

# How These Dance Studios Generated Over 350 New Leads & 123 New Appointments in Less Than 30 Days By Utilizing Facebook Ads

Discover How These Dance Studios Used a Simple 4-Step Facebook Ad Campaign Generate More Leads & Appointments Than Ever Before

## **The Situation...**

When these Dance Studios came to us, they had been relying on various grassroots marketing campaigns, in-house promotions, events and referrals to fill their classes. They would spend countless hours of the week promoting their dance studios in person, and yielding little to no results. With all the studios in their area that offer a similar type of class, how would they stand out above the rest?

They needed a way to keep their current classes filled and attract new students to their studio on a consistent basis without adding a huge marketing expense or hours of extra work.

They knew they could reach more potential students and successfully fill their classes using social media, they just needed the right system in place to do it.

## **How These Dance Studios Were Able to Generate Over 350 New Leads & Book 123 New Appointments in Less Than a Month**

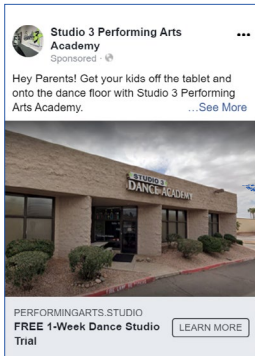
By launching offer campaigns for each studio and immediately adding "book now" instructions after claiming the offer, they were able to attract hundreds of potential students to their studio.

### **The campaign consisted of 4 parts:**

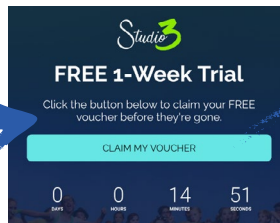
1. Area-specific messaging for targeted Facebook ad campaigns
2. Zeroing in on the RIGHT offers based on each individual studio's target audiences
3. Book NOW thank you page to increase redemption of offer
4. Redemption-focused follow-up sequences

**For example, these are some of the types of offers we ran for these studios:**

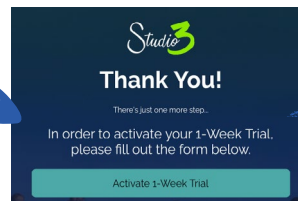
- |    |                   |    |                         |
|----|-------------------|----|-------------------------|
| a. | Free Trial Days   | c. | 2 Weeks for \$19.99     |
| b. | 1 Week Free Trial | d. | 2 Weeks of Classes Free |



**Facebook Ad**



**Landing Page**



**Thank You Page**



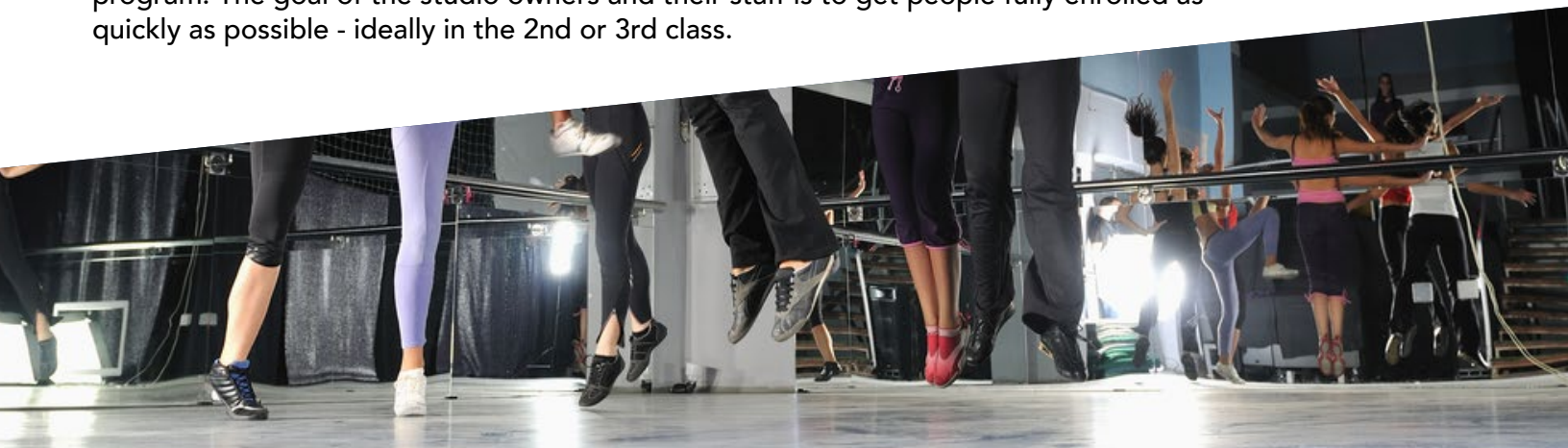
**Follow Up Emails**

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign for each studio. After researching their “ideal customers” including what types of offers they were likely to respond to and what specific locations to target, we launched ad campaigns for these studios with specific offers based on the studio’s unique customer base.

After they claimed the offer, they were immediately redirected to a thank you page where they could click a button to redeem the offer and enroll their child in the class that fit their schedule. If they didn’t book immediately, they would receive a series of follow-up emails and calls over the coming days encouraging them to schedule their first class and take advantage of the offer.

