

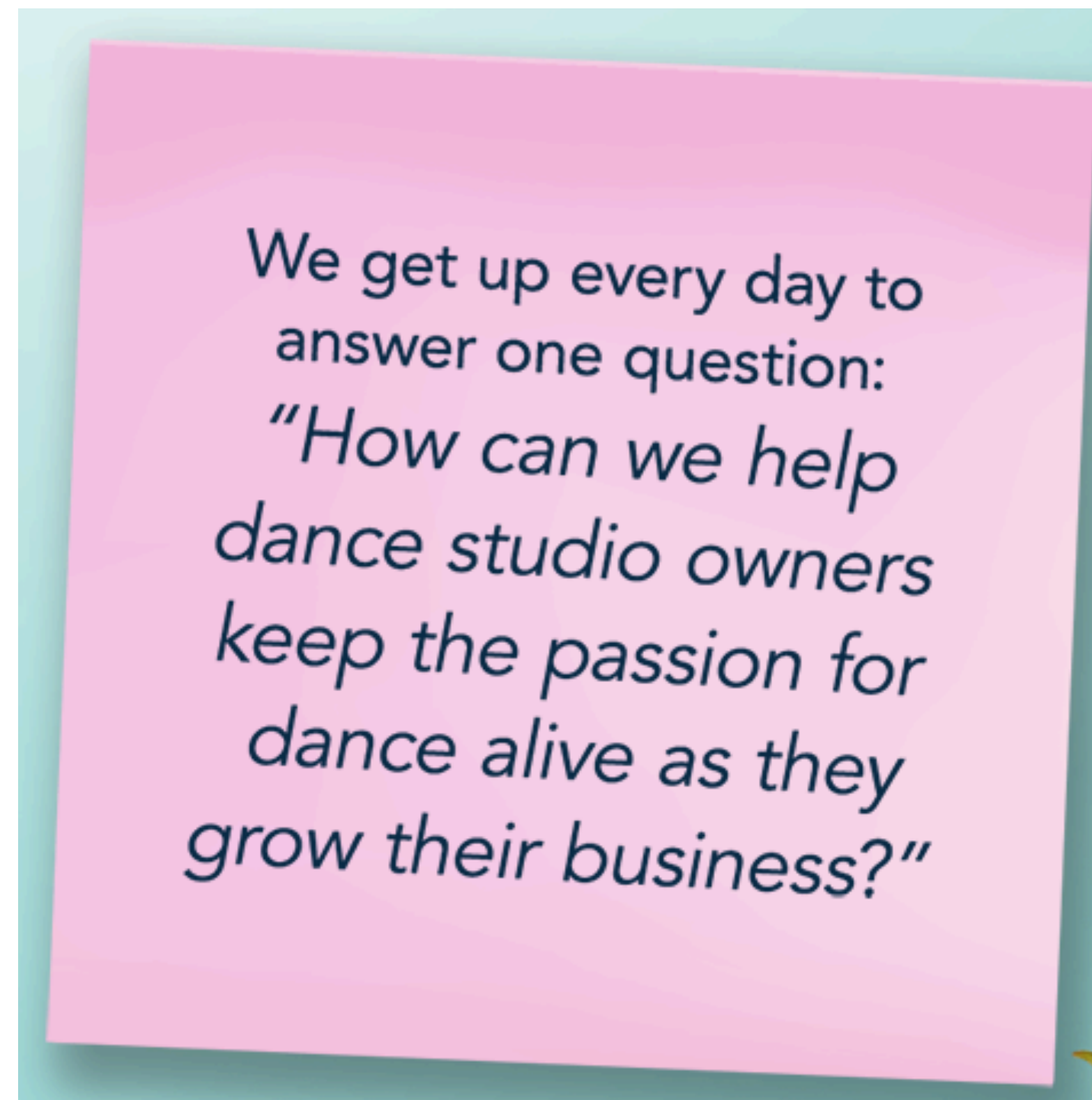
KEY DATA

EVERY DANCE STUDIO
OWNER SHOULD KNOW

WITH
SUZANNE BLAKE GERETY & JILL TIRONE

*Dance
Studio
Owner*

MEET SUZANNE & JILL



SUZANNE BLAKE GERETY, DIRECTOR

JILL TIRONE, COMMUNITY MANAGER

WE'VE GROWN UP IN THIS BUSINESS AND SUCCESSFULLY NAVIGATED DECADES OF CHANGES AND CHALLENGES



CIRCA 1986

- In 2013 we became a part of the Revolution Dancewear Family of Brands – Revolution, Tenth House, Dance Studio Owner & Nimbly – all designed to support you on this journey!
- We have worked with over 10,000 dance studios in 11 years online and hundreds of studio owners in person through our speaking, training and consulting
- Our members get timely resources and support to help grow their business including over \$520,000 in cash back in July from their rewards – our exclusive member benefits. Cash in summer, yes! When you need it most.
- This is a unique, one-of-a-kind, personal business and we have inside information to help you stay ahead of the trends and know the information to be empowered!



CIRCA 1979



WHAT WE'RE DIGGING INTO

- Industry averages – from number of students, teacher pay rates, tuition prices and more
- How often to raise prices and what %
- Student retention and attrition rates – use this to motivate and empower you
- The key email marketing, website, and social media analytics to focus on
- Where to generate revenue before you even grow student numbers
- And more!

