



Bonus:

STUDIO OWNER CHEAT SHEET: MEASURING EMAIL SUCCESS

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Special Bonus

FROM THE INNER CIRCLE VAULT!

STUDIO OWNER CHEAT SHEET: MEASURING EMAIL SUCCESS

Do you know which of your marketing emails are working?



EMAIL METRICS HELP YOU...

- Measure effectiveness
- Understand audience engagement
- Improve targeting
- Optimize content
- Measure Return on Investment (ROI)

THIS STUDIO OWNER CHEAT SHEET COVERS

- Important email metrics to know
- Good email metric benchmarks
- And ways to improve your email performance



EMAIL METRICS TO KNOW

OPEN RATE

The percentage of recipients who opening the email.

CLICK-THROUGH RATE (CTR)

The percentage of recipients who clicked on a link in your email.

CONVERSION RATE

The percentage of people who completed a desired action, such as filling out a form from the email.

BOUNCE RATE

The percentage of emails that were undeliverable.

UNSUBSCRIBE RATE

The percentage of recipients who unsubscribed from your email list after receiving the email (You legally need to have a link to unsubscribe from your business emails).

SPAM COMPLAINT RATE

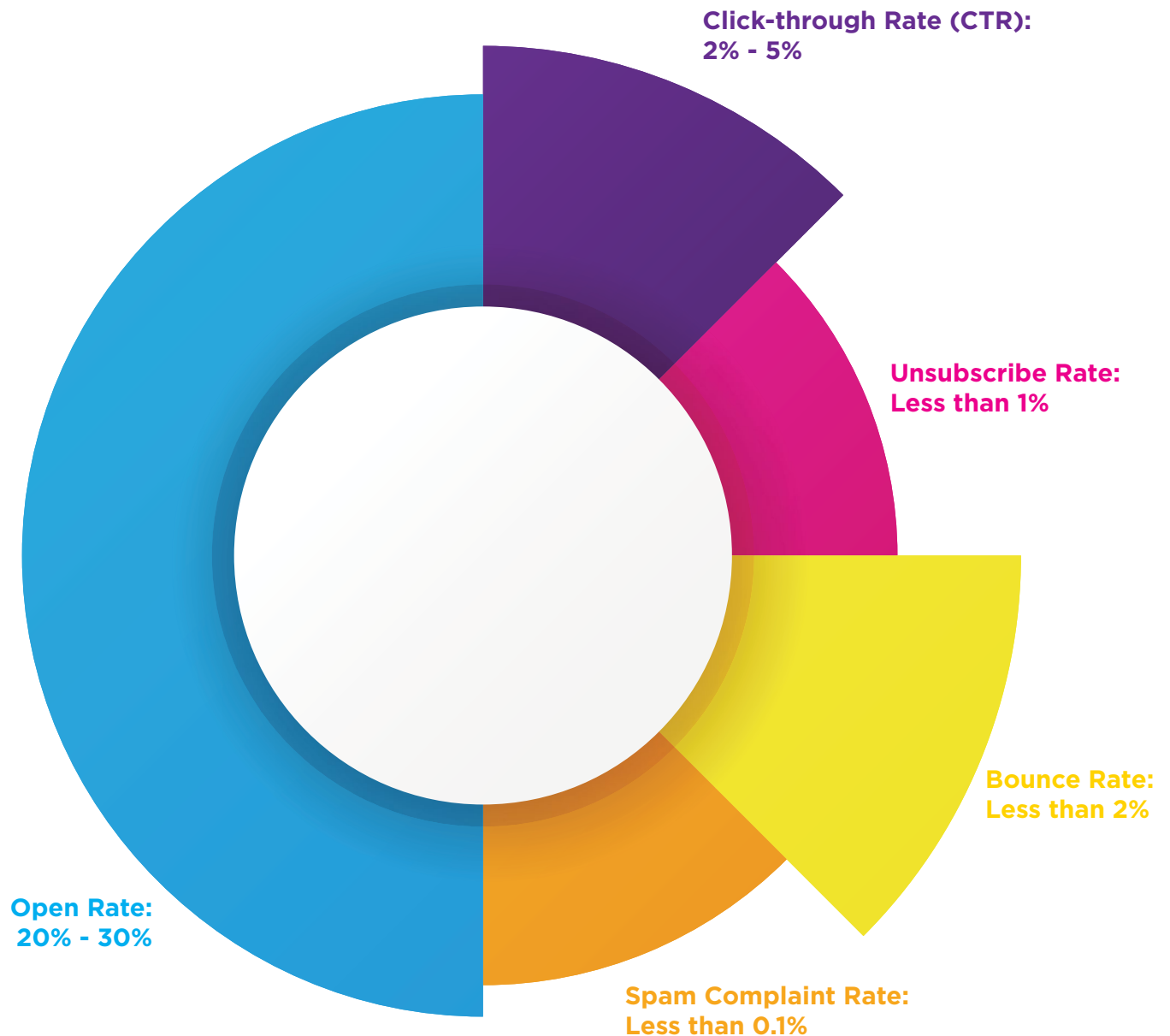
The percentage of recipients who marked the email as spam.



BENCHMARKS

WONDERING WHAT'S A GOOD OPEN RATE OR CLICK-THROUGH-RATE?

These benchmarks are good targets for *promotional emails* intended for leads, rather than current customer communication. (Current customers are more likely to open and click in your emails, especially if the content is related to their current programs, so those metrics should look different from promotion email metrics.)



