



ClassForKids.

ACADEMY

# 10 Easy Ways to Become a Savvier Club Owner



# Hey There!

Becoming a savvy business owner doesn't have to be challenging; you just need to think about your current set-up and what could be improved. Rather than overcomplicating things, start by stripping everything back and breaking it down into manageable steps.

We work with 3000+ kids activity clubs every day, so we're well versed in helping business owners just like you grow and scale their business. So, what is the secret to success?

You need to think about your club in the following three areas: exposure, process, and revenue. Doing this will help you get more customers in the door, streamline your processes, and maximise revenue.

## The Reach Maximiser

Becoming savvier with your club starts by maximising the number of people who know about you. Putting effort into the channels where potential customers discover your classes and asking the right questions will maximise your growth opportunities.

# Optimise Optimise Optimise!

Using the ClassForKids system makes it SUPER easy for potential and current customers to find out more about you and book classes via social channels. Here are our top tips for optimising your Facebook and Instagram profiles.

## Optimise your Facebook “About Us” section

The about us section is often overlooked, but your customers want to know who you are and what you offer. And the about us area was designed for this purpose!

Here is a list of things you should include to give potential customers the information they're looking for:

- ClassForKids booking schedule link
- Telephone number
- Email address
- Opening hours
- Services offered

# Instagram bio optimisation

Optimising your bio is one of the simplest things you can do, even if you're a complete beginner. It's a 5-minute job, but it will help expose your account to more people. Here are 3 steps to get you started:

Changing your name (not your handle) can help potential customers find you. Putting your niche here will help you appear organically in search queries. Think of it as parents googling classes, but on Instagram.

Include search expressions that you're customers are searching for in your bio - you might want to sum up your classes in 3 short, snappy sentences. Include your ClassForKids booking schedule link in your bio. This makes it really easy for parents to book and pay for classes.

**Focus on your bio because it's an opportunity to sell yourself.**

Changing your name (not your handle) can help potential customers find you. Think of it as parents googling classes on Instagram.

Try to include search queries that you're customers are searching, and make sure to sum up your classes in 3 short, snappy sentences.

Make it super easy for customers to book your classes by including a booking link in your bio! This might be a link back to your website or a direct link to your booking schedule if you're using a booking system.



# Three clicks to higher booking conversions

So you've got a website, but are you using it correctly? If you're actively driving customers to your website, you need to consider your customer journeys.

You want to avoid taking potential customers to a webpage that doesn't have the correct information or has a complicated booking process.

Over 95% of ClassForKids customers have a website and have successfully integrated their ClassForKids booking schedule link to their booking page. The benefit?

They reach more customers AND have a higher conversion rate from interest to booking. It's all about getting parents while they're showing interest in classes.



# Questions during registration count (a lot!)

Registration questions are a firm favourite amongst our customers, and there's a good reason for it. They're a great way of asking your parents specific questions about your club. With the ClassForKids system, you can ask any question you like during your registration process.

You may want to find out more about a child or their requirements, but it's also an opportunity to become more business savvy.

- **Get parents to consent or opt into email marketing.** This gives you the chance to keep in contact with them and upsell any new products or services you're offering.
- **Ask for picture consent so you can take pictures during classes.** This is an opportunity to gather content for your social media channels to engage potential customers and shows the value you have to offer.
- Find out where customers heard about your classes so you know where to **invest time in marketing to expose your club to more parents.**
- **Ask parents where their child attends school** - it's an opportunity to expand your network into schools.



**Tip:** Think beyond the basic questions; it will give you more opportunity to drive more business to your club

# The Process Improver

It's not all about getting more customers in the door; you also want to spend time working on your processes. ClassForKids customers who spend time working on their processes get time back in their day, get more customers in the door, and improve the quality of their classes.

**So, where to start?**

# A new term in five minutes

One of the biggest time-savers for customers using the ClassForKids system is the new term set-up feature. Where set up was once a very manual process - calculating dates, emailing parents and getting registers organised - is now simplified.

And for the process improvers among you, you want an easier way of doing this... You want to set up a new term in five minutes. The good news? With ClassForKids, all you need is your new term dates and any price changes before sending an email to existing customers. It's the perfect copy and paste function saving you hours.

# Get down with the details

To achieve your goals, you want to be confident with your data. Yep, we're talking finance.

**Getting to grips and organising your financial data is life-saving.** So many ClassForKids customers have grown and scaled their businesses because the system gives them instant access to the financial data they need.

You can see at a glance what classes are doing well, what age groups are most popular, and what days earn the most money so you can invest in the right areas of your business. It's finance made easy.

# Trials without the hassle

Trials are a great way of offering potential customers the opportunity to see what you've got to offer, and it's a great way of scaling your business. But how do you manage trials without them getting messy?

It starts with you taking the time to map out the journeys potential customers will take. Whether they book into classes, are unsure of commitment or fail to get in touch, you want robust processes. With ClassForKids, you have the opportunity to follow up with customers, no matter what they choose to do.

## Book into class

1. Follow up email

2. Details of term & booking link

3. Discount code

## Invite to class

1. Contact parent

2. Offer feedback on child

3. Provide class information & booking link

## End trial process

1. Follow up email

2. Issue survey about class & booking process

3. Implement feedback from survey to improve



# The Revenue Generator

So now you've thought about getting more customers in the door and how to improve your processes, it's time to think about ways to generate more revenue.

# Secure payments upfront

One of the best ways to secure revenue is to avoid no shows or late payments. And if you can have guaranteed payments every time a customer books, you avoid hours wasted in chasing payments. You want to make life easier for you and your parents. **That's why 50%+ of ClassForKids customers use the payment secures booking feature.** Why?

Because it's a guaranteed way of making sure customers are committed and that classes are paid for upfront. Payments upfront and no more manual payment chasing - what's not to love?!

# Additional revenue streams

Selling merchandise is not only great for building your club's community; it's also a great way to boost your revenue. If you're looking to increase the lifetime value of your customer, why not include a kit or uniform as part of your sign-up process?

The good news? We make it easier than ever to do this at the point of booking with our set-up fees feature. **It's why so many of our clubs have increased their revenue from the booking stage alone.**

# Grow and scale with ease

While expanding your club will come through hard work and well thought out processes, there are ways that you can make this easier. Part of the complication when looking to expand is concern over demand. You might be asking yourself questions like: will people want to come to my classes? What about the financial implications?

With the ClassForKids system, we remove those concerns. We've already talked about the benefits of accurate financial data, but we give you other features too.

So many of our customers have already expanded into new locations by using the waiting list feature to determine interest. All you have to do is reduce the capacity of your waiting lists and let parents "register their interest" for classes. Doing this means you already have a register full of kids keen to start your classes, and you've done it without the financial investment.

# And there you have it: the perfect formula for reaching your goals

And there you have it: the perfect formula for reaching your goals. **Making sure you're doing everything you can to expose your club to as many parents as possible will increase the demand for your classes.**

By working on your processes you'll have time to quality control your classes and think about the big picture stuff. And once you've done that, it's time to think about how you can increase your revenue streams to fuel growth.

[Get in Touch!](#)