

SUMMER MARKETING Checklist



#1 Plan For Success



Create your program, set the prices.

What will students gain? How will they have fun? Describe the benefits, learning outcomes, and determine tuition prices.



Post your summer program schedule on your website.

Use specific details to help people decide such as student-teacher ratio, theme descriptions, sample schedule, and other useful information.



Organize your photos.

Source photos of your students from past programs, organize into a folder for easy access to use on web, social, and email. Optional: Have any professional graphic design work done for use on web or in print.



Set dates for open houses or parent-info nights.

Post dates to your studio calendar on your website and add to your Facebook "Events" Calendar.

#2 Automate Like A Rockstar



Schedule social posts in advance.

Draft posts and schedule for social media, use images from your summer programs that will engage your audience. Balance the promotion and call to action with photos and fun-facts to keep it informational too.



Make it easy to register online 24/7.

Activate online registration options in your studio management software, give options for early registration fee pricing and deposits. Let people register while you sleep!



Be mobile responsive.

Your website needs to be mobile friendly for easy pageviews. Confirm that people using a smartphone can fill out your student inquiry form or contact page. Ensure your phone number is click to call ready, meaning you can tap on the phone screen and it will dial.

#3 Get The Word Out



Use your studio real estate to your advantage.

Digital signs or bulletin boards are a great way to capture the attention of the people in your waiting rooms, ask for a student or volunteer to share ideas and ask for help to get them made.



Create recital program ads for your summer programs.

You have a captive audience looking at your program! Use prime pages for your final push for enrollment for summer. Include any hashtags or special promotion for current students.



Ask teachers to recommend specific camps, classes & intensives.

Always be inviting! A personal recommendation from a teacher for a student to advance a level or gain strength over the summer can increase registration.

#4 Boost Enrollment



Run paid ads on Facebook.

Create a series of ads that target your specific audience. Boost posts for awareness around your open house or info nights. Monitor progress, adjust audience and spending as needed for best results.



Create email marketing campaigns.

Highlight your summer programs in your email newsletters to current students and to leads. Feature various testimonials with images, highlight skills and experience gained. Use a program such as MailChimp for HTML templates or your studio software. Track clicks to monitor and adjust your efforts.



Leverage your raving fans.

Ask for testimonials and referrals. Your current students are talking! Seek reviews on Facebook, Google, and Yelp to build your online reputation. Thank your parent helpers with a gift certificate toward summer programs or create a referral program.