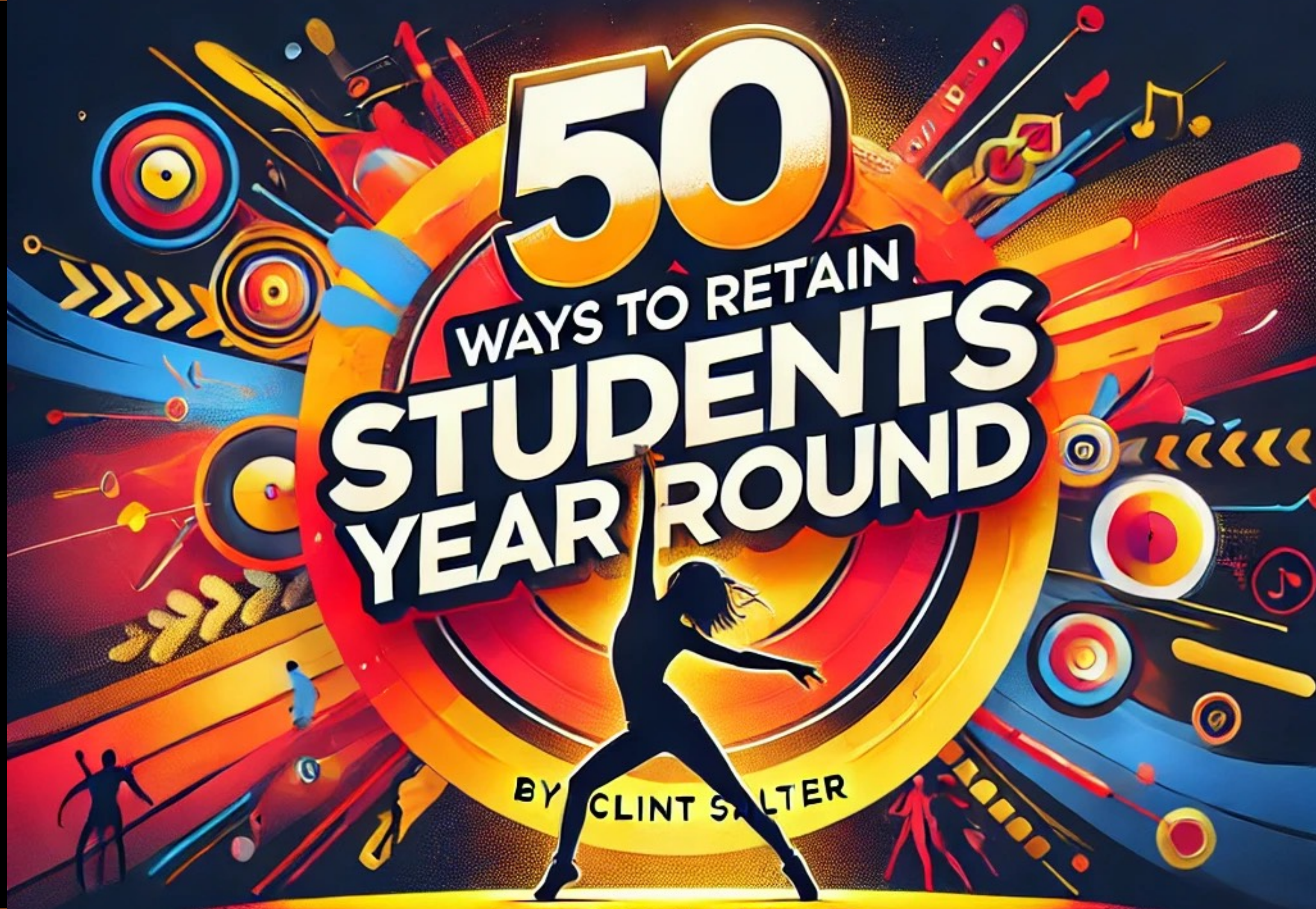


50 WAYS TO RETAIN STUDENTS YEAR ROUND

BY CLINT SALTER





QUESTION

The #1 Way To
Keep Students?

Loyalty Program and Special Events

Loyalty Program

Offer rewards for attending classes regularly. This helps keep students engaged and loyal to your studio. Provide incentives like early access offers, exclusive workshops, or special perks for students who consistently show up for their lessons.

Special Events

Host themed dance parties, workshops, and guest instructor events. These special occasions give students something to look forward to and a chance to learn new skills or styles. They also foster a sense of community within your studio.





Feedback System

Feedback System

Regularly ask for and act on customer feedback. This helps you understand what's working well and where you can improve. Use surveys, one-on-one conversations, and online reviews to gather valuable insights from your students.

Social Media Engagement

Social Media Engagement

Actively engage with students on social media platforms. Share class highlights, student achievements, and studio updates to keep your audience informed and connected. This helps build a strong online presence and a loyal following.



