



The Must Have Brand Pack for Dance Schools

Branding & Design

Business & Industry

Social Media & Marketing



Please welcome to the stage...

LAUREN JAYNE, OWNER OF AVENUE
DANCE COMPANY.

Lauren was already running a successful dance studio when she won the ClassForKids Level Up Contest. But when it came to seeing herself as a business owner and having confidence in her decision-making, she was looking for guidance.

From branding and advertising advice, to killer content and business mentoring, we gave Lauren's dance school a complete transformation to help her achieve her business' true income and growth potential!

HERE'S HOW...



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A Branding Revamp

A great dance studio begins with a great brand. Lauren was excited about reimagining her brand in a way that would clearly set out what Avenue Dance Company stands for to attract new customers.

Working with Michael, Executive Creative Director at Parachute Creative Agency, resulted in a logo overhaul in favour of something which better represented her dance studio. Now Lauren has a clear set of guidelines, an enticing logo and a brand she loves!

Have a clear idea of what you want to say in your messaging and make sure this branding is consistent across all areas including social media, your website and physical marketing materials like flyers. Branding is so much more than just visuals - it is the identity of your whole business and what it stands for.



Taking on dynamic design



A key element of a dance studio's brand is the design they choose. From identifying colours to visual assets, this is what will set you apart from the crowd. This was an area Lauren was particularly keen to get stuck into, since she recognised the need for a more enticing design across her website and social media channels.

ClassForKids Graphic Designer Chris McKay has shown Lauren how to create attractive content for these areas. Lauren now find content creation much simpler and enjoys trilliang new designs.

CHRIS' ADVICE?

“Have fun with it, and inject your brand's personality. When people stumble across your designs - whether it's on social media, websites or elsewhere - you want them to know who you are and what you've got to offer.”



Building Business Confidence

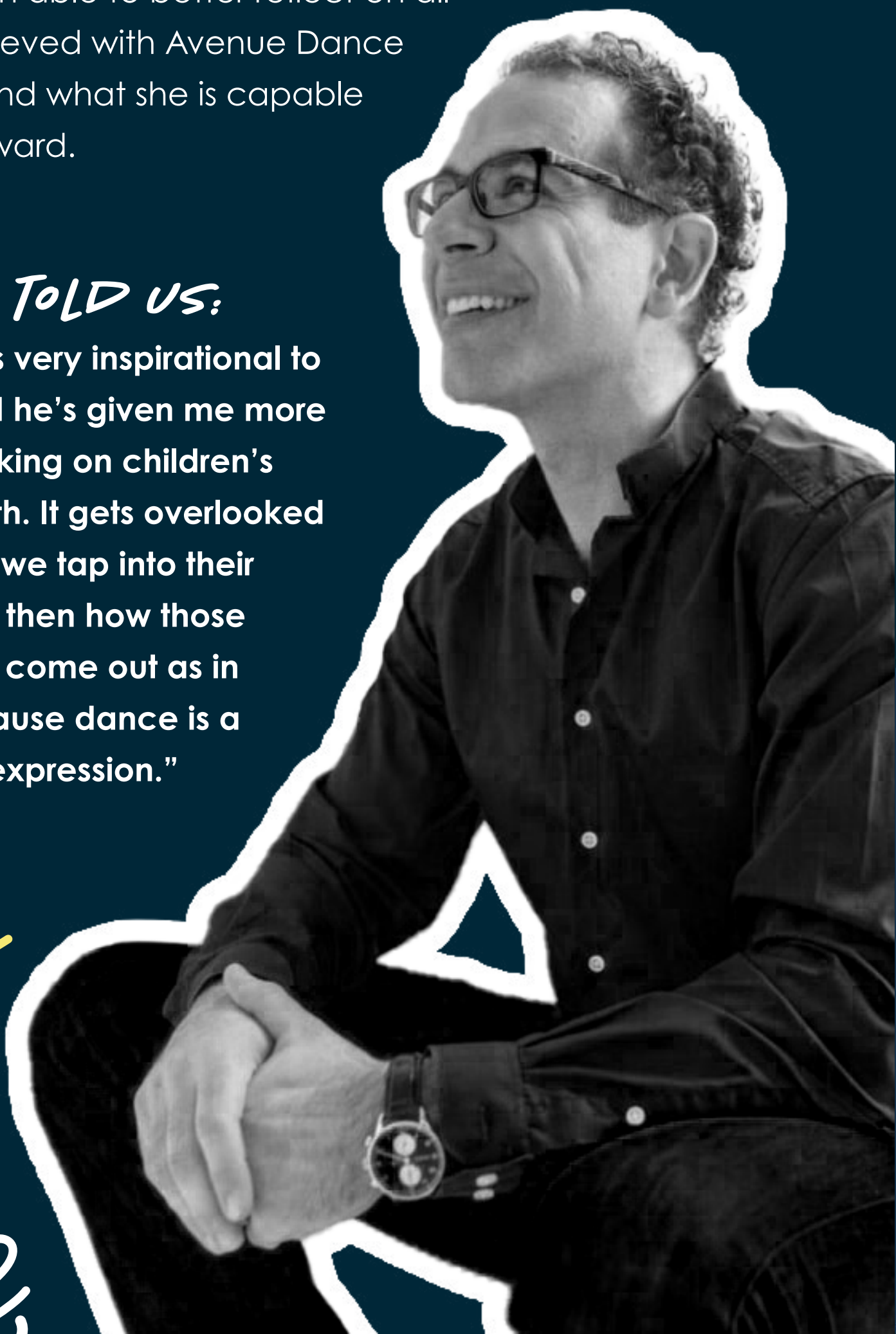
To run a sustainable dance school, you have to think of yourself not only as a dance teacher but as a business owner.

