

**HARNESSING
THE POWER OF
THE INTERNET
TO GROW YOUR STUDIO
(IN UNDER ONE HOUR)**

presented by:

School **MPOWER**

THREE PRINCIPLES OF MARKETING

DIFFERENTIATE

FOCUS

THE FOCUS TEST:

- ➊ Who is your audience? _____
- ➋ Who is your competition? _____
- ➌ Why is your school unique? _____

EXECUTE.

1. Simple
2. Creative
3. Aspirational
4. Persuasive (evokes action)
5. Stand Out
6. Appropriate

ATTENTION ECONOMICS



BUSINESS MEDIA:

- 1 WEBSITE
- 2 SEO
- 3 SEM
- 4 E-NEWSLETTERS



SOCIAL MEDIA:

- 1 FACEBOOK
- 2 TWITTER
- 3 YOUTUBE
- 4 PINTEREST
- 5 TUMBLR
- 6 GOOGLE+
- 7 LINKEDin



OFFLINE MEDIA:

- 1 PRINT
- 2 RADIO
- 3 TV
- 4 EVENTS

* human attention is a scarce commodity



WEBSITE.

THE WEBSITE TEST:

(all things lead to your website)

- ① When did you build it? _____
- ② Is it mobile optimized? _____
- ③ Is it easy to use? _____
- ④ Does it reflect your studio? _____
- ⑤ Is it social? _____
- ⑥ How often do you update content? _____
- ⑦ Can people find it when they search? _____
- ⑧ Can people register online? _____
- ⑨ What does it look like? _____

People finding you organically

2

SEO

GOOGLE

BING

YAHOO

Search engines finding you **organically**.

PAID SEARCH

New York Dance Schools lori@appdrenaline.c

About 86,400,000 results (0.22 seconds)

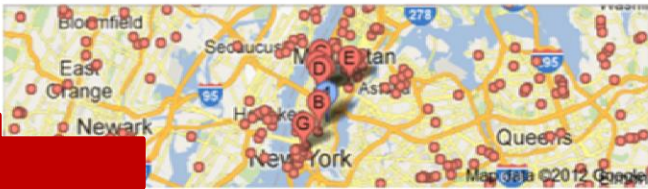
Ads related to New York Dance Schools Why these ads?

[Hip Hop Dance Classes - w/ NYC's best & hottest teachers.](#)
www.alvinalee.org/HipHopClasses
Newcomer Offer - 2 **classes** for \$25
405 W. 55th Street, New York, NY - [Directions](#)

[College Degree in Dance | MasonGross.Rutgers.edu](#)
www.masongross.rutgers.edu/
You can get your Degree at Rutgers in a variety of **Dance** disciplines!
↳ [About](#) - [Prospective Dance Students](#) - [Prospective Music Students](#) - [Divisions](#)

[Summer Dance Intensives | dancewave.org](#)
www.dancewave.org/
Study with world-renowned teachers & choreographers!
↳ [Summer Dance Intensive](#) - [Dancewave](#)

[Map for New York Dance Schools](#)



Ads - Why these ads?

[Berkeley College](#)
www.berkeleycollege.edu/
Berkeley College... Changing lives for over 80 years. Find out how!

[\\$39 Hip Hop Dance Classes](#)
www.zozi.com/HipHopDanceDeal
\$39 for 5 Hip Hop **Dance Classes**
Get On the Floor & **Dance!**
lori@appdrenaline.com [Get offers](#) [Privacy](#)

[Broadway Dance Center-New York City...](#)
www.broadwaydancecenter.com/
Score: **21** / 30 - 15 Google reviews
↳ [Schedule](#) - [Street Styles](#) - [Class Rates](#)

[Peridance Capezio Center](#)
www.peridance.com/

A 322 West 45th Street,
3rd floor
New York
(212) 582-9304

B 126 East 13th Street
New York

VS ORGANIC SEARCH

New York Dance Schools lori@appdrenaline.c

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THE ABCs OF IMPROVING SEO

Ⓐ CONTENT

Ⓑ SOCIAL MEDIA

Ⓒ TECHNOLOGY*

* this is another seminar

CONTENT IS KING

- Ⓐ BLOG POSTS
- Ⓑ KEYWORD-DENSE ARTICLES
- Ⓒ NEW CLASSES
- Ⓓ ANNOUNCEMENTS

KEYWORD DENSE ARTICLES

THE KEYWORD MAKES UP
3-5% OF THE ARTICLE

A 400 WORD ARTICLE HAS
THE KEYWORD
12 TIMES

MAIN KEYWORD: **DANCING**
2nd KEYWORD: **MOVEMENT**

Dancing is **movement**- and unless you're a sponge, **movement** is life! By the transitive property, **Dancing** = Life. So given the choice, between standing, arms crossed, stern faced with slack shoulders and floating across the floor on two legs who wouldn't choose **dancing**? Think about it- how do people celebrate the best moments in life besides with **movement** and **dancing**?