We help
Studio Owners
build successful businesses
AND KEEP THEIR PASSION FOR DANCE ALIVE.



Connect: Hello@DanceStudioOwner.com

Webinar Thank You: DanceStudioOwner.com/SpecialOffer

Learn More: DanceStudioOwner.com/JoinNow



What's the Norm?

Great news! You don't have to apologize for having a "small studio" because the truth is, most studios are small.

Every single dancer matters and they are an important part of your studio family.



**Based on data from 2018 Studio Feedback Survey, REV UP Brands Customers, 564 individual responses*

5 or less
teachers & staff
on payroll

In
business
10+ years

\$45-\$50
Tuition Rate
1-Hr Class
per month

**125-163
Students in
the Average
Sized Studio**

Paying
\$15-20/hr
Teach a 1-hr
class

IS IT TIME TO RAISE PRICES?

- On average, your dance studio expenses will rise 3-5% annually
- A 4-5% increase on tuition (or fees) recommended each year
- Get ahead of the rent going up, utilities, insurance, payroll
- Get customers in the habit of seeing slight increases
- Use percentages VS flat fees: IE instead of \$50 to \$60, go to \$56.33 (Keep your numbers ugly says Sean Dever, CPA of *DancePayroll.com*)
- Be confident with price increases as you deliver quality dance education!

THEY SAY THE LOVED THE RECITAL BUT WHY HAVEN'T THEY
COME BACK AND REGISTERED FOR CLASSES?



DANCE STUDIO DATA - RETENTION



20 - 40 %

IS THE RATE OF TURN-OVER
(ATTRITION) OF
RECREATIONAL DANCERS
AT THE AVERAGE* SIZE STUDIO
EACH YEAR

**Average Studio Size of 150
Individual Dancers*



CASE STUDY — STUDIO IN SOUTHEAST USA

*Dance
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Owner*

32.2% Avg each
year dropped

2014/2015
2015/2016
2016/2017
2017/2018
2018/2019

49 dropped students
80 dropped students
64 dropped students
49 dropped students
68 dropped students

103 students in Recital
130 students in Recital
133 students in Recital
135 students in Recital
142 students in Recital

32% attrition
38% attrition
32% attrition
27% attrition
32% attrition

A cup of coffee, a succulent, and a notebook.

THE OBSTACLE IS THE PATH

OBSTACLES DON'T INHIBIT SUCCESS —
THEY CREATE SUCCESS.

WHAT STANDS IN THE WAY — BECOMES THE WAY.

USE THIS DATA FOR MOTIVATION AND PLANNING!



- Now you can be ready, not surprised or discouraged, but prepared!
- Educate your staff and teachers to focus on staying positive and welcoming – students come...students go, it's the nature of our business
- Create your marketing calendar that includes year-round opportunities to register
- You have to stay current on how to generate new leads, know what works on social and your website.

I SEND ALL THESE
PRETTY EMAILS FULL
OF INFO... DOES
ANYONE ACTUALLY
READ THEM?



EMAIL STATS — WHAT'S NORMAL?

Know industry open and click through rates:

- Education & Training: Open **21.8%**, Click Through **2.48%**
- Arts & Artists: Open **26.03%**, Click Through **2.66%**

According to Mail Chimp - <https://mailchimp.com/resources/email-marketing-benchmarks/>

Know *your* click through rate and what they are clicking.

- Example of a dance studio – two types of lists to explore:
- Active Families
- Inactive/Leads
- Mailchimp → Reports → Audience → Overview



EMAIL STATS — YOUR STUDIO



- Active families....far more engaged than leads or inactive families.
- Know what your level of success should be!
- Email is just **ONE way** to communicate the information → **take what is in email put on calendar on website, in social, around studio and more.**
- Consistency is KEY!

☐	Friends & Families Summer 2019 Registration is Open! Regular • 2018 Friends of Kathy Blake Dance Studios Sent on Fri, Feb 22, 2019 2:46 pm	774 Subscribers	15.9% Opens	1.7% Clicks
☐	Summer 2019 Registration is Open! Regular • 2018 Active Families Sent on Fri, Feb 22, 2019 2:41 pm	443 Subscribers	45.2% Opens	14.1% Clicks
☐	January 2019 - Inactive and Leads Families Regular • 2018 Friends of Kathy Blake Dance Studios Sent on Thu, Jan 10, 2019 4:33 pm	751 Subscribers	22.4% Opens	2.2% Clicks
☐	December 2018 - Active Families Regular • 2018 Active Families Sent on Fri, Nov 30, 2018 12:49 pm	393 Subscribers	62.2% Opens	4.1% Clicks
☐	November 2018 - Active Families Regular • 2018 Active Families Sent on Wed, Nov 07, 2018 12:15 pm	393 Subscribers	58.8% Opens	10.7% Clicks
☐	November 2018 - Inactive and Leads Families Regular • 2018 Friends of Kathy Blake Dance Studios Sent on Wed, Nov 07, 2018 11:45 am	758 Subscribers	15.7% Opens	1.1% Clicks
☐	October 2018 - Active Families Regular • 2018 Active Families Sent on Wed, Oct 10, 2018 3:16 pm	384 Subscribers	63.9% Opens	10.3% Clicks