Working with Nadim Saad, motivational speaker and Founder of The Happy Confident Company, Lauren has gained the much needed confidence to be more sure of her ideas and decisions.

She has been able to better reflect on all she has achieved with Avenue Dance Company and what she is capable of going forward.

LAUREN TOLD US:

“Nadim was very inspirational to listen to, and he’s given me more ideas to working on children’s mental health. It gets overlooked and it’s how we tap into their feelings and then how those feelings can come out as in dance, because dance is a freedom of expression.”



Industry Advice

Having the right mindset is key to achieving your business goals. Lauren's mindset was greatly influenced by Louise McHendrie, Dance School Owner and Business Coach.

An industry expert, Louise helped Lauren to more clearly define her role at Avenue Dance Company to help her map out different paths to growth and success. She now feels more confident taking a step back by delegating tasks so she can focus on further paths to growth and success.

Look to your network for inspiration by connecting with dance studio owners just like you. Discover what your dance school is already great at and build on any further opportunities that are not currently being explored.

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Social Media Strategy

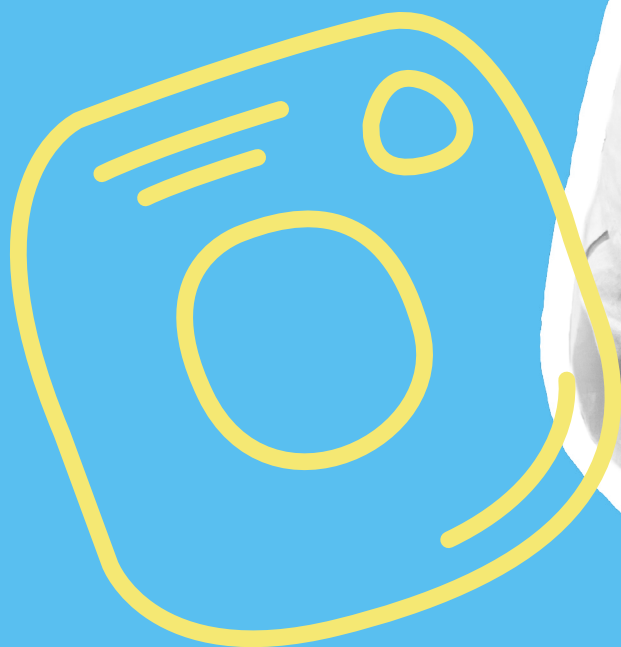
With the majority of dance class bookings being made on Facebook, your social media pages have to be up to scratch!

This was an area that had Lauren stumped. Her Facebook posts were infrequent since she was so busy and when it came to what content to post, she needed some inspiration.

Rebecca Forsyth, Content Strategist at ClassForKids, helped transform the way Lauren uses her social media pages for business, so Lauren no longer worries over what to post on her social channels.

REBECCA'S ADVICE?

“Things in social media change all the time. The secret to staying on top of the game? Planning and scheduling your content well ahead of time! Spend half an hour every week plotting content in for the next few weeks by using tools like Facebook Creator Studio for Instagram and Facebook.”



