

In-Ramp WELCOME TO WEEK 6: THE MARKETING PLAN

“TURN THE FAUCET ON
FULL BLAST.”



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WELCOME TO WEEK 6: THE MARKETING PLAN

Your Marketing Plan is what will bring your leads to the beginning of the 11-step enrollment process. It is the fuel to your enrollment fire.

A good marketing plan is one that has a specific goal, a clear offer, stand-out messaging, and consistent branding.

Creating and implementing a marketing plan will increase your number of qualified leads.

Key Resources

6 WEEK MARKETING PLAN
FACEBOOK/INSTAGRAM ADS TRAINING





THE MARKETING PLAN FORMULA HAS 6 KEY PARTS:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

WHICH PART DOES MY STUDIO NEED THE MOST HELP WITH?





Step 1

CREATE GOALS AND SET A TIMELINE

HOW DO YOU CALCULATE HOW MANY INQUIRIES YOU NEED FROM YOUR MARKETING TO REACH YOUR ENROLLMENT GOALS?

EXAMPLE

30.00%

OVERALL CONVERSION RATE

INQUIRIES

68

ENROLLMENT GOAL = CONVERSION RATE OF X NUMBER?

20 = 30% of what number?
 $(20 \times 100) / 30$

NEW ENROLLMENTS

20

HOW DO YOU CALCULATE HOW MANY TRIALS BOOKED AND TRIALS COMPLETED YOU NEED FROM YOUR MARKETING TO REACH YOUR ENROLLMENT GOALS?

50.00%

INQUIRY TO TRIAL
CONVERSION

80.00%

TRIALS BOOKED TO TRIALS
COMPLETED CONVERSION

75.00%

TRIAL TO ENROLLED
CONVERSION

INQUIRIES

68

34 = 50% of what number?
 $(34 \times 100) / 50$

TRIALS BOOKED

34

27 = 80% of what number?
 $(27 \times 100) / 80$

TRIALS COMPLETED

27

20 = 75% of what number?
 $(20 \times 100) / 75$

NEW ENROLLMENTS

20

CLICK HERE TO ACCESS YOUR MARKETING
KPI CALCULATOR TO MAKE THIS EASY!



Step 2

TARGET YOUR IDEAL CUSTOMER

WHAT ARE THE TWO THINGS YOU NEED TO CONSIDER WHEN DETERMINING WHO TO TARGET?

1.

2.

WHY SHOULD YOU TARGET YOUR AUDIENCE?

1.

2.

3.

4.

5.





Step 3

CREATE A CLEAR OFFER

WHAT IS THE FORMULA FOR AN OUTSTANDING OFFER?

- 1.
- 2.
- 3.
- 4.
- 5.

CIRCLE/CHECK THE OFFER YOU WOULD LIKE TO TRY WITH NEW CUSTOMERS:

- Free Trial
- Paid Trial
- Seven-Day Unlimited Class Pass
- Bundle Offer

CIRCLE/CHECK THE OFFER YOU WOULD LIKE TO TRY WITH CURRENT CUSTOMERS:

- Free Trial of New Dance Style
- Bundle Offer
- Waived Enrollment Fee
- Coupon
- Early-Bird Special
- Referrals



Step 4

CREATE ATTENTION-GRABBING HEADLINES

7 FORMULAS TO USE FOR STRONG HEADLINES:

1. Finally! How to Get [DESIRED RESULT] Without [THING THEY FEAR MOST] in [SPECIFIC TIME FRAME] - Guaranteed
2. '[PROBLEM]? Get My [SOLUTION] and [RESULT]'
3. How to X without Y:
4. You need X, right? Wrong!
5. X ways to Y:
6. Where to find Y
7. Say goodbye to X [frustration]

SUBY, SABRI. SELL LIKE CRAZY: HOW TO GET AS MANY CLIENTS, CUSTOMERS AND SALES AS YOU CAN POSSIBLY HANDLE (P. 138). KINDLE EDITION.

NOTES:



Step 5

CREATE STANDOUT BENEFIT STATEMENTS

WHAT IS THE FORMULA FOR A STANDOUT STATEMENT?

- 1.
- 2.
- 3.
- 4.
- 5.

Step 6

SELECT EYE-CATCHING VISUALS

WHAT ARE SOME BEST PRACTICES FOR EYE-CATCHING VISUALS?



Step 1

CREATE GOALS AND SET A TIMELINE

MARKETING CAMPAIGN OVERVIEW

CLASS YOU WANT TO FILL	
START DATE	
END DATE	
AGE GROUP	
DANCE STYLE	
MAIN OFFER	
SECONDARY OFFER	
DISTRIBUTION CHANNELS	
BUDGET	

SET GOALS

1. Write your good, great, and KIOOTP goals below
2. Use your Marketing KPI Calculator to fill in the rest of the chart below.

	INQUIRIES	TRIALS BOOKED	TRIALS COMPLETED	NEW ENROLLMENTS
GOOD	_____	_____	_____	_____
GREAT	_____	_____	_____	_____
KNOCK IT OUT OF THE PARK	_____	_____	_____	_____



Step 2

TARGET YOUR IDEAL CUSTOMER

BRAINSTORM IDEAS ABOUT YOUR IDEAL CUSTOMER FOR THIS MARKETING CAMPAIGN IN THE SPACE BELOW.

PARENT	
AGE RANGE	
GENDER	
RELATIONSHIP STATUS	
OCCUPATION	
SALARY	
HOBBIES & OTHER INTERESTS	
MEDIA CONSUMED & GROUPS A PART OF	
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?	

