



ClassForKids.

ACADEMY

7 Creative Ways to Grow Your Club



Hey You!

So your kids activity business is **all set up and running**, but you're looking to **increase your bookings**? We get it, it's easy to get into a bit of a booking rut, but we've got great news for you! ClassForKids has put together this guide with our best tips and tricks that will help you **get those bookings rolling in!** Now, let's get into the how.



Develop a Website

It's no secret that the online world has a significant hold on most of us nowadays. Whether they're searching for the best Thai food around, shopping for that cute top they saw on Tiktok or looking for kids activity clubs nearby, **your customers are highly likely to be utilising the internet to find you.** That is why developing your very own website is a great idea! It makes it easier for your customers to find you and allows them an insight into you and your business. Your website should showcase **your activities, pricing, classes** and other important information like where your venue is located. And, best of all? You can integrate your booking system with your website, making it **easy for new customers to book your classes in just a few clicks!**



Top tip: Remember to make sure that your website is easy to navigate and mobile-friendly. Your customers are very likely to be viewing your website on their phones, and you want them to have the best user experience possible!

Use Social Media

Social media can be a great tool for your kids' activity business. Set up and run some social media profiles that you feel suit your club.

You can use these profiles for all kinds of communications with parents or potential customers! From sharing **exciting new, behind the scenes footage or promos you're running**, your social media profiles should reflect you and your branding.

It's a great tool for communicating **what it's like to be a part of your club**. Just make sure that you have the parents' permission to share photos of their kids online, and post regularly to build up a following. This is a good space to be creative and have fun!

Social Media content ideas for your club:

- 🎥 Videos from your latest show or performance
- 🗣️ Customer testimonials
- 📊 Industry-relevant fun facts or quizzes
- 🏆 Competitions
- 👕 Posts to show off your branded merchandise
- 💡 Inspirational quotes
- ❓ Posts answering common questions
- 👋 Introductions to your team

Utilise Partnerships

Partnering with local schools, nurseries or other clubs can be an amazing way of **reaching more potential customers**. New customers are often more susceptible to your club if they hear about it from someone they know and trust - such as a friend or their kids' schools!

You could offer the partnering business a discount or commission for referring customers to your club to sweeten the deal a bit too, and voila! New bookings are sure to come flooding in soon!

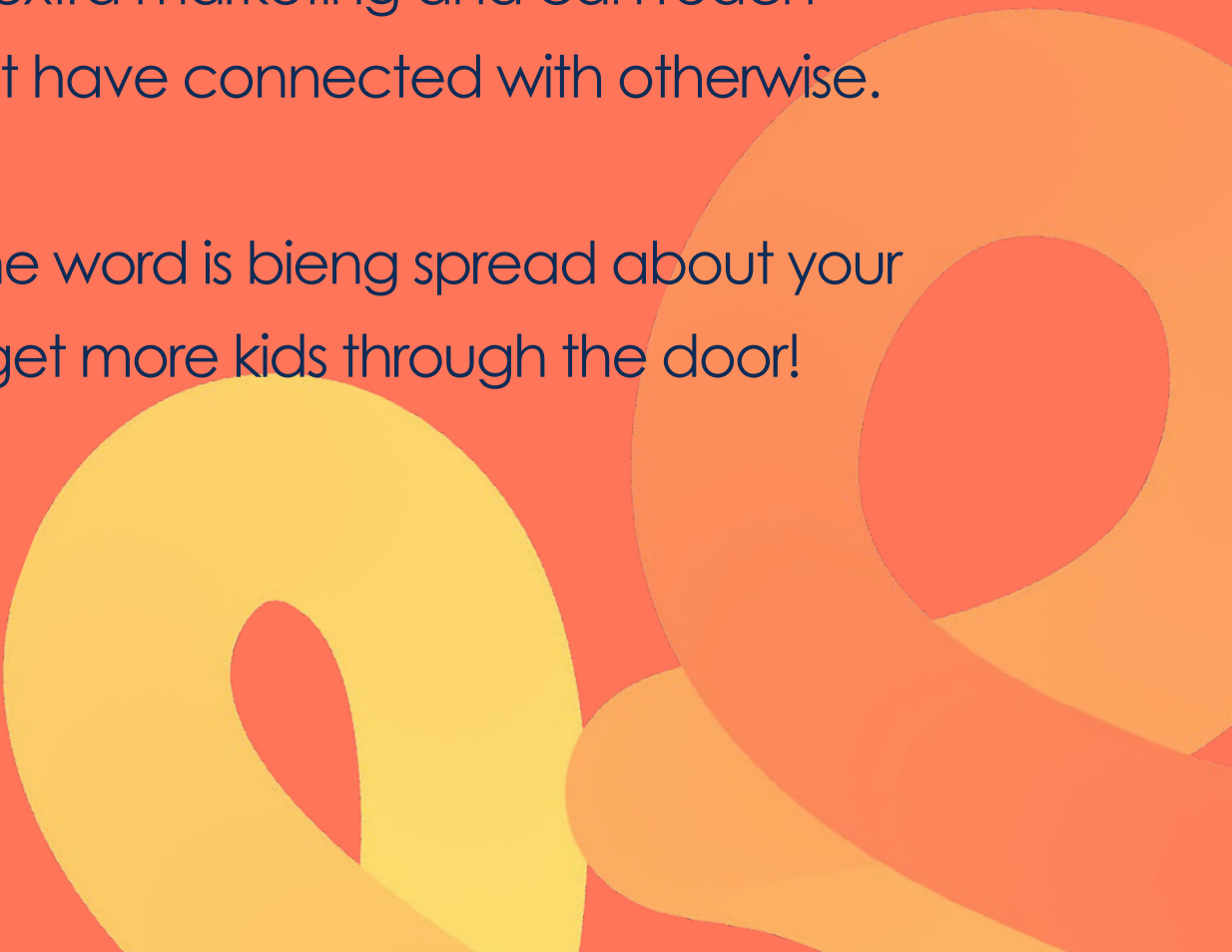
Why work with schools?