Implementing Facebook Ads

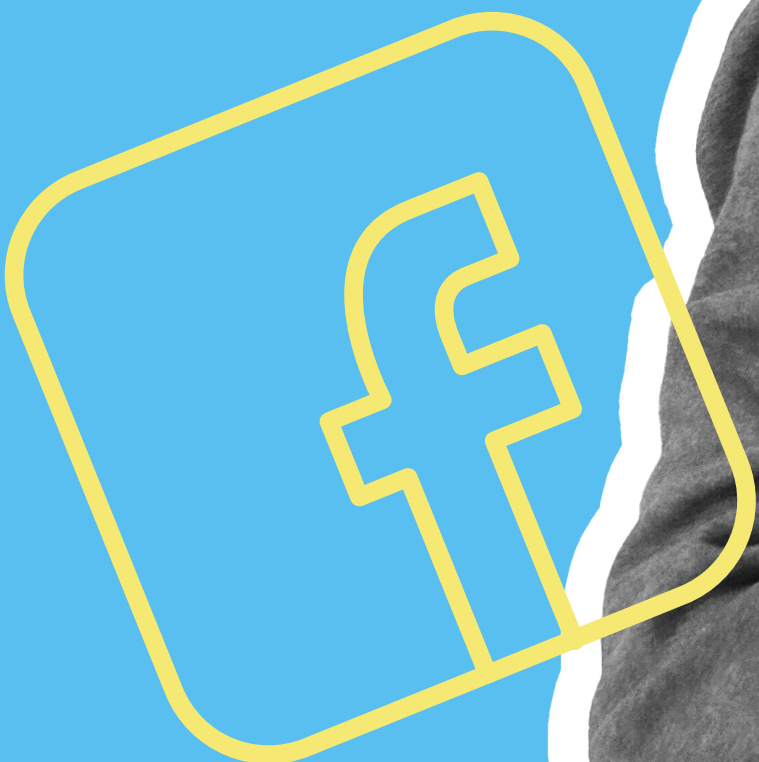


Social media advertising is a great way to hone in on the most interested parents, but it can be tricky to know where to start.

From setting a realistic budget for Facebook ads to knowing how to create lookalike and saved audiences, Lauren has learnt a lot on the power of using targeted and engaging ads from Lee Masterton, Paid Media Expert at ClassForKids.

PRO TIP FROM LEE:

“If looking to promote a specific class, you don’t have to put a lot of budget behind the ad. Saved audiences would work best for you and you can instead ‘boost’ a general post to people within a 30 mile radius.”



A Better Approach to Marketing

Whilst Lauren was achieving great things with Avenue Dance company, she didn't necessarily view herself as a business figure. There is where Tracey McBain, Head of Marketing at ClassForKids came in. After a marketing audit with Tracey, Lauren's understanding of marketing strategy and how it plays a role in shaping her business was greatly developed.

TRACEY ADVISES:

“it is important to retain your personal values when building a strategy. Be sure to incorporate your core ethics into your marketing strategy. Stay true to your ideals to build your dream business, your way.”



Key Takeaways

BRANDING & DESIGN

- Does your branding and use of design reflect all your business has to offer?
- Is your brand engaging, relevant and clear?
- Is your use of branding unique, conveying your USP and helping your dance school stand out from the crowd?

BUSINESS & INDUSTRY

- Do you have confidence in your ability to make the best decisions for your business?
- Have you connected with fellow dance teachers and business owners like you for advice and support?
- Have you developed a clear business strategy that both helps towards your goals and is true to your own values?

SOCIAL MEDIA & MARKETING

- Are you using social media effectively to create organic and paid for content?
- Do you have a marketing strategy in place which best conveys your brand?
- Have you sought advice from experts in these areas on how you can use social media to attract new customers?

Was this Helpful?

Lauren also uses our industry leading dance school software to automate her business processes and spend more time growing her dream business. See how we can help you transform your business today!

Show Me!

HERE IT FROM
OUR CUSTOMERS!



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“Winning the Level Up contest has made me feel more confident in my business. You are only going to better yourself, your learning and your business. If I hadn’t won the competition I’d have stayed stagnant and I don’t think there’d have been much change in bettering our company, but it gives you that drive and an opportunity of a lifetime to transform your business.” - **Lauren Jayne, Avenue Dance Company**