves to take pictures of her kid at the studio nearly every day. I highlight the calendar. She's so awesome. She just goes in classes and takes candid.

We worked out something where we give her some credit for dancewear for her child. She loves it. You ask yourself if it's worth it. It's worth it to us because I could never capture these moments the way that she does. It's great.

You might say: Oh, we need a new logo file. There are other courses for that. This webinar is not for that but there are resources in the Marketing Department on DanceStudioOwner.com if you need help.

The other tools we use a lot are things like Canva, PicMonkey, Pagemodo. These are all the tools that can help you make photos, have overlays and pretty graphics to go with them. If you don't already know about those I highly recommend that we have some more training on DanceStudioOwner.com about it.

Samantha, I want you to share about your Dad's Partnering Class. I have the slide up about this. Give a little background about this and I think people will be really interested.

Samantha: We always are trying to get more dads and parents involved and just embracing that we have a Nutcracker meaning paying for classes, paying for rehearsal time, just engaging that your child will be there for the weekend.

I think it's really important to have the dads buy into it. We don't always have a lot of men who come for partnering class and so it becomes a later process. We're always behind on that. It's just the nature of it so we came up with wanting to embrace the dads with Father's Day. What's fun to do for the dads? What can we do for the dads?

Every month we do a Dance Day blog post on Facebook. We feature them. Usually the moms take pictures secretly that they don't know of them dropping the girls off and then we make this whole about it.

It really become a fun thing. All the dads loved being featured. It was like 'Who is the Dad of the Month?' They all thought it was so great. I didn't know what we were going to have with this and I issued this Father-Daughter Partnering Class and it was twice a week at Father's Day. The

picture you see is of our 5 and up class and then we also did an up class. The 5 year olds and up could really have a mixed age and it was a really big class actually.

They came in for 30-40 minutes. We talked on the shoulder sit. We talked on some basic partnering skills and then how to hold hands and chasse just for fun and just to make it really simple and a little bit more fun for everybody.

The parents were like: When are we doing this again? But I had Dad's ask us: Can I be in the Nutcracker? Can I do this in the party scene with my daughter? It made our heart really full because the whole goal was to promote having more families involved in Nutcracker not just onstage but to be buying into it, supporting it, excited about it.

We had people who were at a birthday party the weekend prior that don't dance at our studio, saw this activity, didn't know about our Nutcracker, and are now doing our Nutcracker. It just made itself into a very exciting event that has nothing to do with tuition. We charge \$5 for the class. It's super easy and it really hit well.

We talk with the dads about how long we have Nutcracker rehearsals and what they have to do in partnering and it was really great for them to see the scope of what comes next for their young dancer. I think we really got some good support from that.

Suzanne: One of the things I liked when we talked about this before was that this is an opportunity for you to educate the dance dad even about point shoes and the progression of how a dancer will move through the process in a certain way. You made it really educational.

Samantha: Yeah, we did. We talked about how hard it was to learn the shoulder sit and the dads were sweating. I said: Think how huge a 3-hour sugarplum part of that rehearsal. Are you kidding? My daughter would do that? Yes. They had no idea.

We had an experienced partnering couple perform a couple of things to show them what that was like. It's nice to have them have that visual of what that would be. Your daughter isn't just 5 and will only do this; there's more to it. Again, it was really nice for them to see that and how challenging it really is and how much time it does take.

Suzanne: Exactly. I wanted everyone listening in to see this because this is an example of a different way to use social media. You share a lot of great photos and posted them on your page. It is very heartwarming and very different. It's different even than a daddy's dance and recital which a lot of people have. This is completely different. This is a class you ran on partnering really educational about the Nutcracker. I love it. Thanks for sharing about that.

I'm sure if anybody has questions they can ask you or post right now through the webcast and we certainly will connect you to Samantha. She is one of our contributors as an expert panelist. Thank you for that, Sam. That's awesome.

There are many many ways you can differentiate different programs. This list on this slide is long. I'll go through it really quickly but what Samantha said about the Father-Daughter partnering class...many people are trying different Special Needs classes. We've offered at our studio people who are developmentally adults to take Zumba. There is wheelchair dancing. There is so much. Brothers Dancing. Prom Dance lessons...you could have all the kids in for a free lesson for prom. There's a lot of alumni programs that studios are doing.

You could do a stretching injury prevention workshop. There are so many things you can do that you can share on social media to drive traffic and interest to your studio without it having to be a class that you keep running for enrollment.

