



FIVE STEPS TO BUILDING A COMMUNITY

at your Kids Activity Club





Hi there!

Building a solid sense of brand community at your kids activity club is a great way of retaining and gaining new customers.

Think about your own brand loyalty: what are some brands you always gravitate back to? You likely enjoy the product, but in a world with fierce competition it's the brand and the community that really makes it stand out to you.

The same can be done for your kids club! Here's how!

Step 1 – Define Your Goals

In order to create a sense of community, you'll need to figure out what your customers currently connect with. That is, what makes them choose your club over your competitors? What are the shared values creating a sense of belonging and purpose within the community?

Get back to the basics and look at **defining your goals** and your **unique selling point** to figure out what makes your customers **emotionally connected** to your club. If you can understand what it is that makes customers invested in your club, you can work this knowledge into your customer engagement strategies to develop super loyal customers that **keep coming back to you!**

Step 2: Speak Their Language

Okay, we know you've probably heard this one before, but it's because it's so important that you communicate effectively with your customers. How? You simply have to make sure that you're doing two things:

1. Make sure that you're speaking your customer's language:

Maybe they're detail oriented and want all of the behind the scenes information about the goings on in your club? Or maybe they're short on time and want the information they absolutely need and nothing more. In order for your customers to really understand your messages, you need to be speaking the language that suits them!

2. Keep it open and honest.

As the saying goes: Honesty really is the best policy! Not only should you make sure to be transparent and honest, but keeping customers up-to-date on what's happening at your club also ensures they feel that sense of community and that they feel valued. Try to establish a community platform where you can tell your customers about upcoming events and where they can speak amongst themselves too!



Step 3: Offer Them a Community Platform

Allowing your customers a space that's just for them is a great way to establish a sense of community! Depending on your customers, this will look very different, but the goal is the same: Getting your customers excited about your club. So, how can you do that?

Here are a few ways you can communicate exciting updates & events:



Send the kids home with a cool flyer



Set up a locked Facebook group



Send text messages directly to parents



Create a Whatsapp chat for parents



Send out a monthly newsletter

Top Tip: You can easily use registration questions to ask new parents to be part of your emailing list at sign up!

Step 4: Make Them Feel Special

When building a sense of community, you want to “woo” your customers and make sure that they feel valued and special. You essentially want to let them know how important they are to you and your club. After all, your club wouldn’t run without them! So, what can you do to make your customers feel special?

Use exclusive offers:

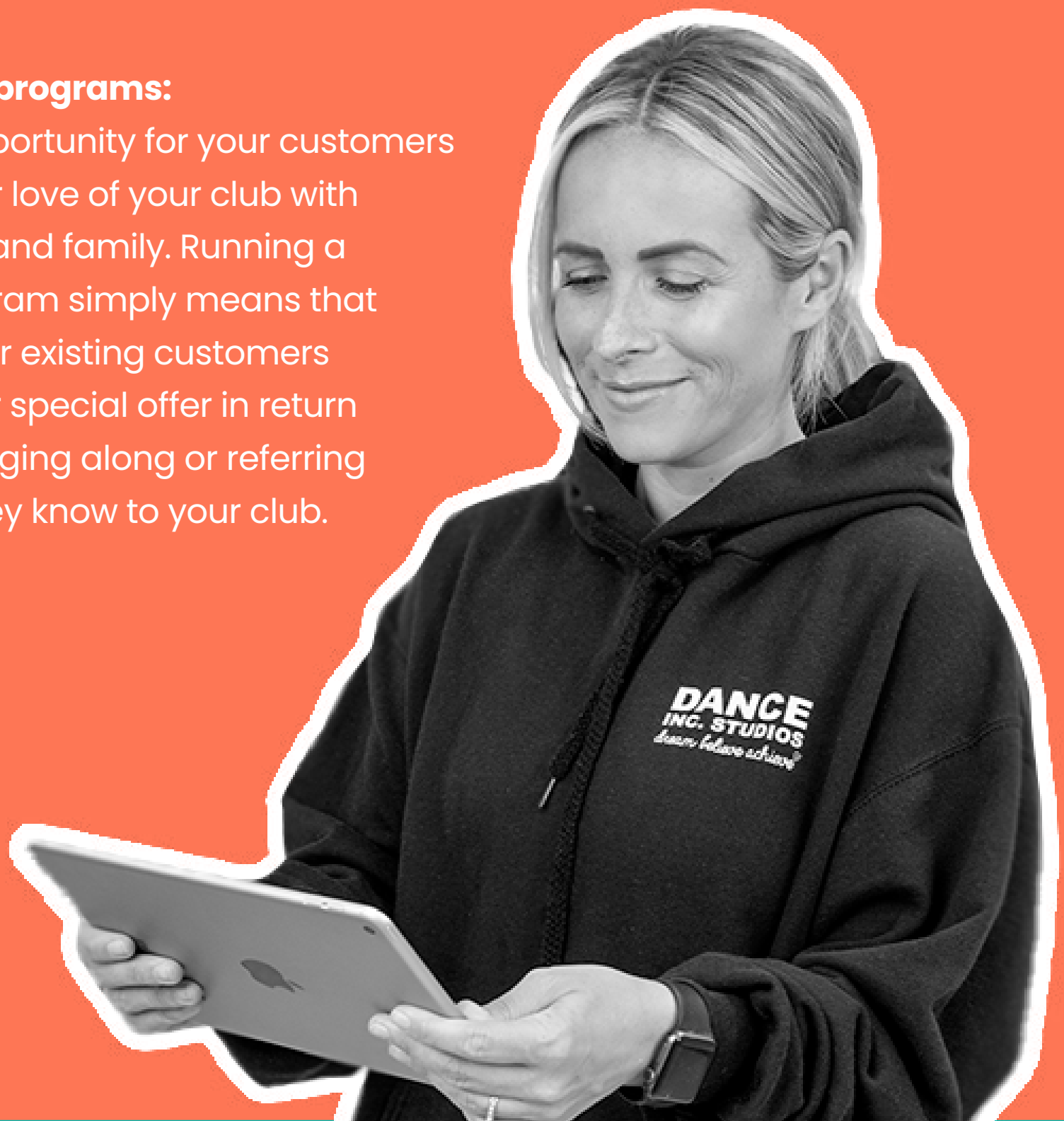
One way to make parents feel special is by giving them special offers or discounts. These should be exclusive to your customers and reward their loyalty.

Give them early access:

Woo your customers by giving them early access to your sales, new terms, camps, parties, special sessions or merchandise. This will encourage brand loyalty and ensure your customers want to stick with you.

Run referral programs:

This is an opportunity for your customers to share their love of your club with their friends and family. Running a referral program simply means that you offer your existing customers a discount or special offer in return for them bringing along or referring someone they know to your club.



Step 5: Be Open to Feedback

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How ClassForKids Market Your Sports Club with Confidence?

- ✓ Use the waiting list function to test your market in new locations.
- ✓ Be listed on the ClassForKids Discovery Website with 800,000+ parents visiting.
- ✓ Regulate the monthly payments with the Subscription function.
- ✓ Saving 10+ hours a week on managing bookings, registers, payments, and parents communication in ONE platform.

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"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 Sports