Budgets: Schools have access to protected funding that you can tap into by working with them.

Location: Offering your classes in or near schools will be super convenient for parents - meaning more bookings for you.

Marketing: You'll get extra marketing and can reach parents you might not have connected with otherwise.

Bookings: Because the word is being spread about your fantastic club, you'll get more kids through the door!



Be Seen in the Public

Another good way of spreading the word about your club is by attending community and industry events. **Being active in the community means you'll be recognised and give you a chance to tell more people about your club.**

Industry events are also great for this! If you run a dance school for instance, attending events like Can You Dance? And Move It is great for recognition of your club.

3 Reasons to Attend Events

- 1. You'll make a name for yourself.** People buy brands, not products, so you'll want your brand to be recognisable! The more events you attend, the more well known you'll be.
- 2. It's an opportunity to learn and grow.** Events are a good space to learn more about what competitors are doing and how the industry is changing.
- 3. You can find new partnerships.** From software providers like ClassForKids and dance costume businesses to venue providers and hair and makeup artists, there are some great opportunities for partnerships!

Offer Promotions

Offering promotions can be a great way to attract new customers, or to encourage existing customers to tell others about your club. You could offer a **discount** for when your customers book in for several classes or terms at once, or run a **referral program** where customers get a discount when they get a friend to join your club! Another great way of showcasing your classes is by offering free or **discounted trials for new customers**. This gives them the chance to try your classes and see how great your club is! And after all, who doesn't love a discount?

Types of promotions you could offer:

- Discounts for returning customers
- Multi-class booking discounts
- Referral discounts
- New term discounts
- Class trials at discounted prices
- Camps discounts



Utilise Positive Reviews

You might have heard it said that “**people buy people**”. This is the reason why you’re much more likely to buy something that someone else has recommended to you. If a product has **lots of positive reviews**, you will be much more inclined to purchase it, because other customers are telling you it’s a great product.

Reviews of your club work the exact same way! Encourage your customers to leave reviews on your website or social media profiles for potential customers to see, and promote these where you can. It’s much easier to convince new customers that your club is good if you have the testimonials to back you up on it!

When was the last time you decided to purchase something because your friends, or online reviews, encouraged you to do so? What convinced you to go through with the purchase? Maybe it was the number of positive reviews, or maybe it was that a specific concern was squashed by previous customers. You can utilise the reviews you get from parents to convince new customers to join your club too! Have a think about what concerns they might have, and which reviews might squash them.

Trial and Error

When you are starting out, you might feel like you're going into running your business blindly. Don't worry, you're not alone in feeling this way. The best thing you can do is **try things out, track the progress and adjust accordingly.**

For instance, the very first flyer you create for your business might look very different to what your fifth or sixth flyer does! That's because you are trialling different approaches and figuring out what works for you, your club and your customers.

Keep track of your bookings and marketing efforts to determine what is working and what is not. Make adjustments as necessary to improve your results.

Remember: we are always learning and growing, **so it's OK if you don't succeed on the very first try!**



And There You Have It

Those are our very best tips and tricks for you to increase the flow of your club bookings. Remember to stay focused and committed to your goals, and you will see success over time.

Cut down hours of admin and focus on growing your club: speak to a ClassForKids team member about how our software can help you!

Show Me!

HEAR FROM OUR CUSTOMERS!



"We've used ClassForKids for 6 months now and have loved to ease of it, it's taken so much pressure off for admin and I'd definitely have to work more hours if we didn't have it."

- Lily, Thundercats Studio