Performance Opportunities



Showcase Student Talents

Provide your students with opportunities to perform in the community, such as recitals, showcases, or community events. These performance opportunities allow them to showcase their skills, build confidence, and feel a sense of accomplishment.



Cultivate Confidence

Performing in front of an audience can be a transformative experience for students, helping them develop confidence, stage presence, and a sense of pride in their abilities. These performance opportunities encourage students to push their boundaries and take pride in their progress.

Community Building

Community Building

Foster a sense of community through social gatherings and group activities. This helps students feel connected to your studio and each other, leading to increased loyalty and engagement.

Friendly Environment

Create a welcoming and inclusive atmosphere in your studio. This can be achieved through personalized interactions, celebrating student milestones, and ensuring the facility is well-maintained and clean.





Exclusive Content and Membership Tiers

Exclusive Content

Offer online tutorials and exclusive content for your studio's members. This gives students access to additional resources and helps them feel valued as part of your community. Exclusive content can include behind-the-scenes videos, Q&As with instructors, or specialized technique workshops.

Membership Tiers

Create different membership levels with increasing perks. This allows students to choose the option that best fits their needs and budget, while also providing them with incentives to upgrade their membership over time. Perks could include discounts, priority registration, or access to special events.



Progress Tracking

Personalized Feedback

Regularly update students on their progress and provide personalized feedback. This helps them stay motivated and engaged, as they can see the tangible results of their hard work. Celebrate their milestones to foster a sense of accomplishment.

Achievable Goals

Set achievable goals with your students to help them track their progress. This gives them a clear direction and a target to aim for, keeping them motivated and invested in their growth.

Continuous Improvement

Encourage students to continuously work on improving their skills. Provide them with the tools and resources they need to develop and refine their techniques, ensuring they feel a sense of progress and accomplishment.

Friendly Environment



Personalized Interactions

Create a welcoming atmosphere by remembering students' names and celebrating their milestones. These personal touches help students feel valued and connected to your studio.



Well-Maintained Facility

Ensure your studio is clean, well-organized, and visually appealing. A clean and inviting space can contribute to a positive learning environment and make students feel comfortable.



Inclusive Atmosphere

Foster an inclusive atmosphere where students of all backgrounds and skill levels feel welcome. Promote a culture of respect, acceptance, and support to create a sense of community within your studio.





Parent Involvement

Engage Parents

For kids' classes, engage parents with special events and updates. This helps parents feel connected to their child's progress and the overall studio community, leading to increased loyalty and engagement.

Parent-Child Classes

Offer classes that parents can take with their children. This allows families to bond over a shared activity and helps foster a sense of community within your studio.

Communication is Key

Regularly communicate with parents via multiple channels, such as email newsletters, social media, and in-person updates. This keeps them informed about studio news, events, and their child's progress.

Email Newsletters



Stay Informed

Keep students up-to-date on studio news, upcoming events, and special promotions through regular email newsletters. This helps ensure they don't miss out on important information and feel connected to the studio community.



Event Reminders

Use email newsletters to provide timely reminders about upcoming events, workshops, and special classes. This helps students plan ahead and ensures they don't forget to attend the activities they're interested in.



Promotional Updates

Leverage email newsletters to share information about studio promotions, discounts, and new class offerings. This helps students stay informed about the latest opportunities and encourages them to take advantage of the studio's offerings.



Seasonal Themes

Festive Flair

Incorporate seasonal themes into your classes and events to keep things fresh and engaging. For example, host a Halloween-themed dance party or a holiday-inspired workshop. These themed activities add a fun and celebratory element to your studio's offerings.

Themed Decor

Decorate your studio with seasonal decorations to create a festive atmosphere. This could include holiday-themed backdrops, props, or even costumes for your students. Seasonal decor helps set the mood and gets everyone in the spirit of the occasion.



Referral Contests

1

Incentivize Referrals

Run contests where students can win prizes for referring new students to your studio. This encourages your current students to spread the word and helps you attract more new enrollments.

2

Exciting Prizes

Offer enticing prizes for the contest, such as free classes, studio merchandise, or even a grand prize like a dance workshop with a celebrity instructor. This will motivate students to actively participate and promote your studio.

3

Tracking Referrals

Implement a system to track and verify referrals, ensuring fairness and transparency. This could involve unique referral codes or a referral form that new students can use to credit the referring student.

Photo and Video Highlights



Showcase Student Achievements

Share photos and videos of your students' achievements, such as recitals, performances, and special events. This allows you to celebrate their hard work and progress, while also inspiring other students to strive for their own goals.



Highlight Class Moments

Capture and share highlights from your dance classes, such as students mastering new moves or working together in group choreography. These snippets give prospective and current students a glimpse into the energy and excitement of your studio.