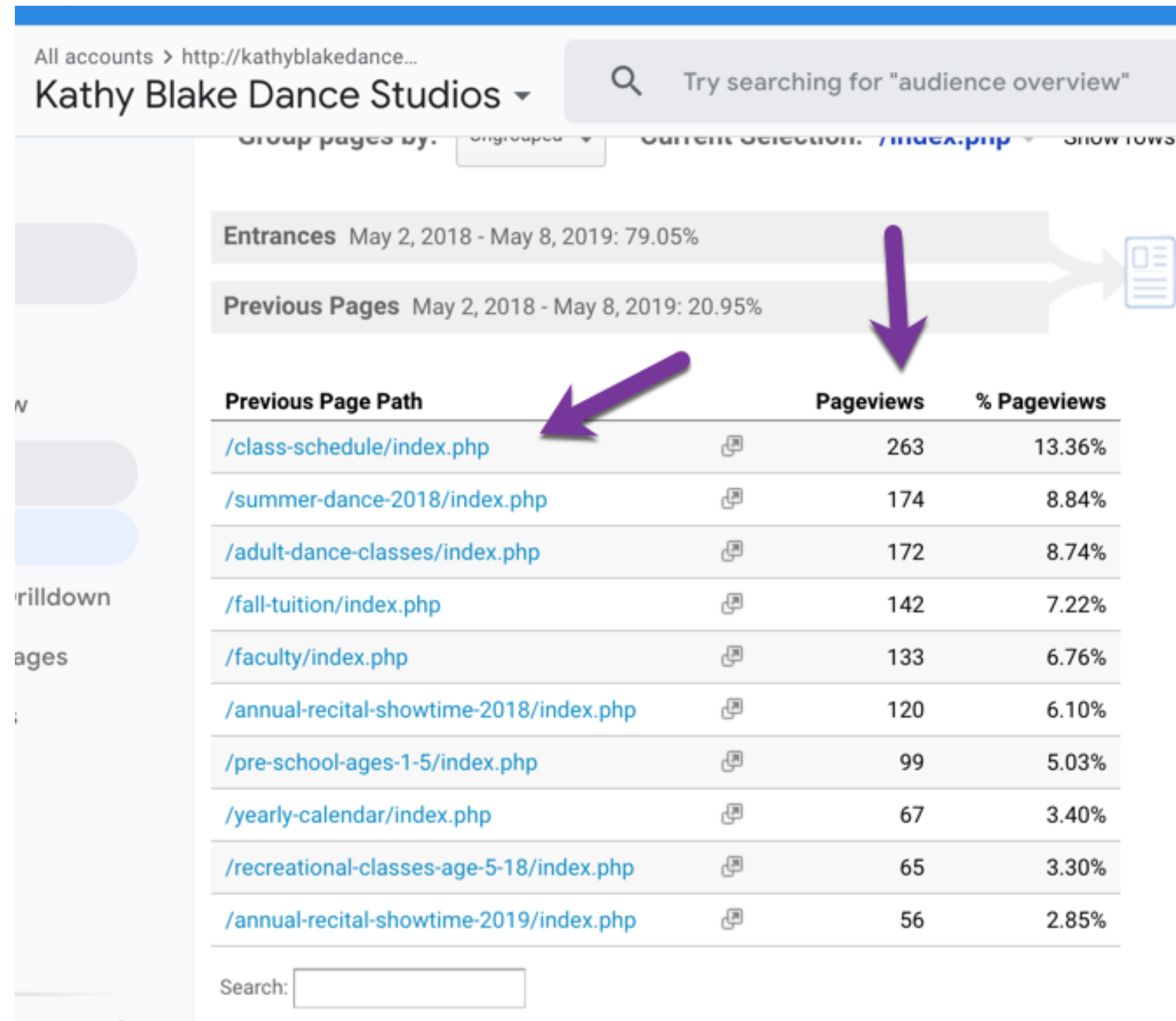


WHAT ARE
PEOPLE REALLY
LOOKING FOR ON
MY STUDIO
WEBSITE?

WEBSITE METRICS AND GOALS

DATA IS KEY TO SUCCESS

- Install Google Analytics
- Analytics.google.com
- Understand that your data is valuable for practical actions!
- Create a plan to achieve your goals – IE increase website effectiveness



All accounts > http://kathyblakedance...
Kathy Blake Dance Studios

Try searching for "audience overview"

