



FREE
Checklist
Inside!

Quick Tips to Conquer the Competition!

*FOR KIDS ACTIVITY
PROVIDERS*



The Competition

The Customers

The Club

Take Your Kids Club to New Heights

Looking to stay streets ahead of other kids clubs in your industry? Then our ultimate checklist is for you!

It's time to take the vital steps towards being the best kids club provider in your area. **Here's how:**

- Get to know exactly who your competitors are and what they are doing
- Keep in touch with who your customers are and what they want
- Future-proof your club by planning for the future

The Competition

The Customers

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Knowing Your Competition

Swimming amid a sea of kids clubs requires first class knowledge of both the industry and your own club.

Identify the strengths and weaknesses of your competitors. Do the same for your own business.

Go further than your already defined USP - which further services can your club offer to overtake the competition? What are you already providing that parents might not know about?

Differentiate yourself, you should be equipped to easily tell parents why they should join your kids club. Showcase your value by letting them know what you can provide that they won't find anywhere else!



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Actions

Assess other businesses in your industry

Compare your own club against competitors.



Draw conclusions to make changes - decide what action needs to be taken and set a realistic goal. This could be offering new services or increasing your marketing efforts.

Clearly outline what your club provides so parents can easily gauge your value. If you're not already actively promoting this, you should be!



Knowing Your Customers

As an experienced kids club provider, you obviously know what makes parents and kids tick.

But are you keeping up-to-date on what's most important to them right now?

Retain existing customers and **secure** new prospects by understanding changing needs to pinpoint exactly what parents need at any given time.

Plan ahead by anticipating what upcoming trends or issue are approaching - be the first to offer a particular service or solution to a concern to get parents on-board.

Actions

Regularly assess what's happening in both the industry and the world - are parents concerned about prices? Looking for new services?

Use incentives. Re-engage past customers with discounts. Capture new customers with early bird discounts. And retain existing customers with 'bring a friend' or loyalty reward schemes. Show parents you care about them more than the competition does.

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Future-Proofing Your Club

Having a strong grasp of what's happening in the industry and at your own club is key to the continued success of your business.

Explore new revenue opportunities - is there scope to provide more services at your club? Could you offer 1-1 classes? Merchandise? Parties?

Adapt to the changing market - to stay ahead of competitors you have to be open to change. Consider what the industry needs now and in the future.

Target new customers - use what you know about existing customers to bring new prospects on

The Competition

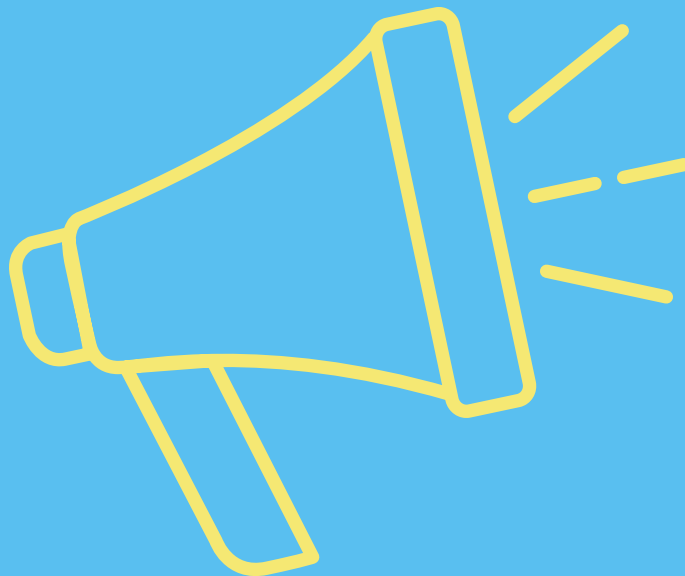
The Customers



Actions

The Competition

Actively promote your service; you may be offering a unique service but do parents actually know about it? Think social media posts to widen your audience whilst trialling flyers and leaflets at classes and events.



The Customers

Embrace current and new technology - over 70% of all kids club bookings are made on mobile. And over 60% are happening on social media. By keeping up with how parents are booking classes and what's most convenient for them, you can come up with new ideas before competitors.



Do some market research - ask parents what they'd like to see at your club. You could also use this to re-engage with past customers.



The Club

Did You Know?

