



Content Creation for Hype Up Re-Enrollment

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PHASE 1: RESEARCH + PREP

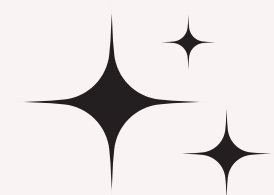
- **Research (if needed)**
 - This is where you determine who your target audience is, demographics, etc.
 - Look at previous data
- **Set your re-enrollment hype dates!**
 - Choose the end-date of your re-enrollment period.
 - 4 weeks back from this date
- **Set social media metric goals**
 - Follower Count
 - Likes, Engagements, Views, Saves, Shares
- **Time to work backwards!**

PHASE 1: RESEARCH + PREP

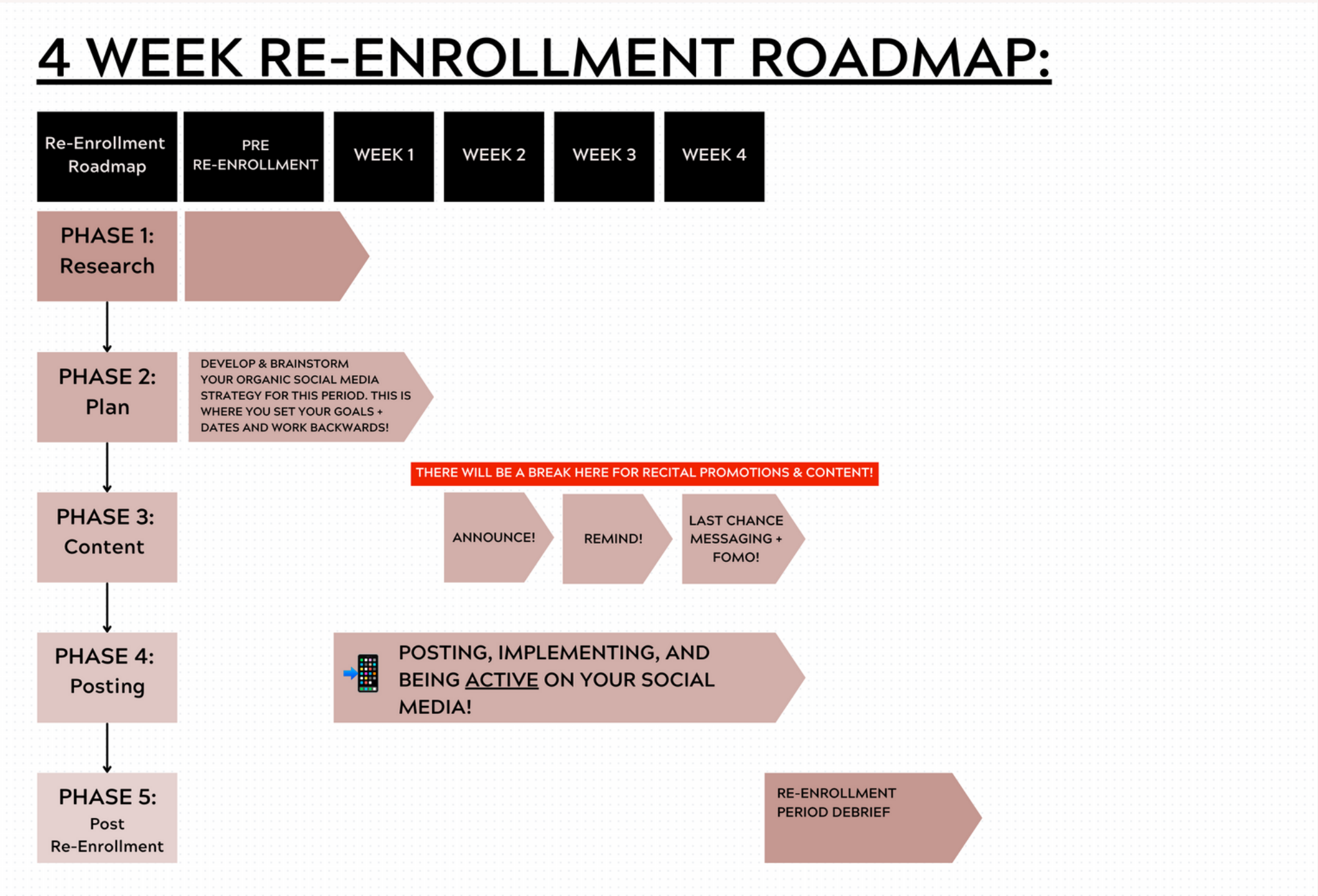
Some Questions You Want to Ask Yourself:

1. When is your hype-up period? ☒
2. When are you going to announce? ☒
3. When is the deadline? ☒ (when do doors close?)
4. When and what are you going to post?