Group pages by: Ungrouped Current selection: /index.php Show rows

Entrances May 2, 2018 - May 8, 2019: 79.05%

Previous Pages May 2, 2018 - May 8, 2019: 20.95%

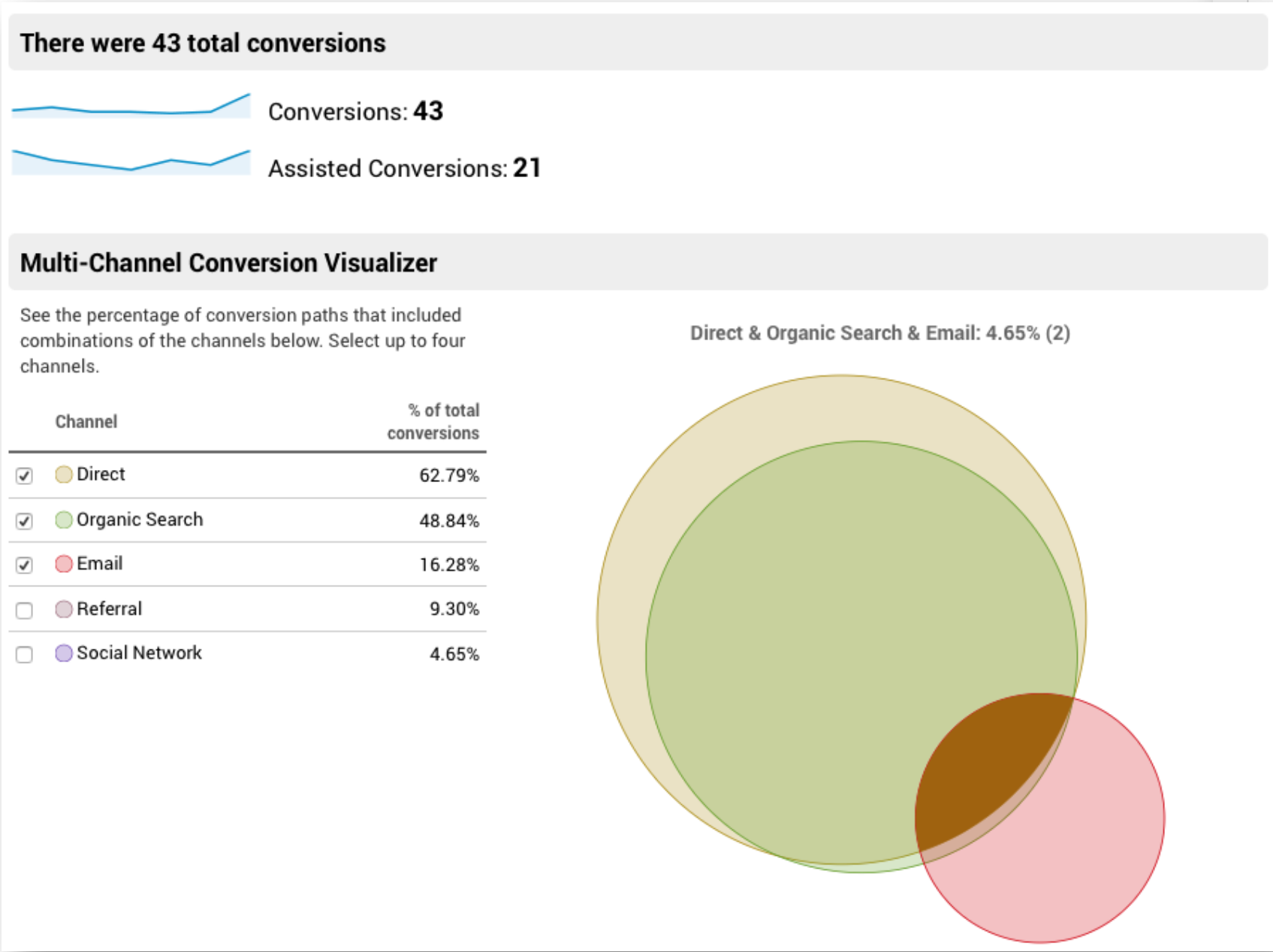
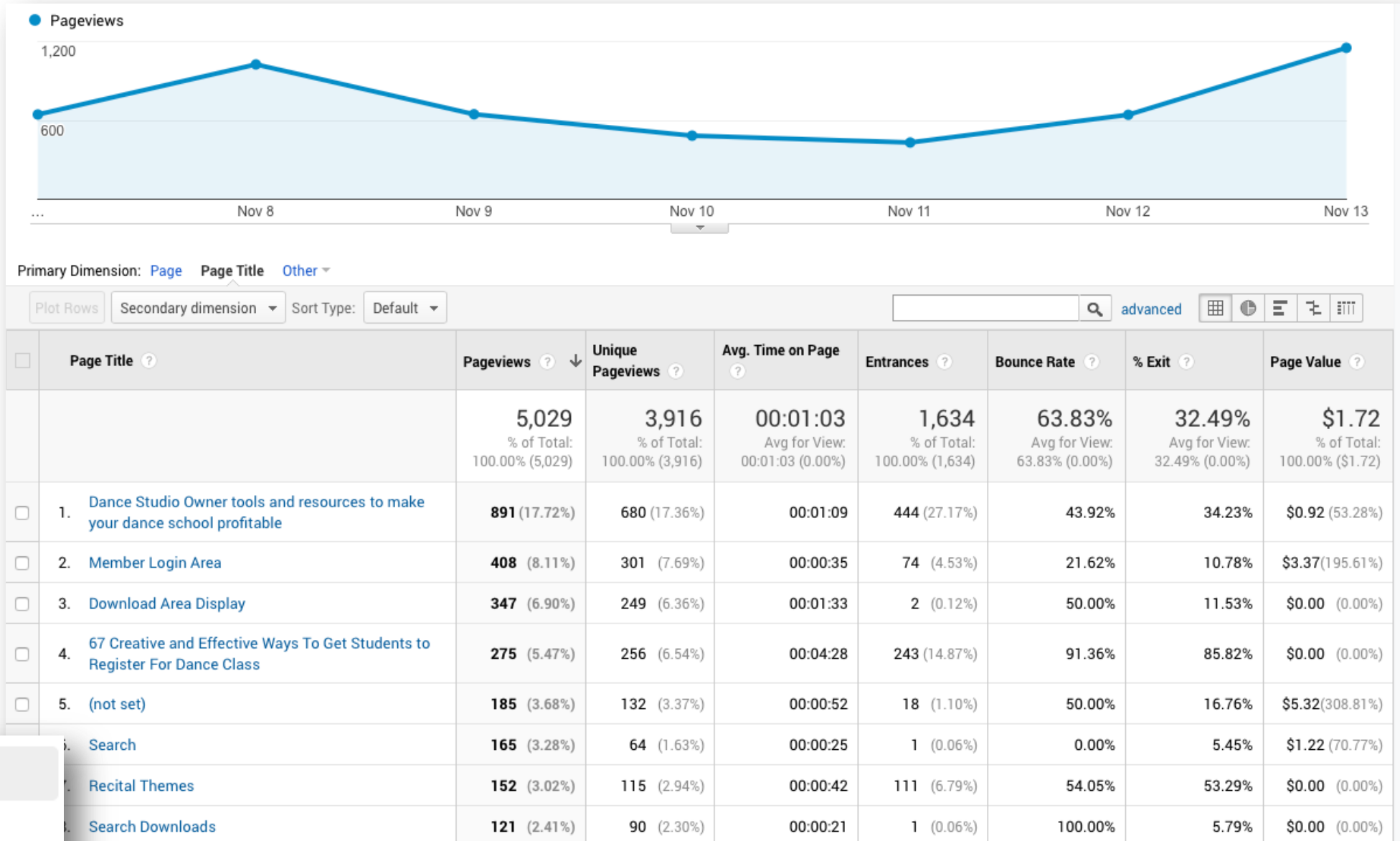
Previous Page Path	Pageviews	% Pageviews
/class-schedule/index.php	263	13.36%
/summer-dance-2018/index.php	174	8.84%
/adult-dance-classes/index.php	172	8.74%
/fall-tuition/index.php	142	7.22%
/faculty/index.php	133	6.76%
/annual-recital-showtime-2018/index.php	120	6.10%
/pre-school-ages-1-5/index.php	99	5.03%
/yearly-calendar/index.php	67	3.40%
/recreational-classes-age-5-18/index.php	65	3.30%
/annual-recital-showtime-2019/index.php	56	2.85%