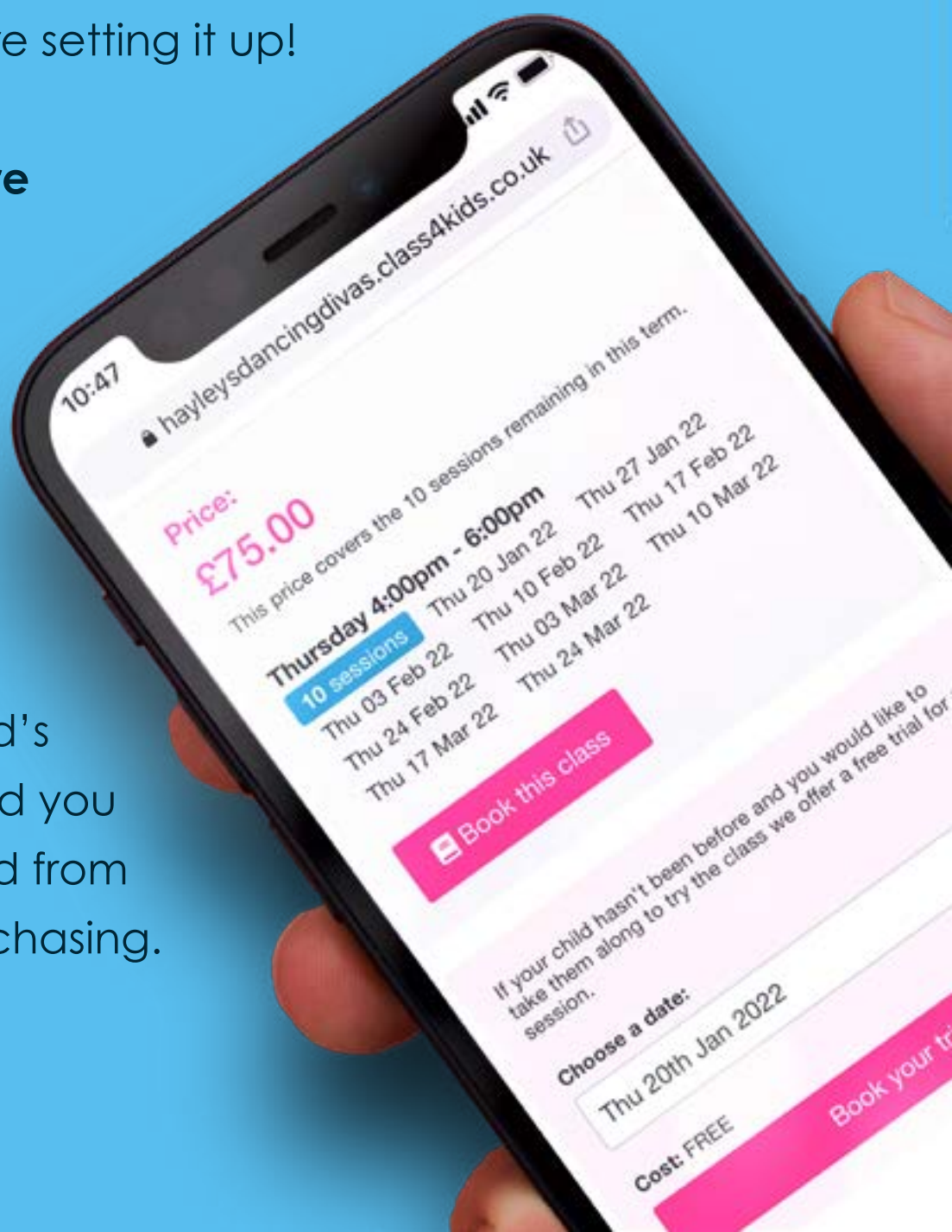
ClassForKids can help you reach your business goals!

Here's how:

- Our **genius suite of tools** help you keep a close eye on your business performance. From financial tracking to monitoring which of your classes is the highest performer, we know that both the day-to-day and the bigger picture are crucial.
- Convert trials to full bookings with our **handy trials feature**. Make this process as seamless as possible for parents by sending a follow-up invite to join a class following a trial session.
- Stay ahead of the game by controlling **class capacity** and waiting lists. These are a great way to test interest in a new class before setting it up!

Our 'payment secure

- **booking**' feature is loved by 100s of clubs. This makes booking a breeze for both parents and your business. Parents can rest assured that their kid's place is secured and you have peace of mind from reduced payment chasing. **It's a win-win!**



The Competition

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**Print
Me!**

Checklist

Know Your Competition

- Assess other businesses in your industry.
- Draw conclusions to make changes.
- Clearly outline what your club provides.

Know Your Customer

- Regularly assess what is happening in the industry.
- Use incentives.

Future-Proof Your Club

- Actively promote your service
- Do some market research
- Embrace current and new technology

There You Have It!

Soar above the competition with the ClassForKids booking system - a game changer in the kids activity industry. We already help 1000s of kids activity providers manage their day to day business and simultaneously reach their business goals.

Want to see how we can do the same for you?

Show Me!

*HERE IT 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