STUDENT	
AGE	
GENDER	
WHERE THEY LIVE	
WHAT SCHOOL THEY GO TO AND THEIR YEAR LEVEL	
INTERESTS & OTHER HOBBIES	
DREAMS - Why are they coming to your Studio? Fitness, Social, Professional?	
FEARS - What's stopping them? Parent Support, Finances, Bullying, Lack of Time?	



Step 3

CREATE A CLEAR OFFER

CHECK OFF THE MAIN OFFER YOU ARE USING FOR THIS CAMPAIGN. ALSO, WRITE IT IN YOUR CAMPAIGN OVERVIEW ON PAGE 9.

OFFERS FOR NEW CUSTOMERS:

- Free Trial
- Paid Trial
- Seven-Day Unlimited Class Pass
- Bundle Offer

OFFERS FOR CURRENT CUSTOMERS:

- Free Trial of New Dance Style
- Bundle Offer
- Waived Enrollment Fee
- Coupon
- Early-Bird Special
- Referrals

Secondary offers are something you offer them during the final week of the marketing campaign when they don't take your main offer.

What will be your secondary offer for this campaign? Write it on the line below and write it in your campaign overview on page 9.



Step 4

CREATE ATTENTION-GRABBING HEADLINES

YOU CAN USE THIS PROMPT IN CHATGPT TO GIVE YOU SOME ATTENTION-GRABBING HEADLINES FOR YOUR OFFER.

Use the formulas below to create attention-grabbing headlines a dance studio owner could use to entice families to sign their [insert age] year old up for a [insert offer] for a dance class.

1. Finally! How to Get [DESIRED RESULT] Without [THING THEY FEAR MOST] in [SPECIFIC TIME FRAME] - Guaranteed
2. '[PROBLEM]? Get My [SOLUTION] and [RESULT]'
3. How to X without Y
4. You need X, right? Wrong!
5. X ways to Y
6. Where to find Y
7. Say goodbye to X [frustration]

COPY AND PASTE THE CHATGPT RESULTS YOU LIKE BELOW:



Step 5

CREATE STANDOUT BENEFIT STATEMENTS

YOU CAN USE THIS PROMPT IN CHATGPT TO GIVE YOU SOME BENEFITS OF DANCE FOR YOUR STANDOUT STATEMENTS:

Give me 20 benefits of dance for dancers ages [insert age] that a dance studio owner could use in their marketing for a [insert offer].

COPY AND PASTE THE CHATGPT RESULTS YOU LIKE BELOW:



YOU CAN USE THIS PROMPT IN CHATGPT TO HELP YOU CREATE STANDOUT BENEFIT STATEMENTS.

I would like for you to create 20 standout benefit statements I can use for marketing a [insert your offer] for dancers ages [insert ages] at my dance studio. I want the benefit statements to do the following:

- Grab their attention
- Share a clear value proposition
- Have an emotional connection
- Differentiate me from competitors
- Include a persuasive CTA

Use the information I provided on my ideal target customer and some of the benefits you brainstormed.

COPY AND PASTE THE CHATGPT RESULTS YOU LIKE BELOW:



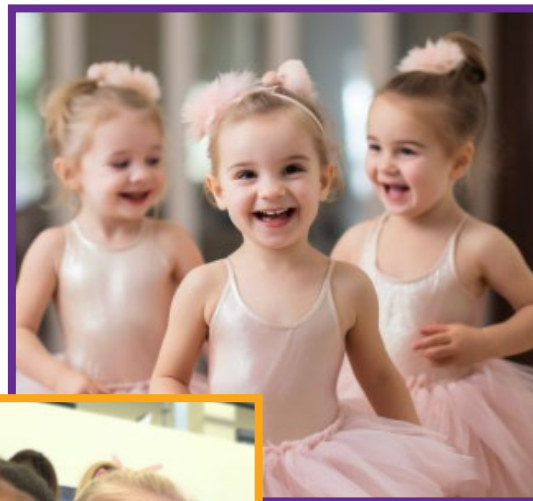
Step 6

SELECT EYE-CATCHING VISUALS

Identify which photos you will use for this marketing campaign and place them in a specific folder on your computer.

Make sure the visuals follow our recommended best practices:

1. Grabs attention
2. Enhances brand recall
3. Conveys messages quickly
4. Authentic photos of your studio and students are ideal
5. Matches the ages of the target customer and the dance style of the offer





PUT IT ALL TOGETHER

YOU CAN USE THIS PROMPT IN CHATGPT TO CREATE A MARKETING PLAN FOR YOU:

Please create a marketing plan for a dance studio owner to attract dancers ages [insert age] for a [insert offer]. Use the marketing information provided below to create the plan. The plan should include dates and times to send emails, post on social media, and when to launch Facebook ads.

CLASS YOU WANT TO FILL	
START DATE	
END DATE	
AGE GROUP	
DANCE STYLE	
MAIN OFFER	
SECONDARY OFFER	
DISTRIBUTION CHANNELS	
BUDGET	
IDEAL CUSTOMER INFORMATION	
ATTENTION-GRABBING HEADLINES	
STANDOUT BENEFIT STATEMENTS	

THEN, USE THIS PROMPT IN CHATGPT SO IT CAN CREATE YOUR MARKETING COPY FOR YOU.

Following the plan you created above. Create the email copy, organic social media copy, landing page copy, and Facebook ad copy for the campaign. Use the ideal customer avatar information, headlines, and standout benefit statements I provided.

SAVE THE PLAN CHATGPT CREATED FOR YOU IN A WORD DOCUMENT AND USE IT TO IMPLEMENT YOUR PLAN.