If you're stuck on ideas come to us. We have them. That piece about social media – balancing out your promotion of the register now with your information, education engagement is really really key.

The next bit is where Jill is really expert and she's going to talk a little bit about the second part of our triple threat which is you have to mobile optimized in your website and your email and all of it. Jill, do you want to go through this slide with me or do you want to share a little bit?

Jill: Sure. Are we just starting right along with the Google Analytics, or am I on the wrong slide? I got it. They printed out backwards for me so I have to read right to left instead of left to right. I got it.

Okay. We talked about mobile optimization is definitely the way of the world. We can't live without it as Dance Studio Owners, so you want to make sure that your website is looking good across iPhones, across different tablets, across all of those handheld devices. Like you pointed out on the slide, some friendly navigation is really interesting because you just push to call or click to navigate so spacing is really optimal on your messages.

If they're going out and you have a button that says 'Click to register or Click for more information' making sure that somebody can actually hit it without hitting a bunch of other things with their thumb or their finger is extremely important. Then of course there's landing pages. If you're doing social and you're pushing out to your website those website pages should be optimized and looking good on those smaller screens as well.

You pointed out, too, that if you're unsure if your site is mobile responsive, there are a couple of links through Google and the QuirkTools. We have

the links here and the slides so it's a little bit of a longer link. I won't spell it out, but we're definitely going to have it in the notes or you'll be able to click through to it when we post to the website. You can see those there.

Again, talking about the email marketing, we'll go through and have some really good successful marketing strategies to go along with that. Do you want to ask some questions and prompt me along?

Suzanne: Two months ago we did a webinar based on email marketing strategies for Dance Studio Owners. If you missed that I have put the link on the slide. You just have to go to the Marketing Department on our website and it's under email and website.
<http://www.dancestudioowner.com/members/Successful-email-marketing-strategies.cfm> You'll see it there. We have a ton of great gifts. There's a whole email marketing planning calendar. There's a whole year of ideas on what to include in email marketing. We certainly have set you up to win in that department.

I think one thing I want to say about mobile optimization for your marketing is we're going to show you some stats here. I visit a lot of your studio websites and so does Jill. This isn't like: 'Oh, maybe I should get a mobile op for my website. Maybe I should get a mobile response.' You have to have a mobile optimized one; it's not even an option anymore. If it's not in your plan now it has to be put into your business plan in the next 12-18 months or you will not be able to compete with people who are running a website that's mobile responsive.

People are on their phones. It's just the bottom line and there are certain software programs in our industry, certain studio management programs that are still trying to catch up to what people register online.

I'm going to give you an example of how we built a landing page for our Try A Class to bypass some of these things, but it's not a perfect science. I'm not saying it has to be all done at once. We're still working on some of this over on DanceStudioOwner.com as well, but make sure you try and interface with your studio from a mobile device to see if it's possible if you were pretending to be a potential student. Can someone get on your list or reach out to you or get directions or make a phone to you easily from their phone? That's sort of my public service announcement of the day.

Jill: Can I add one more thing, too? In case the studio owners have not seen this in the news...Google is going to start penalizing websites that are not mobile responsive and giving more credence and more weight to ones that are. When somebody does a mobile Google search for dance classes in Houston, Texas, if your site is not mobile friendly it's going to rank the ones that are up higher and those are going to be the ones that pop up 1,2,3,4 in the rankings on a Google search. Yours will get left way down the list. We want to make sure that you know if it's not part of your plan to

do anything quickly or soon, definitely put it on your list to worry about in the next school year.

Suzanne: Exactly. One of the things we're going to get into now regarding this triple threat Part 2 is we have a study here on the Facebook Ads mobile versus desktop views. I'm going to let Jill go into this. We barely ran this last week. It was from our own studio. We wanted to see if we could get an additional push for registrations for our Fairytale Dance Camp which is a drop-in day thing. It's not even a week. We do ala carte days. It is intended to be a very easy to participate program.

Our intention is to be able to do 2 things at once when we promote this for summer. It is to get people to our studio website to see our fall schedule and also to come in for Try A Class. I'm going to let Jill get into the statistics about what happened here. Go for it, Jill.

Jill: We ran this ad and it's important to recognize that the amount...We only ran it for a newsfeed on a mobile device and the newsfeed on a desktop. The mobile device reach was so far ahead of the desktop. The desktop was only 38 people and the mobile reach was over 5,000. The ad was definitely sent out to more mobile users than it was to the desktop.

