



22 WAYS

to Attract More
Customers



ClassForKids®

Introduction

It's simple: you want more kids coming in the door to maximise your revenue. And while getting more students in the door might sound simple, the reality can be very different. Without a clear strategy in place, it's impossible to know how you'll fill gaps and maximise your revenue in a cost-effective way.

But once you do have a clear strategy in place, you can begin to look at the best ways to draw up interest in your classes and secure more income for your club. So, where do you start? Let's dive in and find out!

First Impressions

The old saying of “first impressions count!” stands true. What a customer experiences - right from booking and paying for your classes to walking through the front door to follow up - really matters.

Tip: Put yourself in your customer's shoes. What's it like walking through the door for the first time? What impression or vibe do you get? Does it say fun and engaging, or is it bland? Being honest with yourself will make for a better customer experience.

Class Content Matters

Your classes are what parents pay for, so you need to make sure they're fun and that standards are maintained. Parents want their children to have fun, to make friends and to want to return.

Tip: Try sitting in on some classes to see how they're running. Are they engaging? Are the children having fun? What skills and techniques are they developing? While you may be looking for ways to improve class content or quality, you should approach staff with changes in a positive way.

To make your classes more engaging, **find out what interests the children!**

“

Children love our sessions because we take the time to speak to them and find out what their interests are. We capture their imagination, and that helps their learning.”

Ashley, Skillz Football Academy.

Ashley's grown his club by

33%

in the past year.

[Find out how](#)



Discounts

What's one of the best things you could give a parent? A discount code of course! Start by trying out a 'bring a friend for free' code for the new term starting. This will boost word of mouth amongst parent networks for those looking for new classes. You may also want to try an early bird discount to encourage bookings for new terms and camps.

Be Savvy with Waiting Lists

A great way of building demand for your classes is through waiting lists. You can use waiting lists to scope out new locations you're looking to move into or for new class types. By using waiting lists as opposed to investing in new classes or locations, you can actively monitor interest without financial investment.

Run Trials

If you're finding uptake for classes slow, why not offer free trials? Trials are a great way of offering taster sessions and showing parents what value you have to offer. You could try a "bring a friend for a free" trial offer to current customers, or you may choose to run targeted ads offering free trials to potential customers.

Contact Old Customers

If you've had customers fall off the radar, make an effort to contact them to see if they're interested in returning to classes. You might want to send a friendly email or text message with a discount code for new bookings.

Ask for Feedback

If a customer has left or stopped attending sessions, you want to find out why. Try sending out a survey to re-engage customers and find out why they left. Reasons for leaving can vary massively and could include anything from price to a lack of interest to better service. But feedback also helps identify problems areas that you can eradicate from your business.

Run Referral Programmes

Parents love to share discounts with other parents, but they also love getting something back. Why not try a referral programme where current customers benefit from the referrals they make?

Encourage Reviews

You're looking to invest in something: what's the first thing you do? You're probably going to read reviews and see what others think, and most importantly, whether it's worth investing time and money. And your club is no different. Potential customers want to see what others think of your services, so make sure you're encouraging customers to actively leave reviews!



The thing that makes us stand out is the family environment. Whenever a new person joins, they become part of our family. We have so much fun in class... but we still learn every week. Our community is a massive contributor to our growth.

Jen, Dance Republic Scotland

Jen has

2x

student numbers

[Find out how](#)



Word of Mouth

Parents trust and respect the opinions of other parents, so word of mouth is pivotal when increasing your class numbers. You want to make your classes and community something to shout about so that parents are willing to share it with friends.

Tip: Parents LOVE to tag their friends and share posts that are relatable. So why not create a campaign that will encourage your users to like, share and tag their friends within their network?

Participate in Community Events

Try raising your profile in the local community by participating in community events like charity fundraisers and events. You might want to try sponsoring a local fun run, organising a holiday drive or raising funds for a cause closely related to your club. This will help raise your profile and attract new customers.

Advertise Locally

They may not be the most 'popular' ways of advertising, but running a small batch of leaflets or advertising in community magazines is a great way of targeting specific areas.

Tip: Make sure to include an irresistible offer and a testimonial so potential customers can see what others are saying about you!

