



HOW TO ANTICIPATE WITHDRAWALS

AND CREATE EFFECTIVE WIN- BACK CAMPAIGNS

Introduction:

In the world of dance studio education, nurturing student engagement and commitment is crucial to creating a thriving learning environment. Identifying the signs of leaving early on allows instructors to take proactive measures, implementing actionable re-engagement steps tailored to the student's specific needs. However, some students may still decide to withdraw from dance. In such cases, the implementation of a well-crafted Win-Back Campaign becomes essential. This campaign serves to rekindle former students' interest and enthusiasm and showcase the studio's dedication to continuous improvement and student satisfaction. Understanding the importance of identifying withdrawal signs, implementing re-engagement strategies, and executing effective Win-Back Campaigns is fundamental to the sustained success and growth of your dance studio.

Goals:

By the end of this masterclass, you will:

1. Be able to identify the signs of a student who is at risk of withdrawing from your studio.
2. Have actionable re-engagement steps for at risk students before they withdraw.
3. Be able to copy/paste and implement our Win-Back Campaign for those students who do withdraw from your studio.

Top benefits:

1. By getting ahead of withdrawals, you're increasing your retention rates before it's too late.
2. Paying attention to each students' engagement levels will appease parents and reaffirm that you're taking care of each student individually.
3. If a student does withdraw, having a Win-Back Campaign will increase your chances of re-enrollment significantly. There are many reasons a student may withdraw and a simple Win-Back Campaign may be all it takes to re-excite them about your studio!
4. It can be more cost-effective to bring back a former customer than to acquire a new one.

Things to consider before implementation:

1. Are your staff and teachers actively thinking about retention? Remember retention is a year-round initiative.
 - a. By starting with the 11-Step Enrollment Process [Part 1](#) and [Part 2](#), using the [6-Week Onboarding system](#), and then following through with mid-year

evaluations, you're embedding frequent touchpoints with your students which will help reduce withdrawals.

2. Although win-back campaigns can be effective, preventive measures to keep the student before the point of withdrawal is the best approach.
3. There may be instances where a student or family is not a right fit for your studio. In these cases, consider whether a win-back campaign is necessary for them. Although we don't want to lose loads of students, losing a family that is not a good match can be beneficial to the overall culture and wellbeing of the students and employees.

Identifying signs students at risk of withdrawing:

This time of the year is crucial to nurturing your students. As we mentioned, retention is something you should be thinking about year-round but now is when students and parents are evaluating their summer plans and thinking ahead about future activities. By getting ahead of potential withdrawals, you will save yourself from more work in the long run trying to win those students back.

Anticipating a student's potential withdrawal from a dance studio involves observing various signs and behaviors that may indicate their dissatisfaction or disengagement. Here are some signs to look for:

1. Decreased attendance: A sudden decline in attendance or frequent absences from classes could signal a lack of interest or commitment.
2. Lack of engagement: If a student seems disinterested during classes, shows little enthusiasm, or appears distracted, it may indicate they are losing interest in the studio.
3. Decreased performance: A decline in the quality of their dance performance, such as poor technique, lack of improvement, or difficulty in mastering new skills, might suggest underlying issues.
4. Negative attitude: Persistent negativity, complaints, or expressions of frustration about the studio could indicate dissatisfaction or a desire to quit.
5. Social withdrawal: Isolation from fellow students or reluctance to participate in group activities and events within the dance community might suggest a sense of detachment.
6. Communication breakdown: If a student becomes less communicative or avoids discussions about their progress or concerns, it could indicate they are considering withdrawal.
7. External factors: Changes in the student's personal life, such as family issues, financial difficulties, or academic pressures, can also contribute to their decision to withdraw.

By actively monitoring these signs and maintaining open communication with students, instructors can intervene early, address concerns, and provide support to prevent withdrawals and ensure a positive learning experience.