Search:

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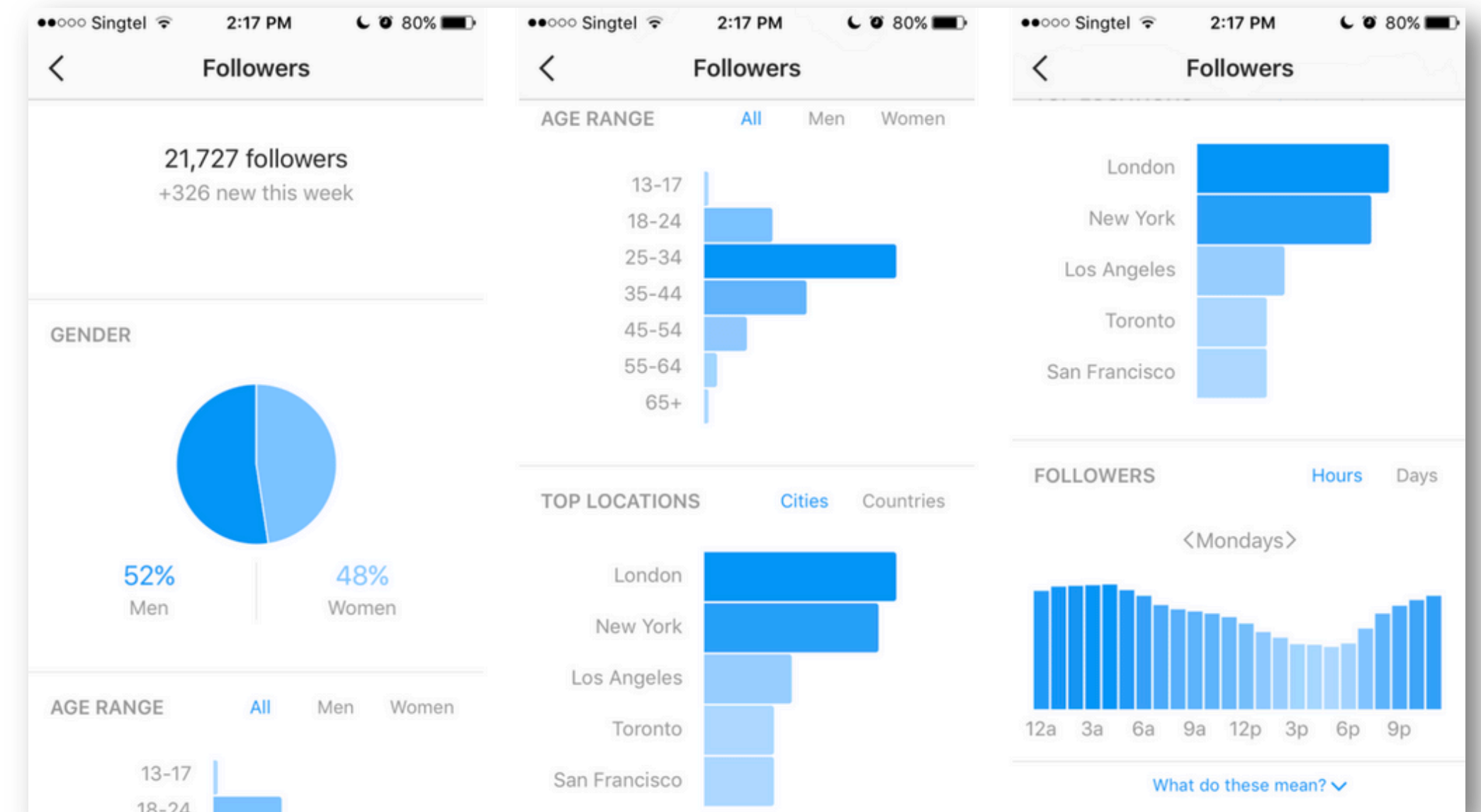
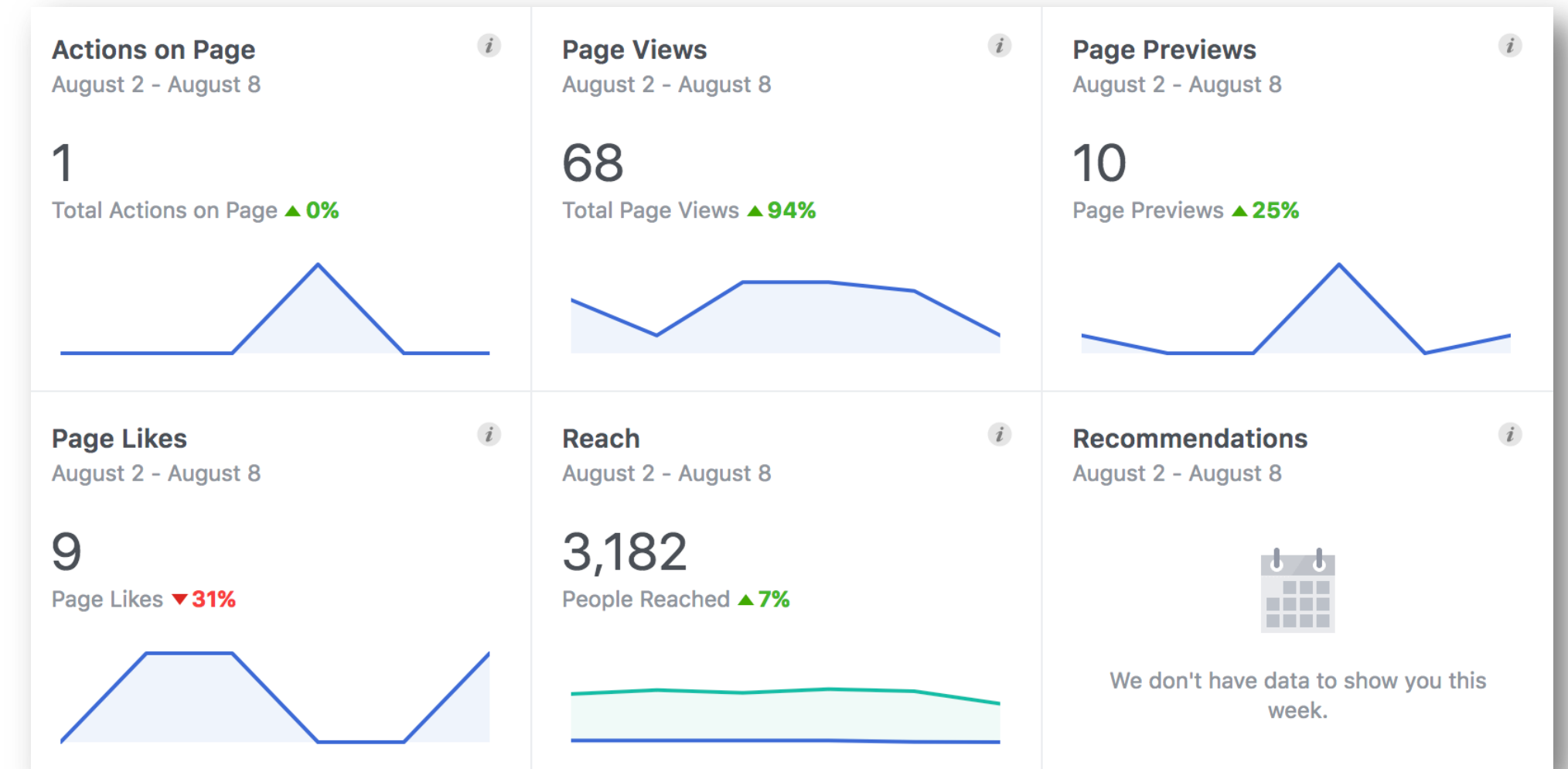
