

# How This Dance Studio Generated 292 New Leads, Enrolled 17 New Students & Achieved 1,913% ROI in Less Than 90 Days By Utilizing Facebook Ads

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

## The Situation...

When Releve 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 studio 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.

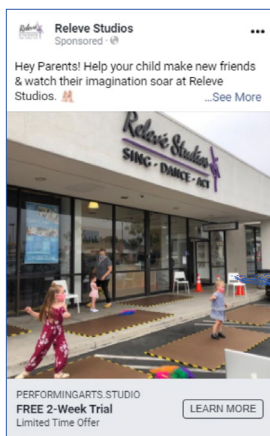
They knew they could reach more potential students and successfully fill their classes using social media, they just needed the right system in place to do it.

## How This Dance Studio Was Able to Generate Over 292 New Leads at \$4.90 Each, Enroll 17 New Students, and Generate Over 1,913% ROI in Less Than 3 Months

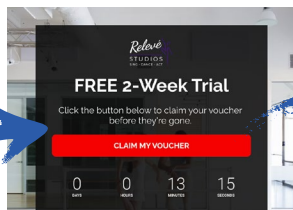
By launching a Facebook advertising campaign, offering a free 2 week trial, and immediately adding "book now" instructions after claiming the offer, Releve Studios was able to attract hundreds of potential students to their studio.

## The Campaign Consisted of 4 Parts:

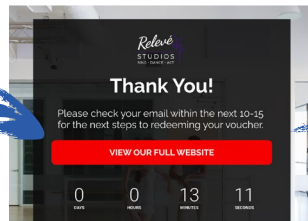
1. Area-specific messaging for a targeted Facebook ad campaign to attract people who are near the studio
2. A landing page with an offer to claim a 2 weeks FREE trial of classes
3. Book NOW thank you page to increase the redemption rates of their offer
4. Redemption-focused follow-up sequences



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. After researching their "ideal customers" including what types of offer they were likely to respond to and what specific location to target, we launched an ad campaign for Releve Studios with an offer to claim a FREE one week trial of their classes.

After they clicked the ad to claim the offer, leads 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 redeem the offer 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 2 week of free classes.

Once they redeemed the intro offer, they were presented the opportunity to join the full class membership program.

## **With these strategies, Releve Studios was able to get more leads and new students than ever before in less than 90 days!**

Since launching this Facebook ad campaign, Releve Studios has generated over 292 new leads and enrolled 17 new students which resulted in 1,913% ROI in less than 90 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. The lifetime value of a client is over \$3,000 so this will result in a large boost to their income. 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.



## **Think We Can Help?**

Let's Chat to See How We Can Help Generate  
Quality Appointments for Your Business!