5 Actionable Re-Engagement Steps:

Here are five re-engagement steps for a dance student who is contemplating leaving a dance studio:

1. Individualized check-in meetings: Schedule meetings with the student and family member to discuss their concerns, goals, and any challenges they may be facing. Provide a supportive environment where they feel comfortable expressing their thoughts and feelings about their dance experience.
2. Customized learning plans: Collaborate with the student and family member to develop a personalized learning plan that addresses their specific needs and interests. Tailor the curriculum, repertoire, or teaching approach to align with their goals and preferences, fostering a sense of ownership and investment in their dance journey.
3. Peer mentorship studio: Pair the student with a peer mentor or with your teacher assistant who can provide guidance, support, and encouragement. Peer mentors/TA's can offer valuable insights, share experiences, and serve as role models, helping the student feel more connected and motivated within the dance community.
4. Variety in class offerings: Introduce new class formats, styles, or workshops to add variety and excitement to the dance studio. Offer opportunities for the student to explore different genres or techniques, reigniting their passion for dance and reigniting their enthusiasm for learning.
 - a. You can offer a new trial, or a class pass for students to try other genres!
5. Performance opportunities: Provide platforms for the student to showcase their talents and progress through performances, recitals, or competitions. Encourage participation in dance events both within and outside the studio, fostering a sense of achievement, pride, and belonging within the dance community.

By implementing these re-engagement steps, studio owners and dance teachers can demonstrate their commitment to supporting the student's growth and development, reinvigorating their passion for dance and rekindling their dedication to the studio.

Win-Back Campaign:

A well-executed win-back campaign holds the potential to achieve much more than just a customer's return, each contributing to the overall success and growth of your studio.

1. Re-engage dormant students:
 - a. A win-back campaign effectively reconnects with inactive students, reviving their interest in dance classes.

- i. This leads to the recovery of lost revenue and strengthens customer loyalty and retention rates.
- 2. Gather feedback and insights:
 - a. Former students & families provide valuable insights into reasons for disengagement or withdrawal.
 - i. With this feedback, you can identify areas for improvement, refine your offerings, and enhance the overall customer journey.
- 3. Enhance brand reputation:
 - a. Demonstrating a proactive and customer-centric approach enhances brand perception.
 - b. Positive word-of-mouth referrals and recommendations attract new customers, bolstering brand credibility.
- 4. Nurture long-term relationships:
 - a. Personalized communications and offers based on past interactions foster appreciation and loyalty.
 - b. Re-establishing meaningful connections nurtures long-term relationships built on trust and mutual value.
- 5. Strategic investment in customer retention and growth:
 - a. Targeted messaging, personalized offers, and proactive engagement drive revenue and growth.
 - b. Win-back campaigns position businesses for sustained success in the marketplace.

Formula for An Effective Win-Back Campaign:

A win-back campaign for dance studios aimed at re-engaging former students and families can be created many ways but here's an outline of key components to consider:

- 1. Segmentation:
 - a. Divide former students/families into segments based on their previous engagement level, reason for leaving, or other relevant factors.
 - b. Segments might include those who withdrew due to scheduling conflicts, financial reasons, loss of interest, etc.
- 2. Reconnection message:
 - a. Craft personalized messages addressing the specific reasons why the students left.
 - b. Highlight any improvements or changes made since they last attended, such as new classes and performance opportunities, instructors, or facilities/accommodations.
 - c. Express genuine interest in their well-being and desire to welcome them back to your dance family.
- 3. Incentives:
 - a. Offer incentives to encourage re-engagement, such as a small discount on class packages or free trial classes.

