

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!

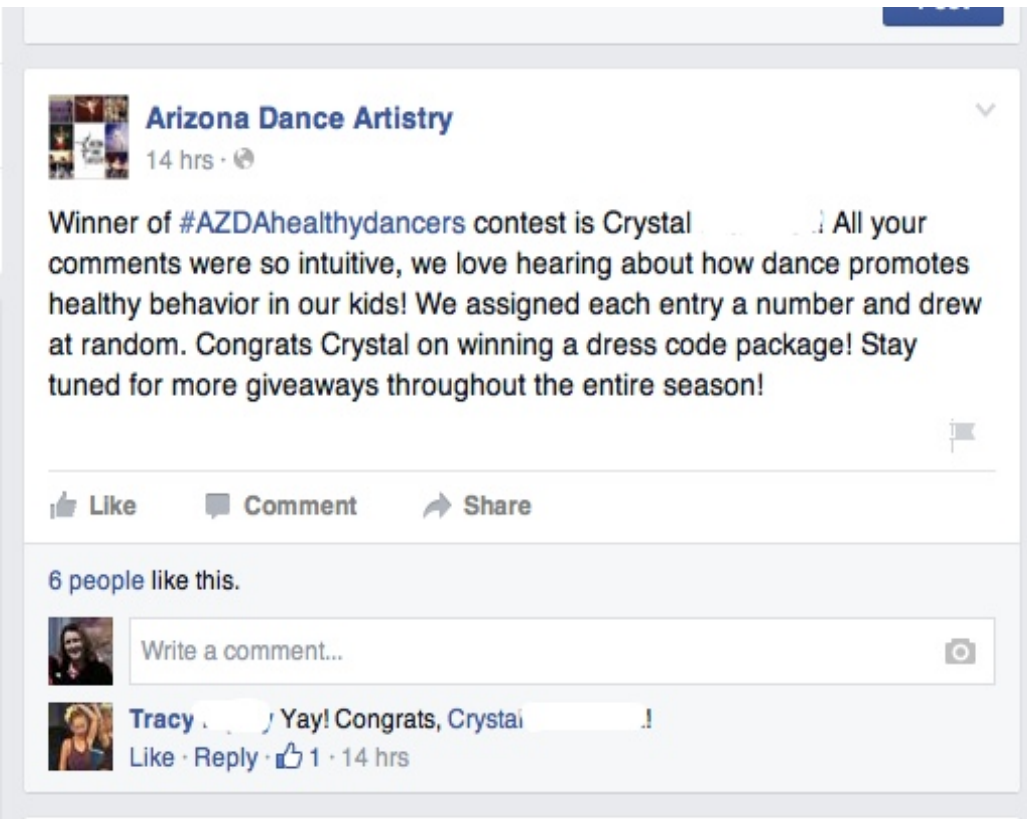


Create Your Social Media Marketing Plan

- 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!

HAPPY FATHER'S DAY!

**FATHER-DAUGHTER
PARTNERING CLASS
JUNE 16TH & JUNE 23RD**

AGES 5 AND UP. See more details [here](#)





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
<https://www.google.com/webmasters/tools/mobile-friendly/>
 - 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


Dance Studios

 Like Page

Sponsored ·

Enjoy adventures in learning, growing, and sharing childlike wonder through dance, theater and crafts. Our Fairytale Dance Camp events begin Tuesday, July 21st - August 13th from 9am-12pm. Register today to join the fun, no previous dance experience required!



Fairytale Dance Camp, Age 3-6

Fairytale Dance Camp, Age 3-6 Make your child's summer magical, unforgettable and full of dancing fun! Come join us for one of our most beloved programs at KBDS, Fairytale Dancecamp! Children age 3-6 will enjoy adventures in...

CESTUDIOS.COM

Sign Up

 5
  2
  2

Like
 Comment
 Share

- 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!

Start Date	End Date	Ad Name	Placement	Reach	Frequency	Impressions	Clicks	Unique Clicks	CTR (Click-Thro	Unique Click-Th
2015-07-16	2015-07-20	-	-	5,294 People	1.30 Per Person	6,881 Total	162 Total	134 Total	2.354% Per Impressions	2.531% Per Person
2015-07-16	2015-07-20	Fairytale Registration 2015	News Feed on Desktop Computers	38	1.00	38	0	0	0.000%	0.000%
2015-07-16	2015-07-20	Fairytale Registration 2015	News Feed on Mobile Devices	5,269	1.30	6,843	162	135	2.367%	2.562%

Mobile Usage: Google Analytics Studio Website

Device Category ?	Acquisition
	Sessions ? ↓
	3,425 % of Total: 100.00% (3,425)
1. desktop	1,613 (47.09%)
2. mobile	1,404 (40.99%)
3. tablet	408 (11.91%)

- 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

Try a class – sell the next step!

Dance Studios Like Page

Sponsored ·

Join Us! Fun classes for students of all ages and experience. Convenient location in Amherst,

Try a Class!

STUDIOS.COM

Learn More

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Like Comment Share

Creative Edit

Ad Preview

Create Similar Ad

Targeting, Placement and Optimization

Targeting, Placement and Optimization are now in Ad Sets
[Click here](#)

Performance

Actions Clicks CTR Impressions Relevance

75 Total Actions?

66 Website Clicks?

9 Post Likes?

[See full actions report](#)

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

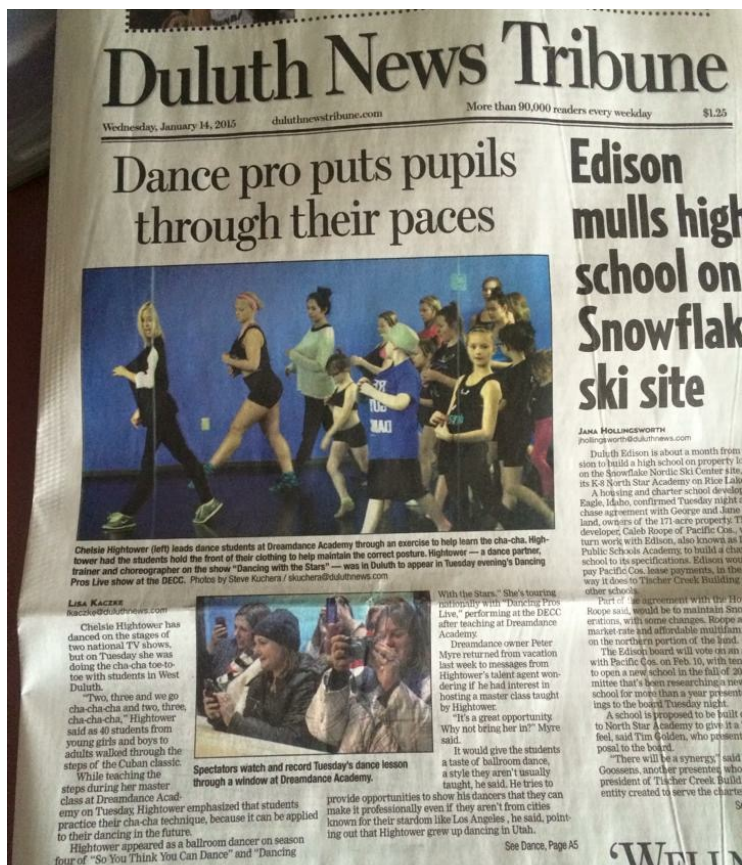


Logowear for events

- 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 😊