



ClassForKids.

ACADEMY

10 Simple Steps to the Perfect Facebook Page



It's Time to Maximise Your Class Bookings via Facebook!

As a kids activity provider, the likelihood is you already have a Facebook page for your business. But are you using your page to its' full potential?

Parents are increasingly using social media as a search engine when looking for baby & toddler classes. This means there is huge potential to increase the customers your club is reaching.

So how do you make the most of this potential custom?

We'll show you how to turn parents into happy customers with our 10 key steps!

Tell Club Parents All About Yourself

Are you using the 'about you' section effectively? This is often overlooked, causing parents to disengage with your page. Many businesses fail to do this and lose potential customers as a result. Tell parents exactly what they need to know. Here's what to include:

- **Who you are and what you offer**
- **Website link**
- **Telephone number**
- **Email address**
- **Opening hours**



Write a brand story in the 'story' section of your Facebook page to make your USP clear. This appears in the profile view, makes clear your USP and adds personality to your kids activity business.

Craft An Engaging Facebook Header

Are you using your Facebook header to grab the attention of parents?

Catching the attention of parents in a saturated market can be tricky. Your posts have to stand out from the crowd.

This is the perfect place to draw attention to what's happening at your club, so make sure your header is updated regularly but remains on brand - you'll still want parents to be able to recognise your club.



Try using a call to action here! This can help interested parents take action since you are giving a clear signal of where you'd like them to go - i.e. an arrow pointing to your 'book now' button.

Book Now Button

Are you providing a convenient booking process linked to your Facebook page?

It's key to let parents book directly will love the convenience this provides while you can benefit from the higher likelihood of securing interested parents.

The more convenient you make this process for parents, the more bookings you can secure via Facebook.



With ClassForKids parents can book and pay for classes straight from your Facebook page, making booking your classes easier than ever!

Services Tab

Have you clearly outlined all the services you offer?

Your Facebook page has the potential to be both a brand builder and an income generator.

Parents can browse this section to determine if what you are offering is relevant to them.

The more clear you are about what you offer, the more you can stand out to those looking for baby & toddler classes like yours.



Make sure this is regularly updated with any extra services you offer like birthday parties. You can even add images, descriptions and prices so make sure you truly sell your services here!

Automated Responses

Are you using automated responses to keep on top of communication with parents?

As your business grows, it becomes tricky to keep on top of the messages from parents that will pour into your inbox.

It's easier than you think to reduce the time you spend on this - craft clear answers to standard FAQ's and pop in your phone number/ email for parents to conveniently reach you.



The better your response time, the better your quality score - both of these improve your organic post reach, meaning you can reach more parents without paid for



Pinned Posts

Are you using pinned posts to highlight the most relevant/ engaging content?

These posts live at the top of your Facebook page and so get great visibility. It's one of the first things interested parents will see, so it's important to grab their attention!

What is relevant right now? Are you running a new class? Promoting a special offer? Or want to show off what's happening in class with engaging videos?



Be sure to include a call to action here - you may want to encourage parents to snap up an offer with 'secure now' or 'take me there'. Alternatively, present an offer in exchange for an email address.

Test offers & incentives

Are you using your Facebook page to test interest?

Decide what you can viably offer to hook interested parents. Gauge interest by posting special offers, discounts and merchandise giveaways.

We've crafted the perfect guide on how to convert interested parents into happy customers via trial sessions. Read it here!



You might want to trial two versions of the same post as ads to see which one performs better. Get to know your audience and widen your reach in the process!



Connect With Your Facebook Audience

Are you truly getting to know your audience?

It's key to pay attention to those who interact with your Facebook page - anyone who likes, comments and/ or shares your posts. Be responsive to comments and messages to build a positive brand identity.

Invite them to like your page. Even if these are simply 'vanity likes', they are still helping your baby & toddler business reach more parents.



For every like you receive, this connects you to another host of parents. All it takes is for someone to share or interact with your posts and you are appearing on the timelines of more parents!

The Power of Video

Are you posting engaging videos to increase your engagement on Facebook?

Showcase the great things happening at your kids activity classes! Post engaging videos of your classes in action, behind the scenes footage and in-person feedback from parents.



Want some guidance on creating effective organic and paid for content for your business page? [Click here to check out our go-to templates for Facebook!](#)



Customer Reviews

Have you asked customers to give reviews of your service?

Parents love to hear from other parents when looking for a kids club. So what better way to market your kids club than to get your existing customers to review your business!

If parents value your service they'll be more than likely to shout about it.

Be sure to use the reviews section on Facebook so parents can access these testimonials easily.



Post rave reviews as images or videos on your Facebook alongside a call to action to engage interested parents!

And There You Have It

There you have it! 10 easy steps to improve your Facebook page and start securing more customers from social media!

Show Me!

HEAR FROM OUR CUSTOMERS!



“ClassForKids has saved us...we were really messy behind the scenes. We now have a streamlined system where we can monitor everything. We spend far less time on the phone chasing people and the financial capabilities are great!” - **Andrew, Jungle Sports**