

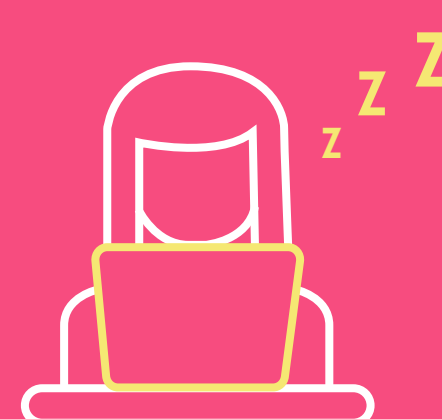


The Ultimate Checklist to Growing Your Kids Activity Club!

So, you've been running your kids' club for a while but now you're ready to grow. Well, we've got great news for you! We've put together our ultimate checklist with our best tips to help you achieve your goals! Growing your club might seem like a monumental task but with a bit of strategic planning, actionable tasks and some elbow grease, we'll get there together!

Build a Strong Online Presence.

One of the first places a parent will come across your classes is your social media. Think of it as your shop window and parents are browsing to see if they should invest in your classes. Start by posting regularly, sharing a mixture of class content, and parent testimonials to showcase your ethos/values.



Build a User Friendly Website.

If you're going to build a website, you want to make sure it's easy for parents to navigate and find what you're looking for. That means having clear sections that showcase your classes, pricing, testimonials and other essential information. Keep things light-hearted with fun, high-quality content to attract more customers and show parents what your classes are really like.



Tip: Make it easy for parents to book classes directly from your website with a booking system like ClassForKids. You can embed your booking schedule directly into your website to create a seamless booking experience for your customers.

Offer Discounts or Referral Programs to Encourage Repeat Business.

Not only is this a great way of attracting new customers, but it's also one method you can use to encourage existing customers to tell others about your club. Offer things like a free trial or refer a friend, and watch the bookings roll in.



Review, Review, and Then Review Again!

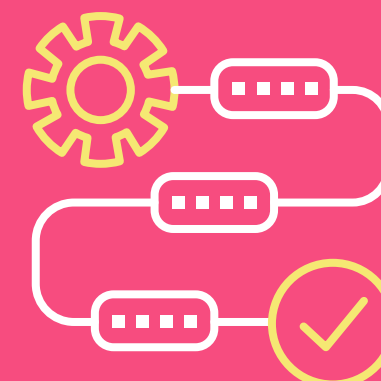
In our ten years of helping kids' activity clubs, we've heard it time and time again: there is nothing more powerful than word-of-mouth marketing. Why? Because parents trust and respect the opinions of friends within their parent network. Asking your customers for reviews is a must.



Tip: Make reviewing your club super easy. Pop your review link in an email so all your customers have to do is click a link and leave a review. The easier you make it for them, the more likely they'll do it.

Track Your Progress.

It's important to take a step back every now and then to see how far you've come. It's easy to get bogged down in the day to day running of your club but assessing things like your growth rate, most popular classes and your financial health will help make sound decisions when it comes to the next stages of growth.



And then you have it - 5 easy steps to growing your kids activity club.

We're SO Much More Than Just a Booking Software

Our customers might call our booking software game-changing (no really, they do!), but we're also a team of people that really value our customers.

Your success is our success, and we want to celebrate with you as that happens.

Here are just a few perks you get when you join the ClassForKids family:

- Industry-specific partnership offers and incentives
 - Free entry into our monthly prize draw
- Additional revenue stream with our Referral Scheme
 - Reach more parents with our Discovery Site
 - Award-winning support

Curious to see why joining our family could benefit your kids club? Chat with one of our growth experts to see what we can do for you.

Get in Touch