



Bonus!

THE ULTIMATE FACEBOOK ADS TEMPLATE

FOR DANCE STUDIO OWNERS

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Facebook Ads help is one of the most frequently requested training topics we get from dance studio owners. Why? Because Facebook Ads is one of the **BIGGEST** drivers of new student trials and inquiries for many studios... but for studio owners that don't find that to be the case, they want to know: *What am I doing wrong?*

WE'RE SHARING THIS EASY-TO-FOLLOW ULTIMATE FACEBOOK ADS TEMPLATE TO HELP YOU GET YOUR LEAD GENERATION OFF TO A GREAT START!

A FEW THINGS TO KNOW:

- 1.** If you've never advertised on Facebook (Meta) before, you must first set up your Facebook settings so you're ready to advertise and access your Meta Business Suite.
- 2.** You will find that this ad template is not intended to drive traffic to your website. It is geared to drive *Leads / Inquiries* to your studio.
- 3.** You will need a link to your website's privacy policy page.
- 4.** Every dance studio is different, and your ads should highlight what makes you stand out from other studios and activities. This template illustrates ad variables that have been hugely successful for hundreds of dance studios and will give you the building blocks to continually optimize your ad strategy!



LET'S GET STARTED!

CREATE YOUR LEAD GENERATION AD

After you create your campaign, define your audience and set daily budget, it's time to build your ad!

Follow this formula for a Facebook Ad template that's proven effective for hundreds of studio owners inside DSOA's Inner Circle and beyond!

AD SETUP

Select Single image or video for the ad, or alternately, select Carousel to include multiple media files in the ad.

A screenshot of the Facebook Ad Setup interface. At the top, there's a green checkmark and the text "Ad setup". Below that is a dropdown menu labeled "Create ad". Under the "Format" section, it says "Choose how you'd like to structure your ad." There are two radio button options: "Single image or video" (selected) with the subtext "One image or video, or a slideshow with multiple images", and "Carousel" with the subtext "2 or more scrollable images or videos". A mouse cursor is pointing at the "Single image or video" option. Below this, there's a checked checkbox for "Multi-advertiser ads" with a subtext explaining it may increase exposure in a shopping mindset, followed by a "Learn more" link.

Ad creative

Select the media, text and destination for your ad. You can also customize your media and text for each placement. [Learn more](#)

Media



Add media ▾

Create Video

AD CREATIVE

Add your photo(s) or video!



We see great success using photos and videos that show people most relevant to the audience the ad is intended for. Meaning, if you're appealing to moms of 4- to 6-year-olds to sign up for dance class, show children in that age range enjoying dance class!



Colorful, eye-catching text images can also be effective. Just keep it concise and focused on what your audience cares about, like a benefit of dance class. (Example: LESS SCREEN TIME, MORE CONFIDENCE!)

AD COPY TEMPLATE



PRIMARY TEXT

Attention Las Vegas Area: we are DSOA Breaking Academy and we are doing something amazing to promote dance! We are giving away 30 Free Dance Class Passes to local families on a first come, first serve basis. All classes are by appointment only. Just fill out the form below and let us know where to send your dance class pass.

PRIMARY TEXT

For effective ad copy, be sure to...



CALL OUT YOUR TARGET AUDIENCE.



INTRODUCE YOUR OFFER / WHY YOU'RE ADDRESSING THIS AUDIENCE.



CREATE SCARCITY OR URGENCY



INCLUDE A CALL TO ACTION

HEADLINE

Be clear about what you're offering.

EXAMPLE:

COMPLIMENTARY DANCE CLASS

DESCRIPTION

Share additional context to your offer.

EXAMPLE:

BY APPOINTMENT ONLY

CALL TO ACTION

Select from the drop-down menu.

EXAMPLE:

SIGN UP

EXAMPLE AD:

DSOA Breaking Academy

Sponsored

✕ ⋮

Attention Las Vegas Area: we are DSOA Breaking Academy and we are doing something amazing to promote dance! We are giving away 30 Free Dance Class Passes to local families on a first come first serve basis. All classes are by appointment only. Just fill our the form below and let us know where to send your dance class pass.



FORM ON FACEBOOK

FREE DANCE CLASS!

ALL CLASSES ARE BY APP...

Book now

👍 Like

💬 Comment

EXAMPLE:
RESERVE YOUR
FREE SPOT!

DESTINATION

Set up your
Instant Form.

HEADLINE

Create consistency
with your ad copy.

FORM QUESTIONS

- Full Name
- Email
- Phone Number



HINT:

The fewer fields, the better your response rate! For now, maintain the excitement of your offer and save all the nitty-gritty details for later (when they officially enroll)!

MAKE SURE YOUR PRIVACY POLICY IS LINKED!

Create form

Content Settings

Questions

Privacy

Privacy Policy

Because you will be collecting customer information, you need to include a link to your company's privacy policy. Your link will appear with Facebook's default privacy disclaimer.

Link

[yourstudioname.com/privacy](#)

Your privacy policy link can't go directly to a PDF file, JPEG file, image or download.
[Learn more](#)

Link text

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Custom disclaimer

You can add additional notices like marketing opt-ins and legal disclaimers to the default Facebook privacy disclaimer.

+ Add custom disclaimer

More volume - Form preview

Privacy review 3 of 4

The image creative used in your ad will show up here.

Privacy policy

By clicking Submit, you agree to send your info to Alchemy Breaking Academy who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View Alchemy Breaking Academy's Privacy Policy](#).

Submit

**YOUR AD IS
ALMOST READY
TO GO!....**

Now Watch the Lead Forms Roll In!

Once you've reviewed your ad preview and created your form, click [PUBLISH] and your ad will go into Facebook's review process. (Most ads are reviewed and published within 24 hours.)



IMPORTANT! MAKE SURE YOU HAVE A SYSTEM IN PLACE TO FOLLOW UP WITH THESE LEADS QUICKLY TO SCHEDULE THEIR CLASS (OR OTHER REDEEMED OFFER)!



Studio Owners inside the DSOA's comprehensive business coaching program, the Inner Circle, get live (virtual) in-depth & up-to-date trainings quarterly on how to build and optimize Facebook Ads, plus unlimited Q&A access to our ad experts! Mastering Facebook Ads is just ONE way we help studio owners drive results for their studios!

FOR IN-DEPTH COACHING, MENTORSHIP AND INSPIRATION ON STUDENT ATTRACTION, MARKETING AND ENROLLMENT (PLUS SO MUCH MORE), CHECK OUT ALL THE INNER CIRCLE HAS TO OFFER!

SEE WHAT IT'S ALL ABOUT

Psst! We only bring on new Inner Circle members a few times a year so don't hesitate, see what's inside!