



DANCE
STUDIO
OWNERS
INNER
CIRCLE

REFERRAL PROGRAM

Masterclass

Referral Programs are an effective way for you to attract new students into your studio using your relationships with your existing students. Word of mouth is some of the best free advertising and rewarding your students and their parents; old and new can bring in your ideal students.

This system is applicable no matter where your studio is located in the world! It can be applied for kids and adult programs of any type.

Here's how Inner Circle members have created successful Referral Programs that grow their studios and make their families happy!

A big thank you to our IC members who have contributed to this system that the DSOA has created: Tanya Neary, Hillary Parnell and Mary Giattino

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

What to Consider When Creating a Referral Program That Works For Your Studio:

- Q: When do I promote / offer the referral program to my students / parents?
 - This can be part of your onboarding process that you make new families aware of when they come into your studio
 - This is a great way for students and parents to become ambassadors for your studio right away!
- Q: What is your referral program offer to your current students / parents that makes them feel appreciated and driven to refer their friends?
 - Giving your current students / parents a \$10 - 25 credit to their accounts per student they refer and that register is the most common offer
 - You can always run a special referral program offer if you are making more of a push to bring in new students or at certain times of the year (i.e. Bring a Friend week.)
 - During this time you could choose to offer a larger referral credit, gift card, recital costume, recital tickets or summer camp

- Q: Do you offer a referral program to your staff?
 - Staff members should be your best ambassadors, so why not offer them a referral incentive
 - Money, gift cards, free classes, gifts
 - You can provide an incentive if their referral registers for the whole dance season

HOW TO CREATE A REWARDING REFERRAL PROGRAM FOR YOU & YOUR FAMILIES:

Step 1 - Make sure your current families know about your referral program

- In welcome packet when on-boarding new students
- In newsletter
- On signs
- On social media posts

Step 2 - Decide what your offer will be and how your families will receive it

- \$10 - 25 credit or discount
- Gift card
- Gift
- Recital Costume
- Dance attire

Step 3 - Acknowledge and show appreciation for your families who refer new clients!

- Send a thank you
- Follow-up with current families to let them know when they have had a referral register and that they have a credit on their account or other incentive waiting for them



Trial Class Referral Program Offer:

- An account credit that can range from \$10 - \$25 per referral for the current family if their referral registers
- Include a question on your trial class form to ask the new family how they heard about you and then the referral name also goes on their account in your registration system

On-boarding Process Referral Program Offer:

- Post card that goes in their Welcome Folder (Dance is better with friends like you)
- 7 Day class for the new student to pass to a friend
- An account credit that can range from \$10 - \$25 per referral for the current family if their referral registers

DANCE IS BETTER WITH
friends like you!

Come join us at
Stars of Tomorrow
for a 7 Day Free Class Pass,
courtesy of your friend:



Just email sotdanceacademy@gmail.com to book your class pass.
Please bring this card to your first class for a special gift!

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Fun Ideas for Referral Programs:

- "Share the Love" in February
- Double Bonus Days - get a \$40 credit instead of \$20 (limited time offer)
 - You can couple this offer with "Bring a Friend"
- Bring a Friend
 - Incentive to register is a free recital costume for your current student and their friend (this guarantees they stay through the recital)
- Mombassador Program
 - Choose those moms in your studio to become ambassadors for your studio and bring in like minded families that will support your studio culture
- Halloween (or other holiday) Themed Promos
 - Create unique themed promo cards that can be passed out at events, to trick-or-treaters, parades, school functions, etc. to bring in trial students
 - Get parents to hand out promo cards and number the back so you know which parent gets the credit



MomBassador is a brand new name for an amazing lady who supports Stars of Tomorrow, appreciates our core values and wants to spread the word to help grow our brand and reach more children in the community.

As a MomBassador we'd love for you to deliver the following:

- **A testimonial for our website (with first name, last initial identified. Ex: Tanya N.)**
- **A positive review on Facebook, Google, Yelp**
- **Engagement in our closed Facebook group for current students and families. Answering questions with relative information in an upbeat and friendly manner. This means staying up to date with our newsletter communications.**
- **Share a post on your social media channels a minimum of 2x per month**
- **Suggest studio programs and offerings in an appropriate and genuine manner, or as you see fit in any local moms or community groups on Facebook**
- **answer approximately 2 surveys per year regarding studio events and new programming ideas**
- **Consider a volunteer spot at one of our events (Ex: Ice Cream Social, Honor Society Induction, Recital Backstage etc)**

As a sincere Thank You, you will receive:

- **a MomBassador luncheon, fully sponsored by the studio**
- **a raffle basket donation to the organization of your choice (cross one thing off your To-Do list)**
- **a limited edition MomBassador gift item**
- **surprises throughout your MomBassador term to celebrate the amazing-ness of YOU!**

Please note: MomBassadors will serve for one dance season, September-August. We have carefully selected moms who span various local districts, have children of various ages, and are enrolled in different levels of programming within the studio. We will rotate and add mom-bassadors as needed. If you can't commit now, we would be happy to add you in the rotation at a later date.

ACCEPT YOUR POSITION TODAY!

TRICK-OR-TREAT!
Got dancin' Feet?!

This Halloween ticket entitles you to **ONE COMPLIMENTARY WEEK** of dance classes at Stars of Tomorrow Dance Academy! To redeem, simply call or email to schedule in your free classes.

If you are unable to use this pass, please feel free to give it to a friend or family member.

Starsoftomorrow5@gmail.com
Huntington studio 631-923-2579
Centerport studio 631-629-4959

AGES 2-18 & ADULTS!
TAP, JAZZ, HIP HOP, BALLET, LYRICAL, BOYS CLUB
CONTEMPORARY & ACRO DANCE

OFFER
EXPIRES
11/30/18

Stars of Tomorrow
DANCE ACADEMY

www.starsoftomorrowdance.com

Marketing:

How to get the word out about your referral program:

- Create a poster for your lobby
- Create a promo card that goes into your welcome pack for when you are on-boarding new clients
- Include it in your newsletter
- Post on social media, private FB group, Band App, etc.
- Do a designated email to your families
 - [Referral Program Email Template for Families](#)

Components of a successful marketing flyer:

- Referral Program Offer
- Dates
- Incentive
- Restrictions
- Explain what current family gets and what new family gets



Stars of Tomorrow
DANCE ACADEMY

DOUBLE BONUS DAY\$

NOVEMBER 1 - 30

More chances to earn referral credits! We invite you to have your friend sign up for a **FREE Trial** anytime between 11/1-11/30

If they register, we will **DOUBLE** your referral Bonus

~~\$20~~ **\$40**

They will receive **FREE Registration** (a \$35 value) and you will both be entered to win a **\$75 Dancewear Gift Certificate!**

There is **NO LIMIT** to the amount of friends you refer, but they **MUST** provide your name upon registration.



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How to Track Your Referrals:

- Just like you track your trials to enrollments, you should track your referrals to enrollments
- [Referral Program Tracking Template](#)
- If using a project management tool to track your enrollments you can do the same with referrals - create a task that populates and asks for who referred your new student
- [Referral Credit Email Template](#)

Member Shares During Masterclass:

- From Jodi Shilling: <https://mobimag.co/relevestudios/1/1>
- From Cheryl Corej: Kiddazzler - <https://kidazzler.com/>

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