



IS YOUR CLUB READY  
FOR **BLACK FRIDAY?**



# Howdy!

This Black Friday, you need to think of yourself as a brand to truly unlock the value of your kid's club!

Parents are carefully considering their outgoings, but still love a bargain, so let's make sure your club feels worth the spend.

## How?

- Retain parents with thoughtful incentives
- Expand your reach with limited time offers – like Black Friday
- Secure interested parents with discounts
- Market to show the value your club provides
- Take advantage of a period where consumer spend is high



# Personalised Offers

Consider what's most important to parents right now. Keeping on top of their key needs will have you perfectly positioned for Black Friday and well beyond.

## Try this:

- Reward existing customers for their loyalty with early bird offers. Parents should feel you appreciate them and want to give something back
- Expand your customer base with unbeatable signup offers that parents looking for a kids club can't say no to
- Use compelling language in your communication with parents

# Trials and Tasters

Invite interested parents to your classes. This inside look at your activities allows parents to truly see the benefits kids can gain from your club.

## Try this:

- Give existing customers the chance to bring a friend to a class. Your customers are likely to vouch for you. Combine word of mouth with a trial session and you have a powerful combination!
- Send follow-up invites to join your classes soon after a trial with a link that takes parents straight to your booking schedule.
- Consider a special offer to secure parents who remain on the fence.

# The Power of Promotion

You're offering wonderful services at your club but do parents know about it? More than half of all kids club bookings come from Facebook, so make sure yours is up to scratch. Here's our ultimate guide to mastering your Facebook page!

## Try this:

- Use social media as a tool: post about what is happening at your club!
- Send newsletters to existing customers to keep them in the loop with classes, exciting updates and what's coming in the future.
- Word of mouth remains key, so ask parents for reviews! These can live on both your Facebook page and on Google - the two main online channels parents use to search for you.

## How Can Classforkids Help You Get Ahead of the Competition?

- Easily schedule classes, sessions and trials
- Quick communication with parents when you need it most
- Send out follow-up invites at the touch of a button
- Peace of mind with payment secures booking feature
- All your classes in one place on your booking schedule
- Gauge interest in new classes with waiting lists

# And There You Have It

Want to know more about what ClassForKids has to offer your dance school?

Chat with one of our friendly business coaches and see what you can achieve.

Show Me!

HEAR FROM OUR CUSTOMERS!



“We’ve used Class4Kids for 6 months now and have the loved to ease of it, it’s taken so much pressure off for admin and I’d definitely have to work more hours if we didn’t have it.” - **Lily, Thundercats Studio**