OPEN RATES

How to improve your open rate:

Craft an eye-catching subject line

Personalize your emails
(use the recipient's name!)

Optimize send days and times

SUBJECT LINES

Get creative with your subject lines by teasing what's inside the email and focusing on why it's important for the reader! Consider splitting your audience and sending the SAME email with two different subject lines to see which is more impactful!

BORING	CATCHY
"Newsletter - May 2023"	"Discover our new summer classes in our May 2023 Newsletter"
"Reminder: Payment Due"	"Secure your spot in our dance classes, [Fname]! Payment deadline approaching"
<i>Tip: If you can, try using the person's name in the subject line!</i>	
"Check out our dance classes!"	"Find your perfect dance style: explore our wide range of classes!"
<i>Tip: Not feeling creative? Try using Chat GPT to get some ideas for different subject lines!</i>	

WHEN TO SEND YOUR EMAILS

On average, these are the best days and times to send emails!

Weekdays (especially Tuesdays, Wednesdays, and Thursdays)

Mornings between 9am and 11am

Avoid holidays

These days and times on average garner the best engagement across multiple industries, but don't be afraid to TEST a variety and days and times to see what works for your audience!

CLICK-THROUGH RATES

YOUR CLICK-THROUGH RATE (CTR) REVEALS:

How interested a customer is in your offer

If the content of your email is compelling

The effectiveness of your email design

The effectiveness of the position and use of hyperlinks and buttons

The quality of your email list

OPTIMIZE EMAIL CONTENT:

Keep it concise: most emails are read on a smart phone so make sure your content is skimmable!

Personalize the content

Use visuals



Consider this

WHICH EMAIL ARE YOU MORE LIKELY TO READ?



EXCLUSIVE DANCE WORKSHOP!

We're thrilled to announce our upcoming dance workshop, which will be held July 17 from 10am-12pm.

This two-hour workshop is only open to our competitive team and will focus on:

- Clean and precise lines
- Picking up choreography quickly
- Facial expression and performance quality

Led by our talented dance instructors, this workshop is the perfect way to stay competition ready during the off-season!

Spaces are limited, so don't miss out on this exciting opportunity!

[Click here to reserve your spot!](#)

Dear all,

We hope this email finds you well! We wanted to take a moment to let you know about our upcoming dance workshop, which is taking place next Saturday from 10am-12pm in our studio. Our highly experienced and talented dance instructors will be leading the workshop, and it's going to be an excellent opportunity for competition team to get ready for next season.

During the workshop, we'll be covering a wide variety of dance styles, including ballet, jazz, contemporary, and more. Our instructors will also be sharing some of their insider tips and tricks for perfecting your dance technique and getting the most out of each move. We'll have plenty of time for practice and feedback, so you can be sure that you're getting the attention you need to take your dancing to the next level.

We're really excited about this workshop and we think it's going to be a lot of fun. So, if you're interested in attending, please let us know by responding to this email. We'll send you all the details, including the cost and what you need to bring.

Spaces for the workshop are limited, so we encourage you to sign up as soon as possible to secure your spot. We'll be accepting registrations until the end of the week, but we can't guarantee that there will still be spots available by then.

In addition to the dance workshop, we also wanted to take a moment to let you know about some of the other exciting events and opportunities we have coming up at the studio. From private lessons to group classes, we have something for everyone, no matter your age, skill level, or dance interests.

So why wait? Start exploring all that our studio has to offer today! We're confident that you'll find something you love.

Thanks for your time, and we hope to see you at the workshop!

Best regards,

Our Studio

No longer want to receive these emails? [Unsubscribe.](#)

IMPROVE CALLS-TO-ACTION (CTA):



USE ACTION-ORIENTED LANGUAGE:

Point people clearly at the action you want them to take like "sign up" or "save your spot".

KEEP IT SIMPLE:

Do not clutter your email with wordiness or too many calls to action.

MAKE IT STAND OUT:

Your call-to-action should be easy to find.

CREATE A SENSE OF URGENCY:

Encourage readers to take action with "limited time" or "act now" language.

TEST | MEASURE | LEARN

By understanding and assessing these metrics, you can make email marketing more effective for your dance studio. Don't be afraid to shake things up! Approach each email campaign with a "Test, Measure, Learn" mentality.

HERE ARE SOME MORE IDEAS TO TRY OUT!

Play with the tone (e.g. encouraging, urgent, humorous) of your subject lines!

Experiment with different action language like "Sign Up Today" and "Pick Your Classes Now!"

Try using emojis!

Test different days and times to send your emails!

Test using the recipient's name in the subject line!

Play with different email layouts!

Include photos, videos or GIFs in your email!

Try a variety of content types like dance tips, student stories, and announcements!

Try placing the call-to-action in different places (beginning, middle, end) in your email!

Test different email lengths, including very short & sweet emails!

Most importantly: Don't get emotionally attached to your emails. Be open and ready to learn from each campaign so you can make tweaks and measure again!

(Hint: don't change everything all at once, optimize one thing at a time so you know what impacted the results)

Email marketing metrics is just one small
piece of a successful marketing strategy to
scale your studio growth!

Inside the Inner Circle

**WE COACH STUDIO OWNERS ON
ALL THINGS STUDIO MARKETING
AND SO MUCH MORE!**

**CHECK OUT WHAT THE INNER
CIRCLE IS ALL ABOUT!**