

14 OUTSIDE THE BOX MARKETING IDEAS

BY CLINT SALTER



1. Lead Magnets



Dance Tutorials

Offer valuable resources like dance tutorials or guides in exchange for contact information to build your list.



E-Book Guides

Create Ebooks with expert advice and useful content for dancers. Share them across social media to attract engagement.



2. Online Summit with Local Business Owners (Share the Leads)

Collaboration

Partner with local businesses to increase your reach and build relationships with other business owners in your community.

Online Summit

Organize online summits with local business owners and share leads to maximize your impact and exposure. Use social media to increase your reach and sell tickets to the event.



3. Monthly Webinar with Local Experts

1

Expert Speakers

Invite local experts to share knowledge to increase exposure and position your studio as a knowledgeable resource for your community.

2

Monthly Webinar Series

Host monthly webinars featuring guest speakers from your community. Use digital marketing and social media to reach a broader audience.

3

Networking Opportunities

Online webinars provide networking opportunities for your team to connect with new businesses and prospects.



4. In-person Workshop at your Studio with a Local expert

1 Growth Opportunities

Invite a local dance or fitness expert to conduct workshops at your studio. Give your students the chance to learn new skills and open it up to your extended community.

2 Specialized Training

Workshops attract new students interested in specialty training: adaptive dance, mindfulness & movement, dance for film, audition workshop, injury prevention, college and industry prep, style fusion classes...

3 Expert Advice

Partnerships with experts in the community gives your business more credibility and multiple perspectives on the industry.



5. Co-Author a Book - Self Publish With Local Authority

Self-publishing will elevate your studios credibility and provide valuable content for your audience.

Dance Nutrition: Fueling Performance and Growth

- **Description:** Collaborate with a nutritionist to create a book on the importance of proper nutrition for young dancers.
- **Unique Feature:** Meal plans, recipes, and nutritional advice tailored for dancers.

The Benefits of Dance for Child Development

- **Description:** Partner with a child psychologist to explore how dance positively impacts physical, cognitive, and emotional development in children.
- **Unique Feature:** Include case studies, expert interviews, and practical tips for parents.



6. Local Business Owners Mastermind

Create a local business owners' mastermind group. This networking opportunity will foster collaborations and lead to valuable referrals for your dance studio



7. Content Creation



Take inspiration from Brent Street in Sydney and focus on content creation. Film captivating dance routines, behind-the-scenes glimpses, and student success stories to engage your audience on social media.



8. Enter Awards - Local and National

Participate in local and national awards programs, such as the prestigious Stevie Awards. Winning, or even being nominated, will enhance your studio's reputation and generate excitement among your audience.



9. Sponsor Local Events

Showcase your dance studio in front of diverse and engaged audiences by sponsoring events related to the arts or youth. Connect with your community and establish yourself as a leader in the local dance community.

Benefits

Increased visibility and exposure to new demographics, networking opportunities, and a chance to develop reputation as a community leader

Choosing the Right Event

Align your studio with events that reflect your core values. Consider the target audience and the event's promotion options when deciding if the ROI is worth the investment

Maximizing Sponsorships

Use social media to promote your sponsorship, bring your team to the event, create shareable content and use your promotional materials creatively



10. Social Contests

- 1 — Types of Contests**
Run #hashtag contests, photo or video contests, or trivia contests, and then give away prizes that offer value to your audience.
- 2 — Benefits of Social Contests**
Increased visibility on social media, increased engagement and brand awareness, and the ability to build a strong online presence.
- 3 — Success Stories**
Highlight successful entries and showcase your studio's unique offerings to attract potential students.



11. Local Influencer Partnerships

1 Partnering with Influencers

Reach out to local bloggers, Instagram influencers, or YouTubers that align with your brand's values.

2 Affiliate Marketing

Partner with influencers who can promote your studio to their followers in exchange for a commission on any new students brought in.

3 Co-created Content

Add value to you partnership by creating unique content in collaboration with your influencers, such as dance tutorials, Q&As, or live performances.



12. Produce Video Tutorials

1 Choose Your Topic

Research popular trends and focus on topics that align with your brand.

2 Creating Your Video

Make sure your videos are high quality, visually appealing, and feature clear instructions.

3 Promoting Your Video

Share your videos on social media, YouTube, and your website. Encourage followers to share your content and generate buzz.



13. Local Business Partnerships



Types of Partnerships

Co-host webinars or events to collaborate on joint promotions for both your businesses.



Seeking Opportunities

Attend promotional events hosted by your partners, connect with their audience, and make new connections.



Benefits for Students

Offer exclusive discounts for joint promotions to your students and your partners' customers.



14. Referral Program

Grow your student base and reward your current students by implementing a referral program that incentivizes them to bring in new students.

How to Implement a Referral Program

- Create a clear and concise program with easy-to-follow guidelines
- Offer valuable incentives that are easily redeemable
- Promote the program through various channels

Benefits of a Referral Program

- Increased student acquisition
- Incentivized retention
- Higher student engagement



Bonus Idea

Host a local podcast



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