The really interesting part of this is that no one, not one of the people that it did reach on the desktop ever clicked through to the website. All of the click throughs came from the mobile devices. When we talk about making sure that you have a landing page on your website that can be viewed from a smaller screen on a mobile device, if you're running an ad to get the most bang for your buck, the people are pushing through from Facebook Ads to your website all from a mobile device. It needs to be friendly for them to view and navigate all from a small screen.

Suzanne: I want to add a side note. If anybody is listening to this you probably use a multitude of studio management software programs. We happen to use Jackrabbit Class at our studio. We tested their mobile responses registration grid...the new layout at the responses table. Part of the fun here is we like to experiment with things because \$50 is worth it for us to test these things.

The challenge is when someone tries to register from that the studio management software registration form is not yet mobile responsive, so that's unfortunately a limitation that I know they're working on. We're praying for that quickly, but at least people are able to see our schedule on a mobile responsive. We're driving them to our studio website which is mobile responsive so we can get them to call us to get on our list or what have you.

I want to talk next, Jill, about the Google Analytics on our actual studio website. Here's my slide. What's my public service announcement about Google Analytics, Jill?

Jill: Definitely our public service announcement about Google Analytics <http://www.google.com/analytics/> is that you have to use it. It is such a great eye-opening tool and if you don't know anything about it talk to your webmaster. Make sure that you're finding somebody who is understanding the importance of the statistics and of the analytics and have them work on it for you. It's such a powerful tool and if you know a little bit about it you can get a lot of information out of the analytics.

Suzanne: Right. In doing this it's going to help you see if you're new to what we're able to show through our Google Analytics...what pages on your website get the most clicks, where people are entering your site, through which page they're leaving.

You don't have to be...I was very scared of things like this years ago because I was like 'Oh, I don't understand this. This is not my thing. I'm a creative person.' These are big numbers. Frankly, I had to learn. You just need to know the basics, but you can start with those before you move on to the advanced. Just get yourself what I call dangerous enough to know how it works.

Also, we here at DanceStudioOwner.com could help you on our forum if you have questions about all this. Don't be shy. Ask for help because that's access to having this work for you.

This slide I'm showing now is mobile usage. Go ahead and share what that's about.

Jill: When we did look at the analytics it breaks it down specifically to the type of device that people are coming in from. We found that nearly half of everybody coming to the website was coming from a mobile device. Really the desktop click ins were just slightly above the mobile so if you're thinking about doing a mobile responsive and a mobile friendly website this is the time to do it because what we've shown from this particular website is that nearly half the traffic is coming from a mobile device.

Suzanne: Right and this is our own personal studio website so the slide you were talking about before, the Facebook ad was specifically coming in from mobile and this Google Analytics slide is talking about website traffic over one month on our dance studio. Nearly half of the people coming into it are coming in from their mobile device, so it's crystal clear that for us personally this is very important. Again, you have to look at your own analytics to determine that, but it's only going to go up from here. Thanks, Jill.

Let's talk about this last slide which is also going to hammer home some conversation about your triple threat and part of your mobile optimization. This case study is about Try A Class.

One of the things I learned early on is that you have to be selling the next step for people. It's very hard to take a completely new student and turn them into a dressed and ready on the dance floor student. You have to get them into something next.

Try a couple of ads if you haven't already that sell the next step. For us we ran this targeted ad specifically to try to get beginner dancers ages 6-10 or 6-12 who had never danced to try a class. We were not going for the preschoolers. We were going for the elementary kids. This picture we used was not intimidating. Nobody in here was even wearing a leotard. They're wearing street clothes it looks like. It's approachable.

We said: How can we get some kids into this? So we ran a less-than-\$40 and had 66 website clicks, 5 people went to our website and filled out our Try A Class form, and we had 2 new students register as a result. We only ran this in January and it was about \$1280 in revenue from January to June based on just those 2 for a \$40 ad. Pretty good.

I have no idea how to measure the results beyond that in costumes and tickets. I didn't even get into that. I'm just talking about tuition.

When Jill and I set this up we knew we had to send them to a mobile responsive page so again, if you're on a website and create a form where they just have to fill out their name and student's age and what class they want to try. Keep it very simple but we gathered enough information to get them into our system. That way they could sign up from their phone but they weren't really registering for anything. They were just getting their name in the system and we were able to follow-up and call them or send them an email.