Engage with Students Online

Encourage students to share their own dance videos and photos on your studio's social media platforms. This fosters a sense of community and allows students to celebrate their progress and inspire one another.



Workshops with Celebrities



Exclusive Access

Host workshops and masterclasses with well-known dancers, choreographers, or other industry celebrities. This provides your students with unique opportunities to learn from and interact with these renowned professionals, giving them a sense of exclusivity and inspiration.



Skill Development

These workshops led by celebrity instructors allow your students to develop their technical skills and artistry under the guidance of experienced and respected professionals. This can help elevate your students' dance abilities and expose them to new styles and techniques.



Increased Motivation

Workshops with celebrities can be a powerful motivator for your students, inspiring them to work harder and push their limits. The opportunity to learn from and interact with these role models can reignite their passion for dance and keep them engaged with your studio.



Personal Touches

1

Remembering Names

Make an effort to remember your students' names and use them when interacting. This personal touch helps students feel valued and creates a more welcoming atmosphere.

2

Celebrating Milestones

Recognize and celebrate your students' achievements, whether it's mastering a new skill or reaching a personal goal. Acknowledging their progress shows that you are invested in their growth.

3

Handwritten Notes

Send handwritten notes to your students, whether it's a congratulatory message or a simple thank you. These personal gestures can go a long way in making students feel appreciated and connected to your studio.



Facility Upgrades

Clean and Inviting

Keeping your dance studio clean, well-maintained, and visually appealing can have a significant impact on student retention. A clean and inviting facility helps create a positive atmosphere that makes students feel comfortable and valued.

Functional Upgrades

Investing in facility upgrades, such as new flooring, mirrors, or lighting, can enhance the overall experience for your students. These improvements demonstrate your commitment to providing a high-quality learning environment and can inspire students to continue their dance journey with your studio.

Comfortable Spaces

Ensuring that your studio has comfortable waiting areas, changing rooms, and other amenities can make a big difference in how students and parents perceive your facility. These small touches can contribute to a welcoming and enjoyable experience for everyone who visits your studio.

Trial Periods for New Classes

Explore with Ease

Allowing students to try new classes before committing encourages them to step outside their comfort zone and explore different dance styles. This low-risk approach helps build their confidence and excitement about expanding their skills.

Personalized Approach

Trial periods cater to the individual needs and preferences of your students. By giving them the opportunity to sample various classes, you can help them find the perfect fit and keep them engaged in your studio's offerings.

Alumni Programs

Staying Connected

Maintain relationships with former students by creating an alumni program. This allows you to stay connected with students even after they've graduated or moved on from your studio.

Exclusive Events

Host special events and activities exclusively for your alumni, such as reunion parties, master classes, or networking opportunities. This helps foster a sense of community and belonging among your former students.



Community Involvement



Local Partnerships

Participate in local community events and partner with other businesses to showcase your studio's talents. This helps build relationships, raise awareness, and demonstrate your commitment to the local community.



Sponsorship Opportunities

Sponsor community activities, such as sports teams or charitable events, to increase your studio's visibility and show your support for the local area. This can also help attract new students who share your studio's values.



Outreach Programs

Develop outreach programs that bring dance classes or workshops to underserved communities, schools, or organizations. This allows you to share your passion for dance and make a positive impact on the lives of others.

Consistent Communication

1 Multiple Channels

Regularly communicate with students and parents through various channels, such as email, social media, and in-person updates. This ensures that everyone stays informed about studio news, events, and any important information.

2 Personalized Outreach

Tailor your communication to each student's or parent's preferences, whether it's through email, text, or a phone call. This personal touch helps build stronger relationships and demonstrates your commitment to their individual needs.

3 Timely Responses

Respond to inquiries and feedback from students and parents in a timely manner. This shows that you value their input and are dedicated to providing excellent customer service, which can help retain students and foster a positive studio culture.





Fitness Challenges

Dance-Inspired Fitness

Organize dance-related fitness challenges to keep your students engaged and motivated. These challenges can incorporate elements of dance, such as choreography, endurance, and flexibility, to make fitness fun and enjoyable.

Friendly Competition

Create a sense of friendly competition by setting up leaderboards or offering prizes for the top performers in your fitness challenges. This can help foster a supportive and encouraging environment among your students.

Holistic Approach

Combine fitness challenges with other wellness initiatives, such as nutrition seminars or injury prevention workshops. This holistic approach can help your students develop a well-rounded understanding of health and fitness, further strengthening their commitment to your studio.

Cross-Promotion



Local Partnerships

Partner with complementary local businesses, such as fitness centers or retail stores, to cross-promote your dance studio. This allows you to reach new audiences, share resources, and create mutually beneficial relationships within the community.