Competitions

A great way of getting new customers and generating interest is by running a competition. Start small by offering something that potential customers would love - like a free class or a free item!

Tip: Keep entry requirements simple. Ask parents to like a post and tag a friend - the simpler the actions, the more likely they are to engage.

Revise Your Marketing Strategies

Step back and look at the bigger picture - how are you going to reach your customers? You'll likely have different strategies for different channels - for example, one for social and one for email marketing. Revisit your strategies to see what's working, what needs changing and what new tactics you could try.

Share User-Generated Content

Nothing's more authentic than user-generated content because it comes directly from your customers. But it's also a great way of enticing potential customers by giving them a flavour of what's happening at your club from a customer point of view!

Tip: Why not ask your customers to share a picture of their child in their uniform or doing their best move and create a company-specific hashtag? Doing this gives your customers a place to look at other customer experiences and a bank of UGC for you to share.

Optimise Your Social Channels

It's great to be active on social channels, but you also need to make sure they're achieving results for your business. One of the easiest ways of doing this is by optimising your social channels to improve your customer experience.

Ask yourself questions like:

- Is it easy for customers to find what they're looking for?
- Is it easy to book a class?
- Can customers find your contact details?
- Do customers understand who you are and what you offer from your bio?
- Are you asking customers to leave reviews?

90%

of clubs using the ClassForKids system have integrated bookings into their social channels. This is a great way of leading to more bookings because parents can book and pay for classes in 3 clicks straight from social channels.

Stay Active on Socials

You need to stay active on your social channels and provide value to be noticed. This means knowing what type of content works best because it gives something back to your customers.

Tip: Use the insights section of Facebook and Instagram to determine the best post times and to look back on what content has worked well previously! There's no harm in re-sharing old content.

“

We started making our classes more convenient for parents by offering extra days, styles and grouped classes together for ages so that a child could attend a few classes in a row. And because it's so convenient, it's grown our student numbers significantly.

Louise, Dance Inc. Studios

Louise is getting

300+

more students in the door

[Find out how](#)



Run Facebook Ads

Start being savvy with your social strategy and run Facebook ads. Not only is Facebook advertising cost-effective when used correctly, but it's also a great way of reaching more of your ideal customers. You can target specific audiences by location, customer interests, and so much more! .

Tip: When building your Facebook ads, always use a hook, an offer and a call-to-action to make your ads irresistible. And start speaking to potential customers directly in your ad copy! Try something like, “Parents of X location, did you know we’re starting [activity type] classes in your area?”

Partner with Local Schools and Nurseries

Working in schools and nurseries is a great way to actively build a community, expand your network and attract more customers. Parents often love the taster sessions so much, they're willing to send their kids to sessions.

Partner with Other Clubs

Why not build a community by using your network? What other clubs run in your local area who aren't direct competitors. For example, if you run a dance club, why not see if your local trampoline or theatre club would be interested in partnering to offer a unique experience. You may offer to host a workshop and receive one in return.

Update Your Website

So you've got a website, but are you using it correctly? If you're actively encouraging your customers to your website, it needs to add value and not detract from your amazing classes.

You want to avoid broken or lengthy booking journeys. Why? Because it doesn't add anything for your customers, and it's more likely to deter customers from trying to book your classes.

Improve Your Customer Experience

So much of your success comes from who you are and what you offer. If you can make it easy for parents to find the information they need, to book and pay for classes, all while providing great classes, you've paved the way to building long term relationships with parents.

Tip: Using a system like ClassForKids makes your customer booking journey a positive one. In just 3 clicks, parents can have their children's classes booked and paid for. And, you can also integrate the ClassForKids system into your website, creating an even more seamless customer experience!

See the solution

And there you have it!

22 ways to start growing the number of students coming through your doors. It's all about providing engaging sessions, a seamless customer booking experience and adding value for your customers!



Was this Helpful?

Looking to grow your business? Come and chat with one of our business development coaches - they'd love to hear from you!

GET IN TOUCH

“**ClassForKids** is so much more than just a booking system. It helps organise everything from parent communication to registers to bookings and payments - and you can access it all on your phone! It's honestly been the best thing we've ever done.”

Jackie Stuart, StageAbility

