



MARKETING PLAN

Masterclass



Let's make some marketing magic happen! Marketing your business may not be a strength of yours, but with the tools we are providing you here you will be on your way to creating a marketing plan that will work for you and your business.

A big thank you to our DSOA Team members who have contributed to this system that we created:

PLEASE FILL OUT THE INNER CIRCLE FEEDBACK FORM ON THE MARKETING PLAN MASTERCLASS [HERE!](#)

What to Think About When Creating Your Marketing Plan:

- Q: How do I want to attract, enroll and retain my customers
 - Ideal Customers
 - Marketing Plan

- Q: What are the things that I want to promote about my brand?
 - Culture
 - Studio Offerings
 - Vision, Mission & Core Values
 - What sets you apart?

- Q: Where do I want to market / advertise?
 - Facebook Ads
 - Google Ads
 - Email Campaigns
 - Community Events
 - Other

- Q: What is my marketing budget?
 - What are your current revenue and expenses?
 - What is your profit
 - What will be your ROI (return on investment)

- Q: Will I do the marketing in house or hire out?
 - Your strengths
 - Team strengths
 - Budget

- Q: How will I measure the effect that my marketing / advertising have on my business?
 - Return on investment
 - Student numbers
 - Reporting

Where to Start When Creating Your Marketing Plan:

The [Inner Circle Student Attraction Marketing Plan](#) workbook is a great resource when creating your first marketing plan and to help you gain clarity on what you want to market.

STEP 1:

Create your overall Studio Communication Plan so that you know everything that needs to be communicated internally and externally and the timing of it.

- [Studio Communication Plan Template](#)

STEP 2:

Create your marketing plans for each offer that you need to promote

THE CAMPAIGN IN DETAIL

DATES: _____

WEEK	ACTIVITY	DATES
1	Brand Awareness	
2	Brand Awareness	
3	Program Offer (Earlybird Bonus)	
4	Main Program Offer	
5	Last Chance Offer	

OFFER

How are you getting dancers into your dance program? Explain the offer in detail including any terms & conditions

OFFER	EXPLANATION
Brand Awareness	
Program Offer (Earlybird Bonus)	
Main Camp Offer	
Last Chance Offer	

Examples of brand awareness: Videos on social, blog post, FB lives daily. The idea to build trust, credibility and likeability with potential customers that don't know anything about you.

AUDIENCE

PARENT	STUDENT
Age Range	Age
Gender	Gender
Relationship Status	Where they Live
Occupation	What School they go to and their Year Level
Salary	Interests & Other Hobbies
Hobbies & Other Interests	Dreams - Why are they coming to your Studio? Fitness, Social, Professional?
Media Consumed & Groups Apart of	Fears - What's stopping them? - Parent Support, Finances, Bullying, Lack of time
Dream for their Child - Be a Professional Performer	
Fears - Why not Support their Child - Low in Funds, No Time, Can't See Value in Dance	

PLACEMENTS & BUDGET

OFFER	PLACEMENTS	BUDGET
Brand Awareness	Facebook Ads & Instagram Ads	\$
Program Offer (Earlybird Bonus)	Facebook Ads & Instagram Ads	\$
Main Camp Offer	Facebook Ads, Instagram Ads and Google Adwords (Remarketing)	\$
Last Chance Offer	Facebook Ads, Instagram Ads and Google Adwords (Remarketing)	\$
TOTAL		\$

PLACEMENTS OPTIONS

A Frames (In And Around The Studio)	Facebook Groups	Bathrooms)
Affiliates/Partners	Flyer Or Postcard Drop	Shopping Centre/Mall Demonstrations
Blogging	(Houses, Local Stores, Train Or Bus Station)	Signature Outside And Inside Of Studio
(On Your Website And Guest Websites)	Google Adwords	Social Media (Facebook Page, Instagram, Pinterest)
Business Cards (With An Offer)	Lead Box	Sponsorships And Donations (Schools And Sports Teams)
Cafe Cards - (Offer On A Loyalty Card)	Local Blog Pr	Step & Repeat
Community Events	Local School Newsletter	Stickers
(Demonstration And Promotion Table)	Merchandise (Shirts)	Strategic Partnerships
Database Marketing (Buying Databases)	Networking (Meet Up, Local Business Dinners)	Vehicle Wrap
Direct Mail (Letters)	Online Banners (Local Business Websites)	Webinar
Expos And Trade Shows	Online Directories (Yelp, Local, Child Activities)	Website
Facebook Advertising (Video, Picture, Carousel And Remarketing)	Posters (Local Stores Or In Studio,	Youtube

BRAND AWARENESS FB LIVES

ONE A DAY FOR 7 DAYS WITH YOUR TEACHERS,
PARENTS, STUDENTS, PAST SUMMER CAMP FOOTAGE ETC.

