



ClassForKids.

ACADEMY

# 6 Steps to Setting Up for Success



# Hey You!

Are you ready to get ahead of the game for your next term?

Do you have the tools you'll need to set up a new term at your kids club? From providing a smooth customer journey to having a top-class communication system with parents, there's a lot to get done ahead of a new term!

**Let's get into it so you can be prepared and feel ready for all the great things your club has in store!**



# Booking & Payments

**Are you giving parents a convenient way to book and pay for your classes?**

60% of kids club's bookings now come from Facebook, so making sure that parents can easily book straight from your page is crucial!

The ClassForKids online system helps you keep on top of bookings and removes the headache of manual admin. The system allows you to embed your booking schedule directly to your Facebook page, other social channels and your website. It's a win-win for you and your customers!



# Class Enrollment

**Are you making it easy for your existing customers to enrol in your next term?**

There's no need to overcomplicate this by doing it manually - it's time to automate your business processes and spend more time doing what you love instead!

A good system, like ClassForKids, will allow you to automatically re-enrol your existing customers in a matter of minutes!



# Effective Use of Communication

Are you keeping in touch with parents well in advance and in the right way?

Using the most effective means for reaching parents is super important. From text alerts to email booking confirmations, it's crucial to get your communications on point.



**Utilise an online system that allows you to store all the contact information in one safe place for quick access. For example, ClassForKids allows you to access emergency contact details straight from class registers and send important updates via email and SMS at the press of a button!**

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# Registration Questions

**Are you using the customer onboarding process to your advantage? Start the new term as you mean to go on!**

If you aren't using your customer onboarding process to learn more about your new customers, you're missing out! How do you do this? You ask the right and relevant questions! Asking questions around the following are particularly useful:

- 🕒 **Marketing consent so you can use materials across your website and social channels**
- 🕒 **Photography consent**
- 🕒 **Which schools kids attend to build opportunities for partnering with schools or offering parents incentives such as friend discounts**
- 🕒 **Where parents heard about you to see which marketing methods are working and which may need to be strengthened.**

# Robust Policies

**Are you using the customer onboarding process to your advantage? Start the new term as you mean to go on!**

Be sure to share your policies with parents so they have all the key info about your club prior to signing up.

Your terms and conditions should give full transparency on your club rules, guidelines and procedures.



**It's key to communicate any policy changes well in advance of a new term! If you keep parents in the loop they'll be more understanding of any adjustments.**

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# Relevant Incentives

**Are you using the customer onboarding process to your advantage? Start the new term as you mean to go on!**

Parents already with you will appreciate a reward for their custom. Try offering them a 'bring a friend' or loyalty discount to secure them for the new term.

Interested parents can be enticed with early bird discounts or invitations to a trial to showcase your club's value.



**Send offers out when parents are the most interested: soon after a trial class or just after their final class of the current term. Remember to include a direct booking link to make the process as easy as possible for the parents!S**

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# There You Have It!

We make it easy for 1000s of kids activity providers to set up for a new term by seamlessly automating their business processes. Want to know more? Speak to one of our friendly business coaches today!

[Show Me!](#)

HEAR FROM OUR CUSTOMERS!



“Ever since we switched to ClassForKids our booking process has really improved and saved us a lot of time. It’s a very easy program to learn and use and it has been a life saver for our company. I would highly recommend it to anyone who runs clubs for kids.”

- Astrid, Wallace Chess