Jill, any other insights about this in terms of mobile responses?

Jill: I think even more so it's just making sure that...I think having that form that you used was really great. A couple of ideas to do a form – you could even do a Google form. Google Drive and Google Docs <https://www.google.com/docs/about/> allow you to actually create a web form so that is an easy way if you don't have another way of doing that or if you're using WordPress there are some plug-ins like Gravity Forms™. Check in with whomever is working on your website and get a really easy, simple to fill out form that looks good on a mobile device and that way you can harvest those email addresses. Like you said, that's selling the next step to get them in the door and then they're registering for classes that you're then selling costumes for and future students down the road.

I think it's really good to get those forms on your website.

Suzanne: Exactly. We have more content to share that's going to impart Part 3 of our triple threat for which we have another special guest on the phone. Peter, get ready because I'm going to introduce you.

This part of our triple threat I call running events with incentive. Everybody wants some sort of an incentive and I'm not talking about tuition discounts. Let me come right out of the gate and say I like to try everything under the sun first before we run a tuition discount because there are a ton of things you can do that don't have to do with taking money off the top.

The first of this is you have to embrace that you're always marketing and you have to plan a variety of events with incentives. Once you get comfortable knowing that you're never going to be done marketing you can have fun with it. What are we going to do now? It's like an event planner and a dance studio owner and a teacher and a marketing person. It's fun.

This is a statistic that we have heard from other experts in the field but the attrition rate for recreational children's activities averages 20-50% each year. That is a high number. It's industry standard across children's activities recreational...martial arts, gymnastics, dance, things like that. Twenty percent of your recreational kids are going to turnover each year not because of anything but they try different things. They get bored with it. Their schedules change. They're over-scheduled. It's the way of the world.

If you're catering to children be ready for this. This could really motivate to plan events that get new children through your door year round. On a side note before I get into some examples that Peter is going to share and some other things that other studios have found successful, we do have an enrollment deadline for our traditional performing arts at the end of January.

We realized that a gap from February 1st to summer was long and each year we found a lot more offerings on our schedule of non-recital classes that don't look anything like our performing arts classes. That a whole other webinar for itself, but I just wanted to let you know that if you're thinking about this you're going to have to come up with some ideas so that you can market your studio classes the whole year long.

We've had a chance to talk to many studio owners about this and this is just a brief idea of what you can do. You can run events that include free gifts like tights with a dancewear purchase, tee-shirt with registration, a dance class for free with a bundle of dancewear. There are a lot of add-ons. (A side note: At our studio we guaranteed perfect fit of dancewear and costumes so we encourage anybody to come to the studio. We measure their child or write down their measurements for them even if they don't buy from us. We'll say: Listen, we guarantee the perfect fit if you

buy them from us but we'll even go one step further and do like a measuring event. Some parents don't even understand how to take a measurement. They don't know how to take a girth measurement. It's new to them. They're like: Oh, that's awesome! Thank you so much.

If they want to order it online That's fine but we've taken that extra step for them to understand that we really care about the dancewear fitting. You could do something like that. Come and be fitted for dancewear. You don't have to buy it. Here's a free pair of tights.

We did something like that a year ago and we found that the average purchase from people was \$60 when we gave away free tights. It's pretty awesome.

LogoWear. We're going to get into this with Peter, but LogoWear is so awesome. It is your walking advertisement. It's everywhere and kids love to wear it. If you don't have logowear now I would recommend that you put that on your marketing plan

We do a shoe swap. We've let people bring in their gently used shoes. People call that a Second Chance to Dance. We give people a \$10 credit towards a new shoe purchase when they bring them in. We've let them swap out for free. People spend more when you give them a little buffer at the beginning.

You could have a community event which Peter is going to talk about. There's so many to be had – parades, festivals, carnivals. There's so much and there's plenty of dance for a cause event to get people out to.

With no further adieu, Peter, are you on the phone? This is Peter Myre. He is on our Studio Expert Panel. He's at Dream Dance Academy at Duluth, Minnesota. What have I forgotten to mention except that you're a great teacher and studio owner?

Peter: I don't think anything. I did want to say something back to the slide you were just on. A couple of years ago we just did Free Dance Class Saturday as a way to open it up to the community but also to get our current students to try something different. We just each Saturday for a month did a free hip hop class. Anyone could come in and try to hip hop class that's never done one before or maybe that's their favorite style. We saw a spike in enrollment from kids that came with their friends that already danced here.

