



Bonys!

Facebook Ads Insider



**3 KEYS TO
SUCCESS FOR DANCE
STUDIO OWNERS**

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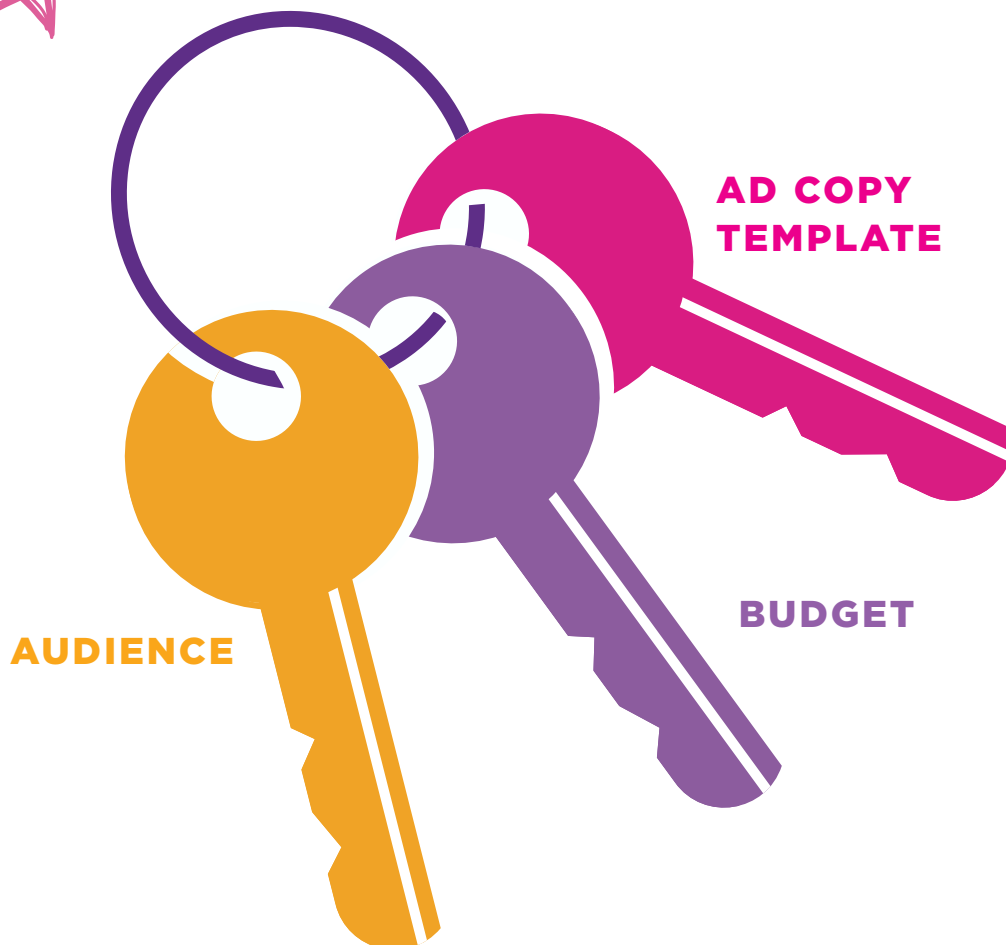




Facebook Ads help is one of the most frequently requested training topics we get from dance studio owners. Why? Because Facebook Ads is one of the **BIGGEST** drivers of new student trials and inquiries for many studios... but for studio owners that don't find that to be the case, they want to know: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

WE'RE SHARING 3 KEYS FROM OUR FACEBOOK ADS INSIDERS TO HELP YOU GET YOUR LEAD GENERATION OFF TO A GREAT START!

3 KEYS TO SUCCESS





KEY 1: AUDIENCE

Consider who your target customer is... and who is making decisions for them!

If your students are kids...

Set your audience to:

- Moms over the age of 25 within a 10-mile radius (TIP: We recommend you keep it hyper-local, but adjust radius if needed)

OR

- Parents of children aged [x] (TIP: Be specific with each ad set! Remember that parents of 3 and 4-year-olds are not attracted to the same visuals and benefits as parents of 7 and 8-year-olds!)



If your students are adults...

Set your audience to:

- Target 18+ within a 10-mile radius (TIP: Don't worry about getting fancy with detailed targeting for now!)



BONUS TIP:

Turn off advantage detailed targeting expansion unless you find the audience is too small without it.

KEY 2: BUDGET

What if we told you all you need to start driving leads with Facebook Ads is **\$5 a day**? It's true!

Set up your ads as Lead Ads, and place your budget at \$5 per day to **begin driving leads in your immediate area!**



KEY 3: AD COPY TEMPLATE

PRIMARY TEXT

Attention San Diego Area: we are DSOA Dance 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

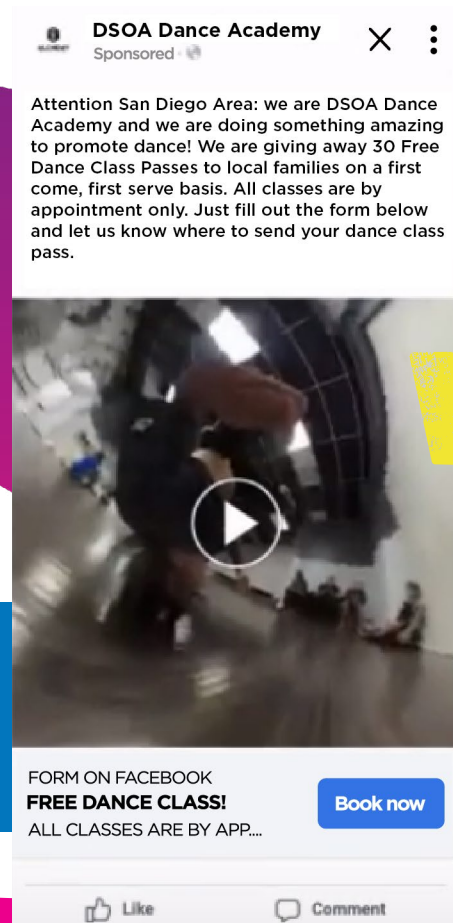
CALL TO ACTION

Select from the drop-down menu.

EXAMPLE:

SIGN UP

EXAMPLE AD:



DSOA Dance Academy
Sponsored

Attention San Diego Area: we are DSOA Dance 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.



FORM ON FACEBOOK
FREE DANCE CLASS!
ALL CLASSES ARE BY APP...

Book now

Like Comment

These 3 keys

will start your Facebook Ads out on the right fit **to drive cost-effective leads into your studio!**



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!

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