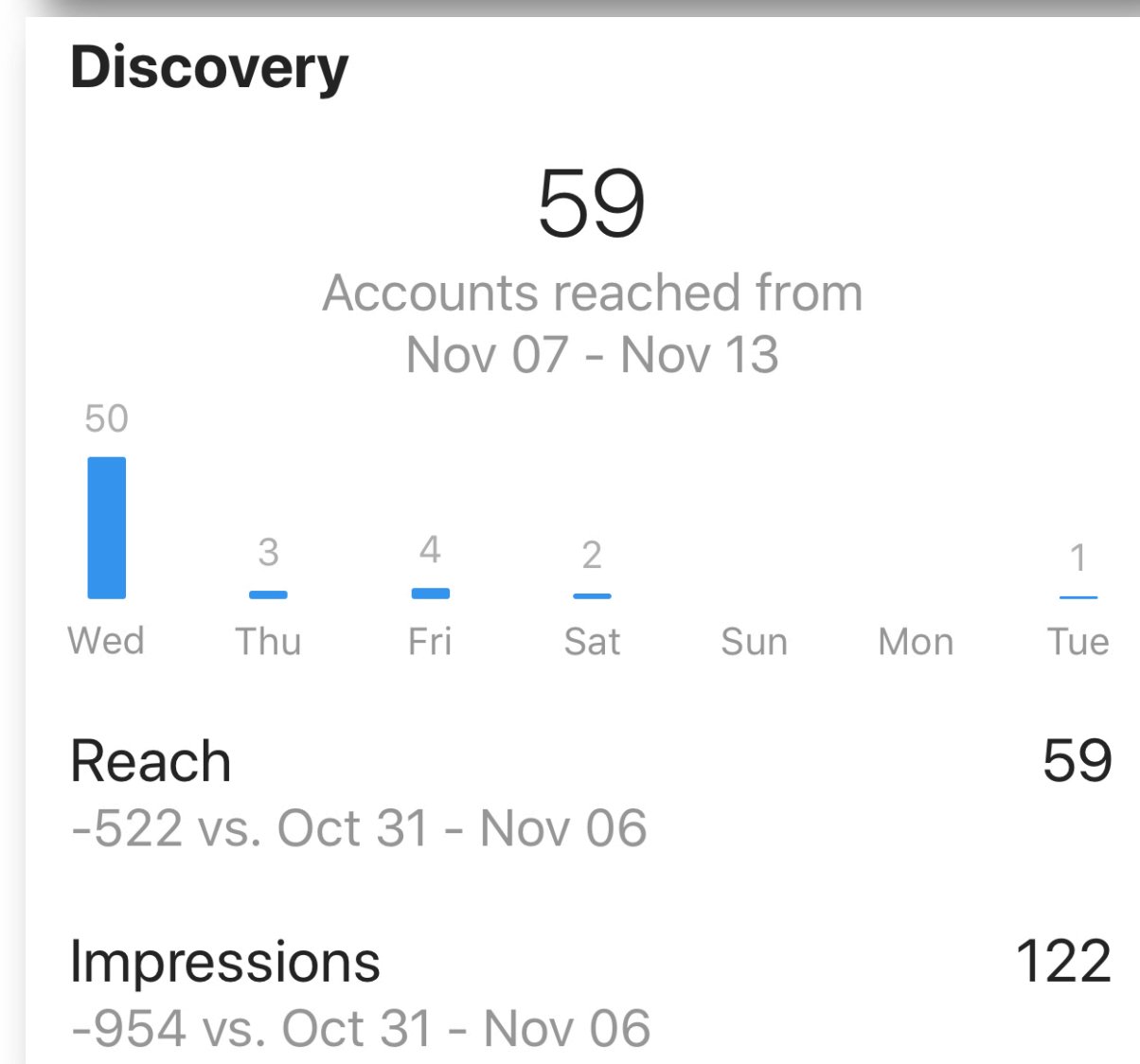
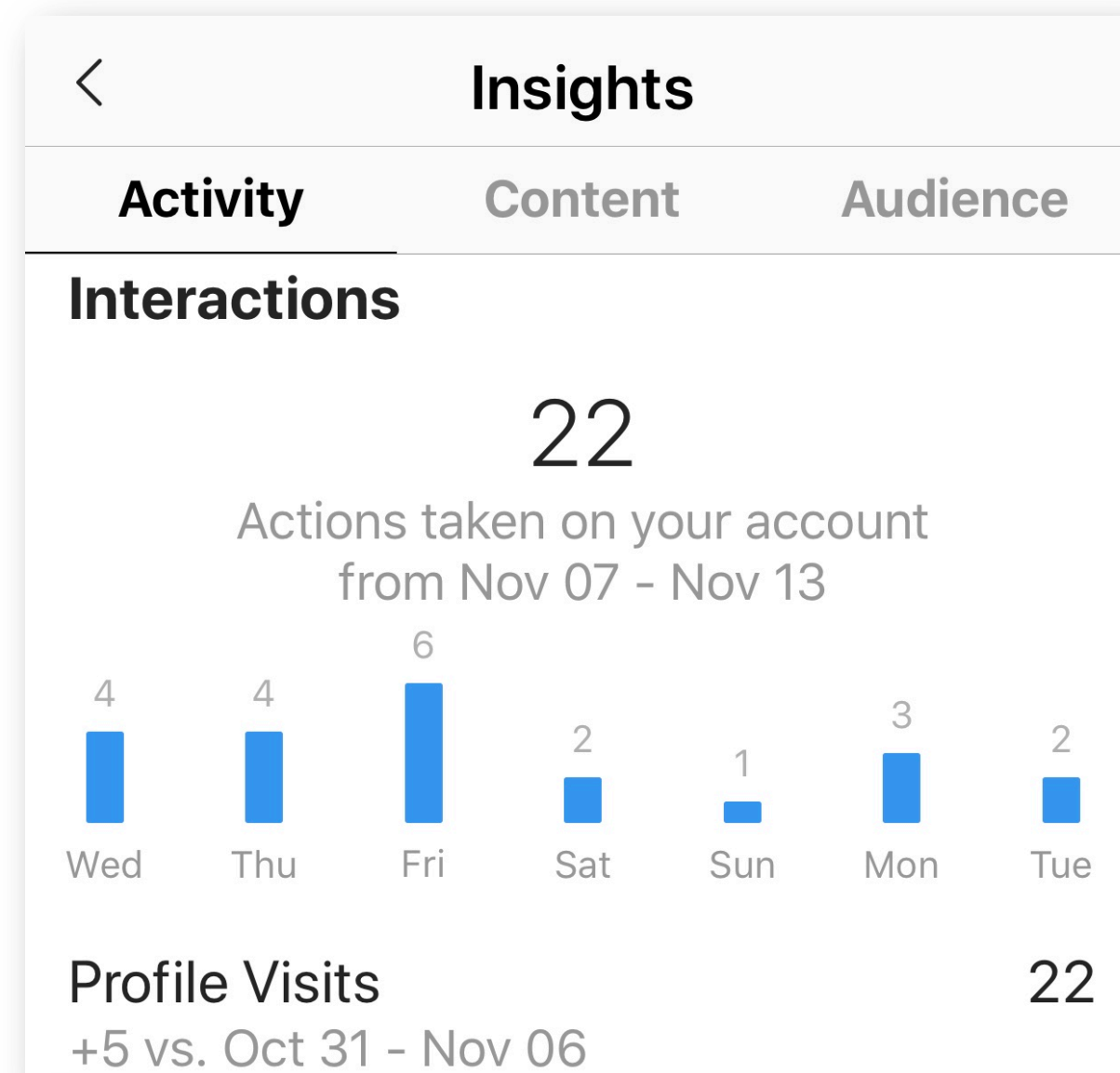
AWARENESS IS KEY!