Suzanne: Awesome. Great tip.

Peter: It wasn't expensive for us. It was paying a teacher or if the teacher was willing to do it for free it was cool. It was like a free advertising thing to get new people into your studio or that kid that's taking a jazz class: Oh, this hip hop thing is kind of cool. I want a hip hop class, Mom.

Suzanne: Exactly and part of the reason why you're on the expert panel is you obviously do great work with your dancers but you represent the type of studio owner who is incredibly connected to your community and you're very woven into the fabric of what it's like to live in your town. I think so many of us aspire to that and I appreciate your sharing. We had a fun conversation. I can't share all of the pictures but you do a great job with logowear. You do so many events.

The next slide I have is about your parade and things like that. Let's just start at the beginning. You use Customink for your logowear, correct?

Peter: I do. I use Customink because it's immediate. I went through a local and you had to wait for the designer to get back to you. I uploaded everything I wanted here. I can see my sweatshirt at the top and see what it would look like in that color. I could switch it to a different color if I didn't like that one. I started with a sweatshirt and wanted to switch to a tee shirt. It's so immediate. That's what I like about Customink. It's all there. They have everything.

I have performance shirts like those athletic feeling shirts right now. I've sweats, shorts, tank tops all just sitting waiting to be purchased.

Suzanne: Tell a little bit about you do like a Split club. You do a Dancer of the Month. Tell us a little bit about that.

Peter: At the Dance Teachers Summit they talked about promoting things like positivity. Two years ago I started Dancer of the Month so each kid had an opportunity to have their name put in the bag for that dance class. At the end of the month we chose the two that had the most votes. They got that free Dancer of the Month shirt. That's kind of what I used there. I tried to encourage the kids to do their splits and get them all down which was a challenge.

I figured we have 136 kids last year and only 21 of them were able to do right leg-left leg and middle split, so we wanted to recognize those kids with shirts so we created a Split Club shirt and the nice thing with Customink is the more you order the cheaper they go.

Suzanne: And there's no minimum order. You can just order a few tee shirts if you want.

Peter: Yeah. I said there are no minimums I think there are like brands or colors that will do like a 6 minimum. But for the most part they're not. My Dancer of the Year we choose 2 and was able to just print 2 shirts of that.

Suzanne: So you're able to really customize your logowear for the types of events you do whether...and that's why I wanted you on our call because we haven't gotten that. We have different types of logowear at our studio but you've really inspired me to create some real specific logo items. That's

why I wanted everybody on this call because you're showing us how...I love the tie dyed sweatshirt. That would be fun for our kids.

Peter: The neat thing with that is I couldn't choose a color. I couldn't figure out what I wanted so I offered each color and let each kid pick. We have a Christmas City of the North Parade and those sweatshirts...we had the Grinch and then the rest of the kids were the Whos from Whoville. They had to be bright colors and they got to choose whatever color they wanted.

Suzanne: How do you facilitate the payment on that, Peter? Just they just pay you directly and you order it or ...?

Peter: You know, I think there's an option to do it online now. I always have them pay me because what I do is I price out based on my guestimate of how much they are. My guy shirts I ordered 20 and that was around \$20 a person. So then anytime it went more it went cheaper so for my sweatshirts I started the price at \$50 and we ended up selling them for \$30.

The price ended up dropping even further then I was able to add in their name which is what that example is – on the backside. The kid's name was on that sweatshirt and I believe it was either \$4-5 to add some other customization in, but because that price dropped I still was able to add that and still profit off of them.

Suzanne: That's awesome. Let's talk a little bit about one of the things that I love that you're so...This next slide summarizes what we talked about. These are pictures of your newspaper in town. I want to back up and say you are very active on social media. I follow you on all your channels. You do a great job of posting real kids and real pictures. While everybody watching us sees actual physical newspaper I just wanted to back up and say Peter does a great job on social. You are using mobile plus these events with incentives.

On the left I want you to talk a little bit about your Chelsie Hightower event and then the Christmas...how you got your publicity....This is sort of taking it to the bonus level of Marketing Triple Threat.