- b. Tailor the incentives to match the interests and needs of each student/family segment.
- 4. Multi-channel communication:
 - a. Reach out through multiple channels, including email, social media, direct mail, and phone calls.
 - b. Check consistency of messaging across all channels to reinforce the reconnection efforts.
- 5. Limited-time offers:
 - a. Create a sense of urgency by introducing limited-time offers or promotions exclusively for returning students.
 - b. Encourage immediate action to take advantage of the opportunity.
- 6. Feedback gathering:
 - a. Provide ways for students/families to share feedback about their previous experiences and reasons for leaving.
 - b. Use this information to guide you and improve your studio's offerings.
- 7. Follow-up:
 - a. Implement a follow-up strategy to maintain communication with former students who initially show interest but haven't yet re-engaged.
- 8. Measurement and analysis:
 - a. Always track the effectiveness of your win-back campaigns by analyzing metrics such as response rates, conversion rates, and customer feedback.

By considering these components and customizing it to best fit the specific circumstances of your dance studio and former students/families, you will increase the likelihood of re-engaging students!

Win-Back Offers:

Dance studios can offer a variety of enticing incentives as part of the win-back campaign to encourage former students to return. Here are some example offers:

- 1. Discounted class packages:
 - a. Offer a discounted rate on class packages or memberships for a limited time, providing an urgent, yet cost-effective option for returning customers to re-engage with the studio.
- 2. Free trial classes:
 - a. Provide former students with the opportunity to try one or more classes for free. They can try new studio offerings or new class styles/genres and potentially find something they love.
- 3. Bring-a-friend promotion:
 - a. Bring-a-friend promotions allow returning students to bring a friend or family member to a class for free or at a discounted rate, helping create a sense of community, comfortability, and encourages word-of-mouth referrals.
- 4. Exclusive events or workshops:

- a. Hold special events, workshops, or masterclasses exclusively for returning students, featuring guest instructors or unique dance styles not typically offered at the studio.
- 5. Private lessons:
 - a. Offer private lessons at a discounted rate, allowing returning students to receive individualized attention and support in reaching their dance goals and catching up with the rest of class (if the student re-joins mid-season).
- 6. Merchandise discounts:
 - a. Provide discounts on studio merchandise, such as dance apparel, shoes, or accessories, as an added incentive for returning students.

[Click here to copy and paste this detailed Win-Back Campaign](#) and start implementing today!

ASKS:

Below are some specific questions that have been asked around this topic that this masterclass will provide answers to:

Ask: Withdrawal Sales System

I have noticed our registration numbers are getting killed by casual requests for withdrawal that we are not putting up a fight for.

Do any of you, or does the inner circle [Cortney King](#), have a withdrawal sales system? Like step by step, what to ask them, how to inquire, what to offer...so that we have a chance to resolve their concerns?

Like the teacher calls, or we ask if we can reach back out in a few months to offer them a trial again, or we always offer them an alternative class before dropping them completely, or we...

Even though they may still withdraw in the end, I also want in our system the steps/script for leaving the door open the best way.

And most important of all, I want them to feel INDIVIDUAL CARE, which is one of our core values, rather than just being sent a withdrawal form and feeling like a number.



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14 comments

(Question)

Retention :

I've had 8 withdrawals this past 2 months, all with the reasoning of schedule being busy/over-booked

We are a small studio of only 100 kids.

Not sure if there's an underlying reason as to why im getting so many withdrawals for similar reasoning?

They aren't directly saying they don't like the program. Im having a hard time wrapping my head around why so many families would register, just to withdraw a couple months later.

Is there something I can do?

What we do currently for retention:

- *Progress reports (but not until Dec)
- * Unlimited makeup credits
- *bring a friend buddy passes
- * customer appreciation events (but our first one isn't scheduled until Dec)
- *parent viewing allowed, so families can conversate w/ each other
- *We implement discussion questions etc in parent & tot do families feel more connected
- * current families get discounts on our very popular special events & birthdays

There might be more but this is what I got so far lol



Alisa Finney and 1 other

18 comments

[Ask] Is there a template for an exit email for when a family decides not to return? (Not withdrawal form but email script)

Would love to use copy form DSOA as you all have never failed me before with saying it the right way.



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4 comments
