



ClassForKids.

ACADEMY

7 Great Ways to Scale Your Kids Activity Club



Hi Again

It's Time to Scale Your Kids Activity! You already run a successful kids' activity business, but do you want to scale your club even further?

Perhaps you find yourself at a crossroads, unsure of how to sustain the growth you've already achieved.

Well, we've got good news for you! We've created this guide as a secret weapon that will help you grow and scale your business to the next level.

In this guide, we'll show you 7 ways to increase your revenue and see continuous growth in your kids' activity club. Ready to get started? Let's dive in!



How to Engage Kids With Interactive Classes?

Boosting your revenue streams is an excellent strategy for expanding your kids activity business, and the exciting part is that there are multiple avenues to explore! It's all about exploring new possibilities and thinking outside the box.

Take a moment to brainstorm and see what other enticing offerings you can bring to the table. The key is to embrace innovation and take the leap.

Top Tips: Offer any new types of classes or activities. It could be the classes with a wider variety of ages, or more customised sessions on a 1-1 basis. Start offering holidays camps: Camps are a fantastic opportunity for children to not only have fun during their breaks but also engage in enriching and educational experiences. And guess what? A successful holiday camp can lead to positive word-of-mouth referrals, repeat customers, and increased brand recognition, all contributing to sustained financial growth for your kids activity!

Remember: Take a moment to brainstorm and see what other enticing offerings you can bring to the table. The key is to embrace innovation and take the leap.

Expand to New Locations

Expanding your business to new locations and venues unlocks a whole new realm of opportunities to connect with and inspire a broader community. By branching out, you'll create the space and seize the opportunity to welcome even more kids into your extraordinary club.

So, let's embark on this exciting journey together and extend the reach of your club to new horizons! Who knows how many lives we can touch and hearts we can inspire along the way? Let's make it happen!

Top tips: If you have a booking system like ClassForKids, you can use the waiting list function to manage your classes' registration. By using waiting lists, you can effectively assess the level of enthusiasm and anticipation from parents. It's an opportunity to create a buzz and build anticipation while ensuring that you're meeting the needs and desires of the community.

Consider Franchising Your Club

By franchising your club, you open up a world of possibilities where your kids activity business can flourish in multiple locations, all managed by separate owners who share your passion. It's like igniting a network of inspired entrepreneurs, each fostering the same values and providing exceptional experiences to children and families.

Top Tip: Create a Franchise Plan: Craft a comprehensive franchise plan that outlines the requirements, expectations, and support you will provide to franchisees. Include details about training programs, marketing strategies, ongoing support, and any unique features that set your club apart.

Select the Right Franchisees: Carefully vet potential franchisees to ensure they align with your club's values, vision, and commitment to excellence. Look for individuals who possess the necessary skills, passion, and financial stability to effectively run a franchise location.

Utilise Social Media Marketing

Here's the exciting part: running ads on social media platforms and building your marketing strategy doesn't have to break the bank!

One remarkable and affordable option to level up your kids' activity business is to harness the power of social media by running targeted ads. With this approach, you can create widespread awareness without draining your resources, as you have the flexibility to set a daily or lifetime budget for your campaigns.



Social Media Tips from our In House Experts

Implement targeted Facebook ads: You might have been Facebook for delivering general announcements of your kids activities, but have you tried running Facebook ads? If you haven't you're in for a real treat!

Facebook's targeting options allow to reach the right people in disguise. Explore interests like sports, arts, education, or specific hobbies. You can even narrow down by location, ensuring your ads reach the parents nearby who are ready to unleash their powers!

Planning is the key: The secret to staying ahead in the game is all about smart planning and scheduling. By dedicating just half an hour each week, you can strategically plot your content well in advance, ensuring a smooth and consistent flow. Embrace the power of tools like Facebook Creator Studio for Instagram and Facebook, which act as your trusty sidekicks in organising and scheduling your posts.



Don't Be Afraid to Increase Your Prices

Often kids activity owners underestimate the value they bring to the table, despite genuinely solving real problems for their customers. If you find yourself in this situation, here's an exciting revelation: you have the potential to grow your club simply by giving your classes the recognition they deserve, and that starts with pricing!

Top tips: Increase the prices little by little: Think about it like this: if your goal is to increase the price of a class from £6 to £10 it's a good idea to increase the price a little bit, twice that year. The first time, you'll increase the price from £6 to £8. Then, a few months later, you'll increase the price again from £8 to £10. A £2 increase will not be something your customers are likely to dispute, and you will finally end up with the £10 charge per class, just as planned.

Create value-added packages: Create value-added packages that justify a higher price point. For instance, you could introduce a premium package for your art club that includes access to specialised workshops, exclusive art supplies, or personalised feedback sessions with professional artists.

Run a Referral Programme

Want to expand your club's reach? Here's an idea: let's focus on boosting your customer base. But how can we achieve that? Well, here's a tried-and-tested approach: introducing a referral program. With a referral program, you empower your current customers to bring their friends on board and become part of your club. Your existing customers are fantastic advocates because they've experienced your club firsthand and can vouch for the enjoyable classes you offer!

Top tips The offer doesn't have to be amazingly crazy: Let's say Jane is a loyal customer who loves your classes for her children. You could offer Jane a 10% discount on next month's classes for each friend she refers who signs up for a membership. Alternatively, you could provide Jane with a free week of unlimited classes for every two friends she brings in. This way, Jane is motivated to spread the word about your club, and her friends get to enjoy the benefits too. Remember, the offer doesn't have to be extravagant; a small discount or an added perk can go a long way in encouraging referrals and growing your club.

Expand Your Team and Optimise Your System

To free up your time and redirect your energy effectively, you may consider bringing in additional staff to handle the day-to-day operations of your club! By delegating these responsibilities to a capable team, you'll be able to take a step back and concentrate on strategic growth initiatives for your club.

Top tips: No more spreadsheet stress: An booking software like ClassForKids can change the way you handle these tasks, simplifying your workflow and enhancing your overall efficiency. With ClassForKids, you can automate the booking process, maintain accurate registers, and enjoy the convenience of centralised data management with more bookings generated!

Checklist For Sustainable Kids Activity Business



Always make classes interactive



Use promotions and incentives to encourage bookings



Make use of Facebook Ads



Keep your organic social channels up to date

How ClassForKids Scale Your Club with Confidence?

Use the waiting list function to test your market in new locations. Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting. Regulate the monthly payments with the Subscription function.

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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**