Peter: At Christmas City of the North Parade honestly we have done nothing the past 2 years. We have been the only picture on the front page of the paper for the past 2 years with our routine. We don't know why. They apparently like us. I have no connections with the newspaper whatsoever. In the past like for the Chelsie Hightower one we got an email that she was going to be in town and did we want to hold a class. We're like: Yeah, why not? We set it up in 2 days and got her to come in.

I don't know people but I just know where to go for the newspaper and the news. We also had the news here that day when she was here. I emailed the newspaper and we had this one lady who came and interviewed us

when we went to the Orange Bowl in the Macy's Parade, but I just sent her: I'm not sure if this is newsworthy or not but I have Chelsie Hightower from Dancing with the Stars coming in if you're interested. She's coming to stay.

She came in and it was front page and a whole other page that they wrote inside about her. It was really just kind of neat to see (1) dance is on the front page of the paper instead of something negative, but (2) it was exposure for the kids and exposure for my studio. It was a really nice thing and all I did was send an email saying I don't know if this is newsworthy or something you'd be interested in.

Suzanne: Peter, what I love about you is you're so subtle about your promotions and like you just said, if anybody like the news or the people would be interested the answer is if it's positive why not? There are so many negative things.

One of the things we've struggled with is it seems like the newspaper just wants to feature our local sporting events, but dance has proven to be much more mainstream. It doesn't hurt to send an email or make a phone call. What's the worst they can do – say no? Okay, great. You can still put that out on your social channels but this takes it one step further. I think anybody listening in wondering where we can leverage this...

Oftentimes you can use posted – this is an even more advance technique and Jill and I will have to talk about this, but your search engine optimization grows deeper. When you share links that are external from your studio on your social channels sometimes that boosts their organic reach more than something coming out of your own site. These are the things that I get excited about.

Thank you, Peter, that's awesome. To everyone again listening, we're going to answer a couple of questions. A couple came in from the web and I have one last slide. Let me answer the questions with you and Jill you might have some. Peter, question for you. Do you charge your dancers for their Split Club tee shirt or do you just buy them?

Peter: I did not. I just gave it to them. You know, to me it's... a lot of positive things encourage kids more than negative so to me to take a cut and pay for those was a good thing. I don't charge for the Dancer of the Month either.

Suzanne: Anything with their logo on it that's going out the door is advertising. That should be considered...It is money you have to generate and you can write it off as an expense but check with your accountant. That's how we would do that.

Peter: Yeah. My Dancer of the Month program actually cost me a lot of money but to me it's really changed the way the kids act in the studio because the parents are always: What are they getting this for?

Example, I had a little girl who looked at me and said: Peter, why is that girl sitting over there? I said: I don't know. Why don't you go ask her? She talked to her for less than a minute and the girl was up there dancing. She was too afraid to try the class. That girl went in my Dancer of the Month's bag for that class because she was able to bring someone....It's rewarding positive things.

Suzanne: I love that. That's awesome. Thank you for that. We could do a whole webinar on things like that which is good because I always love that. We get ideas out of this.

Samantha, if you're still on the call, someone asked earlier regarding the public page versus your private route. You're just listing all this great information out on your Dance Studio Facebook page that people like. Do you also keep it private on a group for your Nutcracker?

Samantha: It depends on the content. We do have a private group for the Nutcracker. We created a private community because we started doing other like...it gets to be expected for other people that aren't getting a nutcracker so once we get into Nutcracker season I'm posting reminders for dress rehearsals and things like that, I won't put as many on the general studio page because it's like I said, some of 2 year olds that aren't doing Nutcracker I don't want to be annoying about it so we try to spread it out. Promoting out Nutcracker is on both pages. They're integrated in a sense because we do a lot of the materials through our studio but it's an entirely separate production as well so it's kind of challenging.

Suzanne: That's a good response. We have had to segment out a lot of different private groups for different parts of our dance club but you aren't bombarding. This could be another webinar but on segmenting your communication channels. It's key knowing how much is too much.

I would say the same goes – and Jill, you can mention this, too, before I get to the last class – I want everyone listening to realize that the Facebook advertising you don't want to overdo. If there's anything I can stress it's that it's really important to target groups.

For example, I told you we did a targeted ad specifically for 6-10 year-olds new to dance to Try A Class. If you do all these general ads to everybody people will get fatigued from seeing your stuff so you really have to create that plan. Jill, any other thoughts before I get to the last slide?