Shared Promotions

Collaborate on joint promotions, such as discounted class packages or special events, to leverage each other's customer bases and increase visibility for both businesses. This cross-promotion strategy can help you attract new students and strengthen your ties with the local community.



Increased Exposure

Display your studio's promotional materials, such as flyers or brochures, in the storefronts of your partner businesses. This allows you to reach a wider audience and showcase your offerings to potential new students who may not have otherwise discovered your studio.

Collaborations with Local Businesses

1

Identify Partners

Reach out to local fitness centers, yoga studios, or other dance schools to explore collaboration opportunities.

2

Plan Joint Events

Organize workshops, performances, or charity events that combine the strengths of both organizations.

3

Cross-Promote

Share promotional materials and offer special discounts for each other's members to attract new participants.

4

Evaluate and Expand

Assess the success of collaborations and consider long-term partnerships or regular joint offerings.





Student Spotlights



Recognize Achievement

Featuring a "Student of the Month" on your website and social media is a great way to recognize your students' hard work and progress. This helps motivate others and showcases the talent within your studio.



Boost Engagement

Sharing student spotlights on your social media platforms can increase engagement and inspire your followers. It allows students to feel proud of their accomplishments and encourages others to work towards their own goals.



Build Community

Highlighting individual students helps foster a sense of community within your studio. It shows that you value each student's unique contributions and creates a supportive environment where everyone can thrive.

Instructor Spotlights

1 Showcase Achievements

Highlight your instructors' notable performances, awards, and certifications to demonstrate their expertise.

2 Share Unique Backgrounds

Feature each instructor's dance journey, including their training, influences, and specialties.

3 Instructor-led Workshops

Organize special workshops where instructors can share their unique skills and experiences with students.

4 Social Media Takeovers

Allow instructors to take over studio social media accounts for a day, sharing their routines and dance tips.





Open House Events

1

Plan the Event

Choose a date, prepare promotional materials, and organize a schedule of sample classes and demonstrations.

2

Promote Widely

Advertise your open house through social media, local community boards, and partnerships with schools or community centers.

3

Showcase Your Studio

During the event, offer studio tours, introduce instructors, and provide information about class offerings and schedules.

4

Follow Up

Collect contact information from attendees and send personalized follow-up messages with special offers for new students.

In-Studio Competitions

Benefits

Friendly in-studio competitions foster a sense of community, motivate students to improve their skills, and provide a fun, low-pressure environment for dancers to showcase their talents.

Organization

Plan competitions for different age groups and skill levels. Invite guest judges, create fair judging criteria, and offer prizes or recognition for various categories.

Audience Engagement

Encourage family and friends to attend, creating a supportive atmosphere. Consider incorporating audience choice awards to increase participation and excitement.



Health and Wellness Seminars

Nutrition for Dancers

Invite nutritionists to discuss proper fueling for dance performance and recovery.

Injury Prevention

Host physical therapists or sports medicine professionals to teach injury prevention techniques.

Mental Health in Dance

Bring in psychologists to address the mental aspects of dance, including performance anxiety and body image.

Cross-Training Benefits

Explore complementary exercises and activities that can enhance dance performance and overall fitness.



Customer Appreciation Events



Special Performances

Organize exclusive performances by instructors or guest artists as a thank you to your loyal students.



Recognition Ceremony

Acknowledge students' achievements, milestones, and contributions to the studio community.



Social Gatherings

Host dance parties or themed events where students can socialize and celebrate their shared passion for dance.



Exclusive Offers

Provide special discounts or early registration opportunities for upcoming classes or workshops.



Monthly Themes

Month	Theme Idea	Activity Example
January	New Year, New Moves	Introduce a new dance style
February	Love of Dance	Partner dance workshops
March	Around the World	Explore international dance styles
April	Dance Through the Decades	Retro dance parties



Professional Photoshoots

1

Preparation

Schedule a professional photographer and prepare the studio space. Advise students on attire and makeup.

2

Photoshoot Day

Create a relaxed atmosphere. Capture individual poses, group shots, and action shots of dancers performing.

3

Editing and Selection

Work with the photographer to select and edit the best photos for each student.

4

Delivery and Display

Provide digital and print options for students. Consider creating a studio gallery to showcase the best shots.

Implementing Your Ideas

1 Prioritize and Plan

Review all the ideas presented and choose those that best align with your studio's goals and resources.

2 Create a Timeline

Develop a schedule for implementing new initiatives, spreading them out to maintain excitement throughout the year.

3 Gather Feedback

Regularly ask students, parents, and staff for their input on new programs and events to ensure continuous improvement.

4 Stay Flexible

Be prepared to adapt your plans based on the response and changing needs of your dance community.





50 WAYS TO RETAIN STUDENTS YEAR ROUND

BY CLINT SALTER