

STUDENT ATTRACTION RESOURCE GUIDE

s+udi^o
expansion

42 Best Place to Advertise

School Newsletters *

Google Reviews*

Networking with local neighborhood groups

Children's Online Activity Directories *

Invitations: give invitations to current students to pass onto their friends.

Local Mommy Bloggers

Targeted Facebook Ads

Library / Preschool demonstrations*

Personalised Flyers *

Postcards

Joint Ventures (eg with Swim School)

Free Giftbags for new mom's/ new to area

Instagram

Radio PR

Newspaper Ads

Newspaper PR

Website *

Facebook

Pinterest

Free Workshops *

Parent Educational Nights

Flash Mobs

42 Best Place to Advertise

Referrals *

Competitions

Online Directories *

Council Directories

Posters

Banners *

Online Web Banners

Vehicle Signage *

Business Cards

Stickers / Temporary Tattoos

YouTube channel

T-shirts

Free Informative CD or
DVD

Sponsorships

Database Marketing *

Email Newsletter *

Signage at Studio *

Sandwich Boards

Referral Program *

Shopping Centre
Demonstrations *

The Top 10 Mistakes To Avoid With Your Studio's Website

1

Mistake # 1: Too Many Options

Make it clear to your visitors what you want them to do whether it's watch a video or sign up for newsletter. If you leave them to their own devices, they'll probably browse to the point of analysis paralysis – plan out and clearly direct them to take the action you want.

2

Mistake # 2: Not Having An Attention Grabbing Headline

Visitors will make a judgement within 3 seconds whether they want to stay on your site, so hook them with an enticing headline to arouse curiosity. Videos are a great way to engage with visitors on your website, so direct them to click and watch this video of [insert cool thing here].

3

Mistake # 3: Not Including an Irresistible Offer

If you get a visitors email address, you can continue to develop a relationship with them by sending helpful emails. If you don't have their email address, they may never return, so offer them a gift in return for their email – and a 20% off voucher to their first class doesn't count – make it a high value, education based gift that positions you as the expert.

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Mistake # 4: An Overly Large Banner or Non Essential Graphics at the Top Of The Page

Put the most important information at the top of the page, above the fold (where the bottom of the page meets the bottom of the screen). Scrolling takes effort and many people will click away if they don't immediately see a benefit to keep browsing. And no more flowery, flashy images – keep it clean and simple.

5

Mistake # 5: The Name Of Your Business as the Most Prominent Element

No one cares about the name of your business or your 'cool' logo. They care about what's in it for them, so focus on that, rather than wasting their time on a non-marketing element. Grab their attention and encourage them to stay.

6

Mistake # 6: Poor Spelling and Grammar & Too Many Fonts and Colours

Nothing shouts 'amateur' more than lots of typos in difficult to read fonts. Also, don't try and impress people with complex language or your colossal vocabulary. The best looking sites are controlled in their use of fonts and colours. There's a theme that's consistent throughout. Take a look at the big brands to see how they do it.

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Mistake # 7: Personal Promotion Page

Some studio owners use the main page of their website as a place to highlight all their personal achievements. It's fine to mention your qualifications, but seriously – it's about your students, not your ego.

8

Mistake # 8: Buttons and Links that Don't Work

It's extremely irritating and frustrating to click on something that doesn't function as it should. Regularly check your own website to make sure buttons and links work properly.

9

Mistake # 9: No Contact Information

Why would you prevent people from contacting or interacting with you? The purpose of your website is to gain more customers, so make sure it's easy for people to contact you. Include your studio phone number on every single page of the website.

10

Mistake # 10: Too Few & Poor Quality Images & Videos

A picture paints a thousand words on a website, so make sure you include relevant images to illustrate and enhance your points. Make sure they're good quality too. Videos are proven to increase engagement and interaction – they're a super charged selling tool when done well.

Have these marketing tips put a fire in your belly?

If so, we have something special to share with you.

Soon The Studio Expansion Program will open for enrollment. But just for our Dance Informa community we would love to give you a sneak peek inside this 10-week program, where I'll show you the quickest path to a highly profitable and fulfilling studio.

If you wish to join the Studio Expansion Program we will open the doors to you right now, this means you can access all modules, live call recordings and bonus resources instantly. You do not have to wait for the next live round and the best bit... you have lifetime access.

So you can dive in now and also keep joining the live rounds FOREVER!

So here are the EASY steps to get you started:

Step 1: Go to studioexpansion.com/danceinforma

Step 2: Use the password **sepdance** to access our secret page

Step 3: Start getting results like our SEPer Amelia. She is on fire!



Amelia Vitarelli ▶ Studio Expansion Program

April 18 at 1:25 PM · San Jose, CA, United States · Add Topics ·

Celebrating with my SEP tribe.....I hadn't counted my enrollments lately. Well, I did tonight and I have broken past 200! My total is 215!!!! Time to celebrate! Thank you Chantelle Bruinsma 🍷



Theresa Case, Amanda Falson and 34 others

6 Comments



Chantelle Bruinsma AMELIA! THAT IS OUTSTANDING!!!! WHOOOO HOOOOOOOOOO! Go you good thing!

See you on the inside!

ALL my best,
Chantelle