



# The Ultimate Checklist to Scaling Your Kids Activity Club

So, you already run a successful kids' activity business, but you want to scale your club even further? Are you looking for inspiration on how to take things to the next level? Great news. Why? Because this checklist will show you how to increase your revenue and see continuous growth.

## Analyse Your Business and Identify Areas of Improvement



The first step to scaling your business is taking a step back. It might sound strange but it's essential to growth. This gives you the chance to look at your business out with day-to-day tasks that bog you down. You'll want to look at things like your best-performing classes, gaps in your finances and gaps in classes. If you can start by improving these areas, you'll start to improve your performance.

## Location, Location, Location

It's not just Kirsty and Phil who are obsessed with location - we think it's pretty important too. If you think you've grown as much as you can in your current area, now might be the time to look at new locations.



**Tip: With a booking system like ClassForKids, you can be savvy with how you invest in new locations by using a waiting list to test demand. This way you can test demand without the financial investment of renting or purchasing venues.**

## Invest Time in Developing a Structured Marketing Plan



A great way of attracting and finding new customers is by investing in marketing. You'll already know what marketing channels are your most popular, so spend time investing in these. You'll want a clear strategy for your organic and paid social media (your ads), your website and any other marketing methods you use.

## Create a Clear Social Media Marketing Strategy

Think of social media as your shop windows; it's the place to show potential customers what you've got to offer. You'll want to keep your organic socials updated with regular content covering everything from your classes to parent testimonials.



## Ramp up Your Paid Media Efforts

Paid social might sound scary but once you get the first ad up and running, it's really simple. And we'll be upfront here: running ads doesn't have to cost you a fortune! A great, affordable option is to run ads on social media.

This will allow you to generate awareness without spending crazy amounts, as you can set a daily or lifetime budget behind the campaign. You can easily run successful marketing campaigns for your club with a very small budget and social media platforms are a great way to start out!



## Expand Your Programme Offering

If you're looking to grow your club, one of the best ways to do this is via the classes you're offering. You might be focused on one specific style of activity but by offering more variety, you're increasing the number of people interested in what you've got to offer.



## Get the Right People on Your Team

We cannot stress how important this is, but getting the right people in your team is crucial to your success.

You want to hire people with the right skills and attitude that match the brand you're trying to build. You'll need to make sure you have the right staff-to-class number ratio, too.



## Invest in Partnerships with Schools and Nurseries

We see it time and time again, but one of the best ways to grow your network is by expanding your network through schools and nurseries. Why? Because it's regular classes and it's also an opportunity to upsell your classes outside daytime hours.



## Industry Trends and Innovation Matter

It's important you don't spend too much time focusing on what your competition is doing, it's not a bad idea to check in every now and then. It's good to see what others are doing and be innovative with new ideas.

## Optimise and Systemise

Automating as many of your business processes as possible will allow you to scale your business and achieve your goals. If you're currently taking bookings manually and using spreadsheets for registers, you could optimise your processes by using an online system like ClassForKids! An online system should make sure that all the information you need is organised and help cut down hours of admin. That means that you'll have more time to spend on the overall growth of your club because the daily tasks are already taken care of!



**And then you have it - simple steps to scaling your kids activity club.**

## We're SO Much More Than Just a Booking Software

Our customers might call our booking software game-changing (no really, they do!), but we're also a team of people that really value our customers.

Your success is our success, and we want to celebrate with you as that happens. Here are just a few perks you get when you join the ClassForkids family:

- Industry-specific partnership offers and incentives
  - Free entry into our monthly prize draw
- Additional revenue stream with our Referral Scheme
  - Reach more parents with our Discovery Site
  - Award-winning support

Curious to see why joining our family could benefit your kids club? Chat with one of our growth experts to see what we can do for you.

**Get in Touch**