PHASE 2: PLANNING

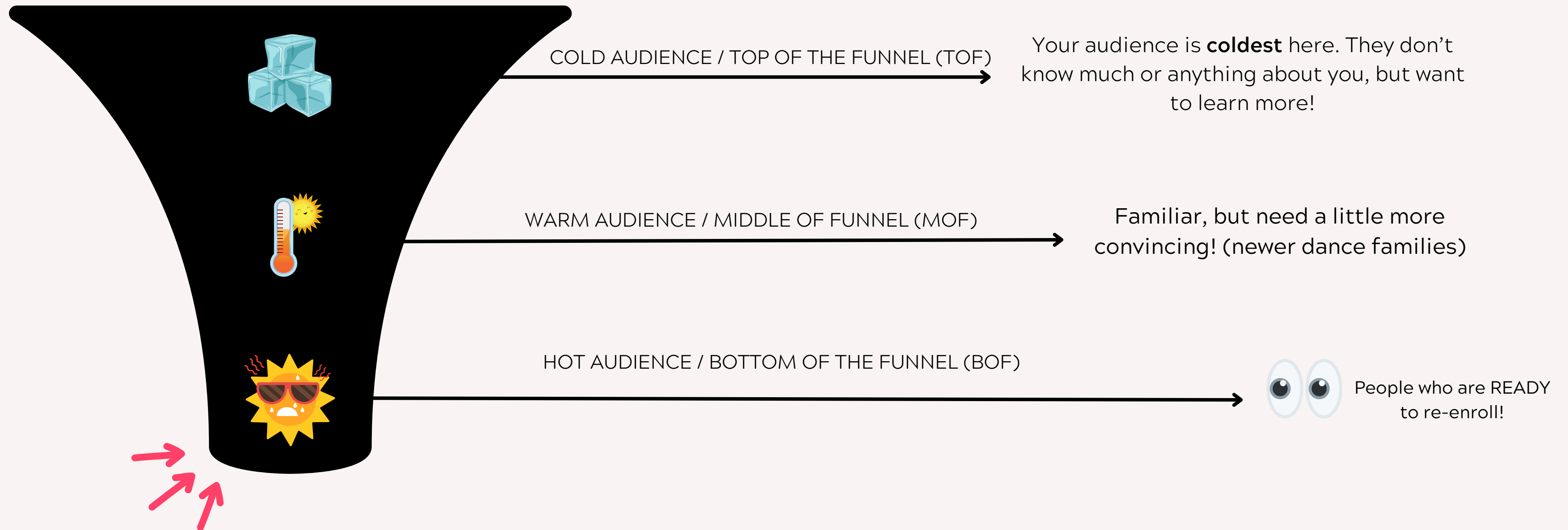


Use your Re-Enrollment Roadmap to get started!



*phase 2 bleeds into week 1 of your content strategy

PHASE 2: PLANNING



PHASE 2: BOF CONTENT (pillars)

- AUTHORITY
- DREAM POINT MARKETING!
- TESTIMONIALS & REVIEWS
- PAIN POINT FOCUSED
- OBJECTION HANDLING
- INSPIRATIONAL
- BEHIND THE SCENES!
- ANNOUNCEMENTS & OPEN DOORS!

PHASE 2: BOF CONTENT (explained)



AUTHORITY

- Showcase your expertise by sharing wins!
- What makes your dance studio unique/stand out?
- Exclusive/Unique Classes

DREAM POINT MARKETING

- Show studio transformations
- Dancer transformations
- Get from A to B

TESTIMONIALS & REVIEWS

- Screenshots of testimonials & reviews
- Videos of dance parents & dancers raving about your dance studio!

PAIN POINT FOCUSED

- What is something they are struggling with?
- Why are you the solution?
- Symptoms & Scenarios



PHASE 2: BOF CONTENT (explained)



OBJECTION HANDLING

- Share what's possible if they don't take action **NOW**
- Price points
- Common objections

INSPIRATIONAL

- Using IG audios!
- Story-Telling
- Pulling those emotional strings
- This is a great place to build trust!

BEHIND THE SCENES

- Classes
- Day in the life at your studio
- Prepping for recitals / shows
- Moments backstage

ANNOUNCEMENTS/ OPEN DOORS!



PHASE 2: BOF CONTENT



- **Call to Actions (CTA's):** Doors are open, enroll now, comment 'enroll', tap the link in our bio, Hurry, re-enrollment ends [insert date]
 - This is a great place to implement a ManyChat strategy as well!
- ★ • How can your content **stand out** and not an average reminder?
 - Story-telling content!
- Brain storm session

PHASE 3: YOUR CONTENT CALENDAR

Google Sheets shared with you

- Here, you'll input each week's content from the beginning of your re-enrollment announcements to the deadline date!
- You can start putting the content that you've brainstormed during this call!!

PHASE 4: IMPLEMENTATION

- This is the phase where you are actively posting your content & engaging with your audience.
- Here, you consistently monitor your content and see what is working versus what is not working! (ex. videos > still posts)
- In the second tab of your spreadsheet, you can input your analytics here to track!

****Note:** You will need to break up your messaging. You need to talk about re-enrollment for a couple weeks then pause to talk about recital and then go back to re-enrollment after recital!

PHASE 5: POST RE-ENROLLMENT

Use this time to debrief:

- Did you hit your re-enrollment goals?
- Did you hit your organic social media goals?
- Look at your analytics & insights - see which posts did best
 - Look for high-engagement numbers
 - (likes, shares, comments, saves)

QUESTIONS?

