

# **How This One Theater Arts Studio Generated 665 New Leads, Enrolled 23 New Students & Achieved 3,925% ROI in Less Than 60 Days By Utilizing Facebook Ads**

Discover How Chiswick Theater Arts Used a Simple 4-Step Facebook Ad Campaign to Enroll More Students in Less Time Than Ever Before

## **The Challenge:**

When Chiswick Theater Arts came to us, they had been relying on various grassroots marketing campaigns, in-house promotions, events and referrals to fill their musical theater classes. 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 fill their Annie-themed musical theater master class and ultimately enroll full-time students as a result.

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

## **The Solution:**

By launching a Facebook advertising campaign, offering a free musical theater master class, and immediately adding "book an audition now" instructions after claiming the offer, Chiswick was able to attract hundreds of potential students to their studio.

## The Campaign Consisted of 4 Parts:

1. Area-specific messaging for a targeted Facebook ad campaign to attract people who are near their studio location.
2. A landing page with an offer to claim a FREE master class
3. "Book an audition" thank you page to increase the redemption rates of their offer
4. Redemption-focused follow-up sequence



Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching their "ideal customers" for their Master Class and what specific location to target, we launched an ad campaign for Chiswick Theater Arts with an offer to claim a FREE Musical Theater Master Class.

After they clicked the ad to claim the offer, leads were immediately redirected to a landing page where they would enter their information to claim the offer. They were then sent to a thank you page where they would click a button to book an audition. If they didn't redeem the offer immediately, they would receive a series of follow-up emails over the coming days encouraging them to sign up and take advantage of the offer. The ultimate goal of this campaign was to enroll as many full-time students as possible.

## The Results:

Since launching this Facebook ad campaign, Chiswick has generated over 665 new leads and enrolled 23 new students which resulted in 3,925% ROI in less than 60 days with no signs of slowing down any time soon!

And, with hundreds of new people added to their email list, the potential for additional revenue and adding more students to their full time membership program is huge. A large percentage of these 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.



## About Chiswick Theater Arts:

**Industry:** Theater/Performing Arts

**Location:** London, UK

**View Company Website:** <https://www.chiswicktheatrearts.com/>

## Think We Can Help?

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