Jill: In addition that, just talking about your Facebook feed and the host not an ad, we live by the 80/20 Rule. You want to make 80% of the things you post on Facebook engaging and maybe it's like a question they can

answer or something that's fun. Maybe it's a quote. Then 20% are those salesy type posts where you're inviting them to an open house or you're talking to them about registration or something that's very specific about something you want them to do for your studio. If you go by the 80/20 Rule and make more of it about just engagement and fun and then hit them with the 20% of the salesy call to action type posts that's a good balance.

Suzanne: Thank you for that. That's awesome. Everybody listening, I really do appreciate the gift of your time. I do want to wrap up here. We didn't get to a question you had or you have a question? We're on the forum. We're here to help you. I do want you guys to all become a triple marketing threat because that is the formula that you will find success and a constant steady stream of referrals and new students and just your name out in the community.

I want to wrap it up with one of my favorite quotes which is: Dare to be remarkable. You really do have to step up as the leader of your dance studio and it takes something. If it was easy everybody would do it. It's not. It takes some planning and it takes some time. You do really need to embrace what makes your studio special. It's really easy to get caught up in what everybody else is doing. I'm sure I fall victim to that myself.

Really try to get crystal clear on what makes your studio special and you really do need to take that time to create a plan. It's not one for a year and then you're done. It's create the plan and then revisit it frequently because you really do need to get excited about marketing all year long. It doesn't have to be expensive.

If I can just also do a side note: It doesn't have to cost you a lot of money. Your time is the most valuable but it doesn't have to cost you arm and a leg. You need to find fun, interesting, and useful things to share. Jill mentioned a few ideas. There's a news feed. You can create lists on social media that give you ... There are so many great dance bloggers out there. If you follow me on Twitter @SuzanneGerety I have some lists you can follow of great dance bloggers. They constantly put out content that's worth sharing to your students about everything from stretching to healthy snacks. There's so much.

Before I hit those last 3 points Jill just told me there's another great question that I said I want to answer which is: Do you worry about your competitor down the street copying everything you offer?

Well, that is a topic of a seminar I offered last year at the Dance Teachers Summit. Here's the thing. When you are leading the way and doing new things, things that people think look awesome, most likely they aren't going to copy you. It can be very very frustrating. That should not stop you from doing what you're doing. Really it can't because I want you to become the triple marketing threat.

I want you to be the leader of what you're doing. People, to not put out all your greatness out there over the fear of someone copying you, that's not business. You won't make it too far.

I would say you know you really have to keep putting it out there. If the competition keeps copying everything you're doing, you have to balance that fine line between calling them out on it privately or just keep doing what you need to do.

I've written a Dance Teacher Magazine column about that. You can send me an email for this and I'll send you the link to that, but guess what? If you're doing great things people are going to copy you. It's just the way it works, right Jill? We see it all the time.

Jill: Absolutely.

Suzanne: There are a lot of people out there doing a lot of things and you have to stay focused. Hear my point. Keep an open mind. Focus on the positive. Just as many people love us but some people may not love you. Don't let that stop you. Dare to be remarkable. It sounds cliché but I want to tell you to give yourself a talk every day at work. Sam and I know. We've talked many times. You and I have had to pep talk many times.

Sam: All the time with you. Yes.

Suzanne: We do have to pep talk. I pulled a screenshot from a mom on a Facebook feed. She is so proud of this girl for rocking 3 shows. She loved watching the talented dancers and great friends to cheer her on. There were 46 people that liked this mom's post with our dance studio logo behind it and her happy kid doing all that. I didn't ask her to post this. I didn't say: Will you give a shout out to the studio? She just did.

I think it's awesome. She's spreading the love for our studio on her social channel. I'm not asking her to tell people to register for our class. We're planting the seed of joy that is dance and that her kid is happy and confident and loves her friends.

People say where does that hit my bank account? Well, you can't always measure it like that. I think if there's any takeaway I want everybody listening in to realize that this is going to come with ups and downs. It's not always easy. We're here to support you 100%. I want nothing more than for you to have some new enthusiasm around this and to realize that it's sort of part of what you're going to feel at your studio.

Is there anything else, Peter, Sam, or Jill, that you want to add before I wrap it up?

Peter: I don't think so.

Suzanne: I appreciate the gift of everyone's time and know that you are the leaders and I am proud of you and honored to call you guys friends and colleagues in this business. For everyone listening in this is a DanceStudioOwners.com webinar and I wish you the very best. We'll see you on our next call. Thanks!