Once they redeemed the intro offer, they were presented the opportunity to join the class membership program. The goal of the studio owners and their staff is to get people fully enrolled as quickly as possible - ideally in the 2nd or 3rd class.

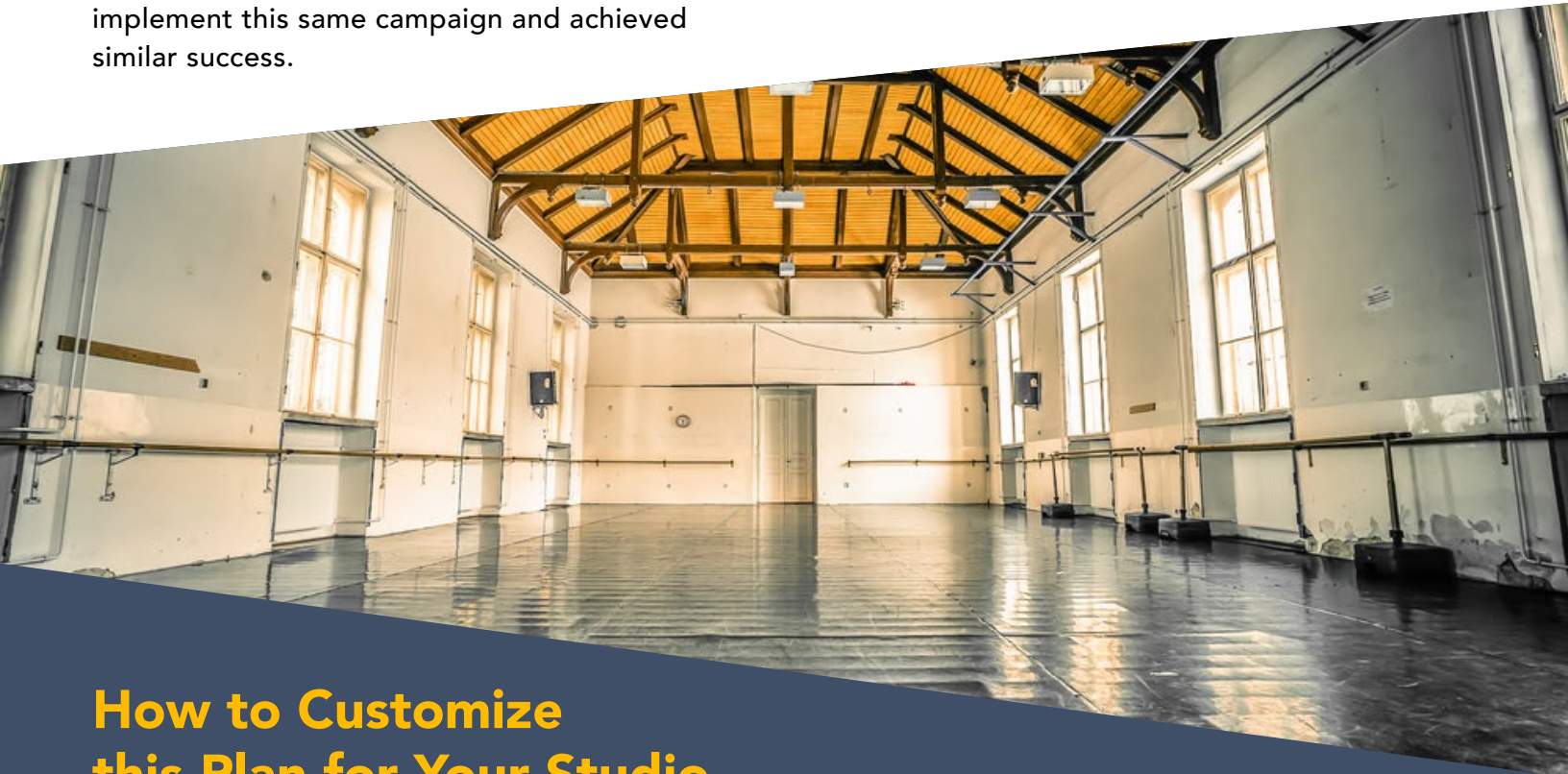


## **With these strategies, these dance studios were able to get more leads and appointments than ever before in less than 30 days!**

Since launching this Facebook ad campaign, these Dance Studios have gotten over 350 leads and 123 appointments with no signs of slowing down any time soon!

And, with hundreds of new subscribers added to their email list, via the offers that they ran, the potential for additional revenue is huge. Between the follow-up sequence, weekly mailings, and phone calls, a large percentage of these qualified prospects will likely attend a class or enroll over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness and filling their classes with new students. Since launching this campaign for this studio, we've worked with several other dance studios across the country to implement this same campaign and achieved similar success.



## **How to Customize this Plan for Your Studio...**

If you are interested in maximizing both your results and your time, focusing on filling your classes and growing your business, schedule your Fill Your Studio Strategy Session, by [\*\*clicking here!\*\*](#)

But, you'll want to hurry! Because this program enrolls students in YOUR area, it's geographically limited to one studio per zip code. If you want it to be yours, you'll want to book now.