When you stand you observe life go by, but never take an active part in it. When you are **dancing** you are part of life! So, as the picture says: No standing! Only **dancing**!

**FACEBOOK
TWITTER
YOUTUBE
PINTREST
LINKEDin
GOOGLE+**

3

SOCIAL MEDIA

MYTHS ABOUT SOCIAL MEDIA:

- ① It is a cure-all.
- ② It is easy to grow a school solely through social media.
- ③ When using social media, one platform is enough.
- ④ There is no way to measure the effects.
- ⑤ Followers will listen to everything you say.
- ⑥ It's free.

FACEBOOK:

FACEBOOK BASICS

Fanpage = free advertising = paid

- ① Cover photo: 815 x 315
- ② Profile picture: 200 x 200
- ③ You can pin your favorite posts to the top.
- ④ Hover over a story and click on the **star** (star icon) to make it wider, or on the **pencil** (pencil icon) to pin it to the top of your Page, hide or delete it entirely

REMEMBER:

CONTENT IS KING

- ① Video previews of your classes, instructors, etc
- ② Impart important knowledge
- ③ Contests and giveaways
- ④ Opinion Polls
- ⑤ Special offers for your school
- ⑥ F-commerce

TWITTER:

YOUR PROFILE:

- ① School logo or YOU as avatar
- ② Tailored background (check Twitter specs)
- ③ Bio
- ④ Links to your website and email address


YOUR TWEETS:

- ① Be useful
- ② Be interesting
- ③ Be unique
- ④ Be yourself

YOU ONLY HAVE 140 CHARACTERS, SO MAKE THEM COUNT

FINDING FOLLOWERS:

- ❶ Engage, engage, engage. Repeat.
- ❷ Don't ASK people to follow you
- ❸ Follow others
- ❹ Use Twitter search
- ❺ Twitter trains = garbage



Become an authority
in your niche.
Strive for 100 true fans.
Be remarkable.

The rest will take care
of itself.

YOUTUBE:

VIDEO SEO

WHEN UPLOADING VIDEOS:

- ① Use your keyword (how people will find video) in the title
- ② Include the keyword in the description
- ③ Include links to your website and social media in the description
- ④ Repeat the keyword and similar variants in tags

NEED

VIDEO IDEAS?

- ① Recitals: parents and friends can see
- ② Student 'dance-off'
- ③ Film part of a class and post it online
- ④ Post online tutorial of basic dance moves
- ⑤ Give tips on technique

PINTEREST:



Dance Studios 1 like 11 repins

Tracie Bruner onto Great Design



Pineapple Dance Studios 2 repins

Yasmin onto Feel - audiences



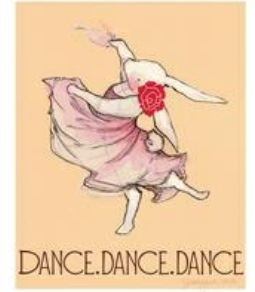
for dance studios? 2 likes 16 repins

Amanda Espina onto Mur@ Ideas



Pineapple Dance Studios 1 repin

Radisson Blu Edwardian Hotels onto Covent Garden



Sarah Jane Studios ... Dance! 1 like 8 repins

Juliette Valentina onto Childhood Magic



Arthur Murray franchised Dance Studios , USA 1 like

360 onto Best panoramas on Pinterest



Nicholas Dance Studios in NJ 4 repins

Amy Oliveira onto Creative Space



First Dance. Photo by Imagine Studios

mazelmoments.com onto Amazing Wedding Photos



PINTREST IS THE FASTEST GROWING SITE TODAY
PINTREST DRIVES MORE TRAFFIC TO WEBSITES THAN
GOOGLE+, LINKED-IN AND YOUTUBE COMBINED
GETTING PEOPLE TO ADVOCATE FOR YOU AND GETTING
PEOPLE TO RE-PIN YOUR POSTS

HOW TO PINTEREST:

Like all social media (it takes time)

- ❶ Spend the time: build relationships with those known for quality pins
- ❷ Keep it simple
- ❸ Use other social nets to feed Pinterest: Facebook, Twitter, etc
- ❹ Promote more than classes: videos, events, tips, clothing
- ❺ Follow the big hitters: find out who is 'pinning' your products and follow them. Most will follow you back.
- ❻ Selective curating: Find unique pins to define your studio. Ask clients to pin pictures of themselves dancing and tag you!

GETTING

STARTED:

PICK ONE THING:

(and do it well)

- ➊ Identify what is working and what needs improvement
- ➋ Figure out your band-width
- ➌ Hire interns or hire professionals like (School Empower 😊)
- ➍ Spend 1 hour a day/a week and commit to it
- ➎ Slow and steady wins the race...(unless you are in a big hurry)
- ➏ Some things truly only take a few minutes, some take longer.