DATES

DONE	TO DO	WHO
	Create a schedule of what content you want to cover Monday to Friday during this week of the campaign for your FB Lives.	
	Lock in guests and times (teachers, parents etc) for the week.	
	Get a graphic created with the schedule that can be used in email and also through social.	
	Send an email to your database on the Friday before the beginning of your second brand awareness week with the schedule for the FB Lives so that they can tune in live, comment and share!	
	Create artwork for each of your guests along with copy so you can send it to them before the date so that they can promote they will be on a FB live with you.	
	Include 1 hour and 5 minute FB live reminders inside your FB group (current customers) so that your tribe get on live with you and encourage sharing!	
	Once you have completed the FB live go in and add copy about the interview. Join Miss Jane and Mr Clint and they talk about how to get the most from your Jazz class etc. Remember this is to build your studio as the authority. No selling just yet.	
	After your FB live give it 3 hours to have organic reach. After that time boost it for \$X amount over 7 days. It will depend on the audience you target to determine the ad spend. Once you get into week 1 of your offer then alter the copy in these to talk about the offer in the end paragraph.	
	Send out a reminder email on Wednesday to catch the next 3 days of FB lives along with links to the last 2 days. Make these story based and sell the benefit of them tuning in.	

MAIN OFFER

DATES

DONE	TO DO	WHO
	Complete your FB Ads Template	
	To have designed around main offer: - 3 x rectangle image adverts for FB ads - 1 x FB carousel set (4 square images in total) - 1 x Video image advert (use the images from the carousel) - 3 x square images IG Adverts - Google Adwords Remarketing Images	
	To have designed the main offer for the last week (week 4): - 3 x rectangle image adverts for FB ads - 1 x FB carousel set (4 square images in total) - 1 x Video image advert (use the images from the carousel) - 3 x square images IG Adverts - Google Adwords Remarketing Images <i>Note: It's the same as above but you want to include copy in the advert that says "Last Week To Get Your Pass". Also a 72, 48, 24 and less than 12 hours ads created.</i>	
	Copywriting: Create copy for your Facebooks and IG ads, landing page and emails. Also create copy for responding to FB enquiries that come through so it's streamlined and can be passed onto team members.	
	Set up landing page for the offer (leadpages). If this is too techy you can make all your adverts say inbox us to take up the offer or use a lead advert in Facebook to remove the landing page.	
	Create thank you page with a share incentive (if you are using a lead-page). The incentive could be share this on social media to get an extra week of dance classes or a gift on arrival.	
	If using a landing page to capture details create an email sequence that gets them into booking in for the offer.	
	Call or contact each contact who enquires about your offer and follow the 11 step enrollment process .	
	Publish one blog at the start of each week (4 in total) on your website. Also share on social and boost for 7 days as mentioned in the awareness phase. These blogs should be of public interest. Have a bit of the blog copy in the FB post then get them back to your site where you have multiple times in the blog where they can apply for the offer. You can create artwork to go with these as mentioned above in the awareness phase.	
	Set up Google retargeting ads if you are using your website or landing page to get people to opt into the offer. This goes to people who click on an advert but don't follow through and opt in.	
	Create a Facebook cover photo or video with your offer on it.	
	2 x FB lives each week across the 4 weeks. Same ideas as mentioned in the awareness week. Make them parent and experience focused.	

STUDENT ATTRACTION PLAN

December - DATES:

TO

GOALS

Good:

Great:

Knock it out of the park:

CLASS:

PARENT:

AGE GROUP:

TEACHER:

STUDENT:

STUDIO:

OFFER:

STAND OUT STATEMENT:

HEADLINES:

DISTRIBUTION CHANNELS:

BUDGET:

Done for You Marketing Plan Asana Templates:

1. [Studio Communication Plan](#)
2. [Student Attraction Marketing Plan](#)
3. IC Marketing Content Bundles:
 - a. [October](#)
 - b. [November](#)
 - c. [December](#)

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