- Page Views
- Bounce Rate
- Time On Site
- Conversion Rate
- Post Shares



REVIEW KEY SOCIAL MEDIA METRICS

- Volume
- Reach
- Engagement
- Influence
- Share of Voice



TIPS TO USE DATA TO EMPOWER YOU:

- Set aside time **every month to review** your key metrics, this puts you at a major advantage.
- Track email **open rates** and **click through rates**.
- Do **more of what's working**
- **Fix, tweak and respond** where needed – such as adding FAQ's, Office Hours, Click to Call, GPS verified directions, Mobile responsive, etc

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What Dancewear Brands Do Parents Prefer?

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revolution
DANCEWEAR

19
tenth house

*
NIMBLY
THE SNAPPY SHOPKEEPER

Did you know?

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- **Dancers need dancewear!** Yes of course 😊
- They are going to buy it somewhere. You can benefit from this *opportunity as a way to help parents and your business.*
- In an independent research study: Parents surveyed had **no dancewear brand awareness.**
- Studio owners & teachers are ***the most influential*** when it comes to what brand students wear. **Parents are brand neutral/agnostic.**

HOW TO GROW REVENUE BEFORE ADDING STUDENTS



- **Raise prices on services** and on **fees**: Tuition, registration, choreography, etc
- **Raise prices on products**: costumes, dancewear, logowear, tickets, etc
- **Sell items they need**: Dress code, dancewear, products
- *Fix your pricing first, then go build the enrollment. Do it in stages if necessary.*



Dance Studio Owner membership provides you access to everything you need to run a successful studio – while keeping your passion for dance alive. And now your membership comes with even more rewards. You earn cash back on **every dollar you spend** on **Revolution and Tenth House** costumes throughout the season just by becoming a member of DSO!



COMMUNITY.

Gain access to an invaluable support network of owners and industry experts.



RESOURCES.

Packed with business resources, tools, and expert advice for studio success.



REWARDS.

Cash back on every dollar you spend all season long + exclusive special offers!



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QUESTIONS & COMMENTS

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A CLEAR
Vision,
BACKED BY
DEFINITE
plans,
GIVES YOU A
TREMENDOUS
FEELING OF
confidence AND
personal power.

BRIAN TRACY

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