



# FIND YOUR RHYTHM

Use the power of **data-driven marketing** to  
**reach** the next generation of dancers and  
catalyze your **business growth**.



# What We'll Cover



## Three Laws of Attraction

Use data driven marketing to find and be found by your customers



## Rules of Engagement

Key sources of data, why you need them and how to use them



## Synchronizing for Success

Use data analytics to optimize and improve your marketing



# Three Laws of Attraction





# 1. Law of Attraction

Use market research to size and segment your local addressable market







What's the point?

Market sizing shows the growth potential in the current market.

Market segmentation shows where to focus to realize that potential.





## 2. Law of Vibration

**Connect demographic and behavioral data to find and target your audience**





**What are your local  
population  
demographics?**



# What are your local population behaviors?







### 3. Law of Inspired Action

**Using data-driven insight to make your business easy for customers to find**





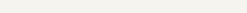
# Find and Be Found

**Social media  
is the top  
medium**



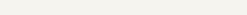
Social media is the second most consumed media by parents

**YouTube is  
the most  
used**



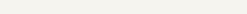
83% of U.S. adults have used the video-based platform

**Media habits  
vary by  
demo**



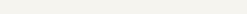
Women are more likely than men to use Instagram and TikTok

**Convenience  
is key U.S.  
adults**



When it comes to social media, convenience is the #1 benefit

**Mobile  
devices are  
preferred**



80% of parents prefer their mobile phone as their primary device





# Know Your Audience

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**Reach:** Evaluate which members of your local community you're reaching and who you're not reaching.

**Resonance:** Learn their motivations to consider dance to create messaging that resonates with them.

**Relevance:** Use the mediums they use to reach them when and where they are seeking information.





# *Mastering the Laws of Attraction*

Use market research to size and segment your local addressable market

Connect demographic and behavioral data to find and target your audience

Using data-driven insight to make your business easy for customers to find



# Rules of Engagement





# Sources of Data



## 1st party data



Data collected directly  
from customers by  
a brand

## 2nd party data



One brand's first-party data  
acquired by another brand  
through a partnership  
or marketplace

## 3rd party data



Data collected across  
multiple sources and parties,  
typically sold through a data  
exchange or marketplace





# Uses of Data

## Market Sizing



**Size the Addressable Market**



**Measure Your Penetration Rate**



**Local Market Size**



# Uses of Data

Growth Projection



**Local Market Size**



**Average Value**



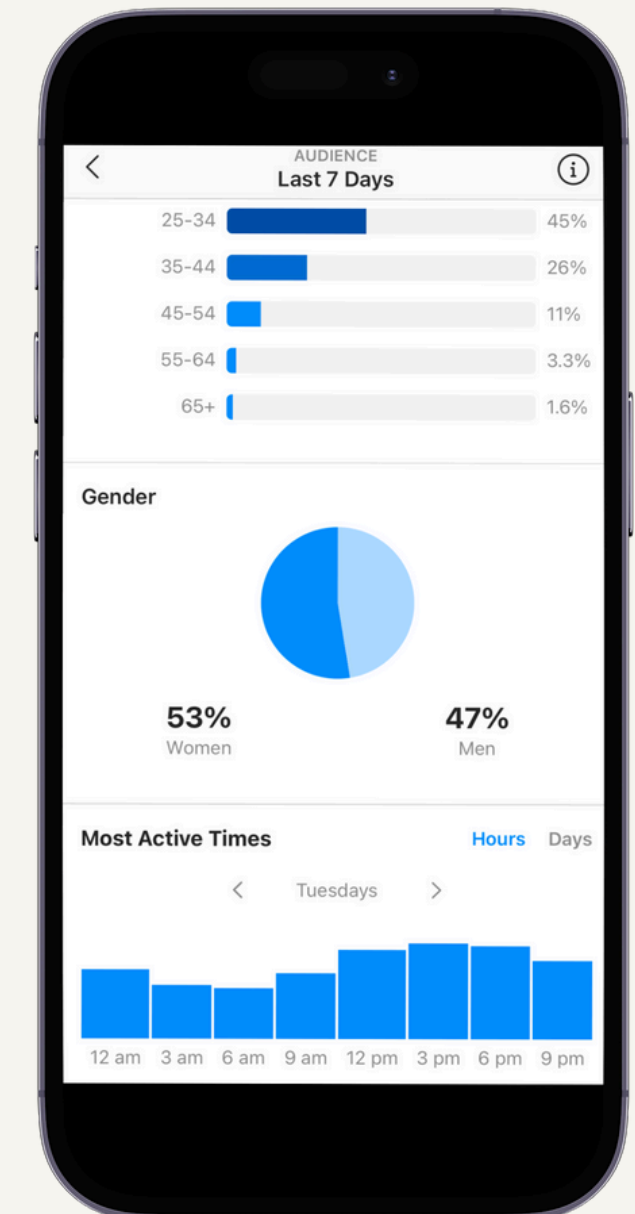
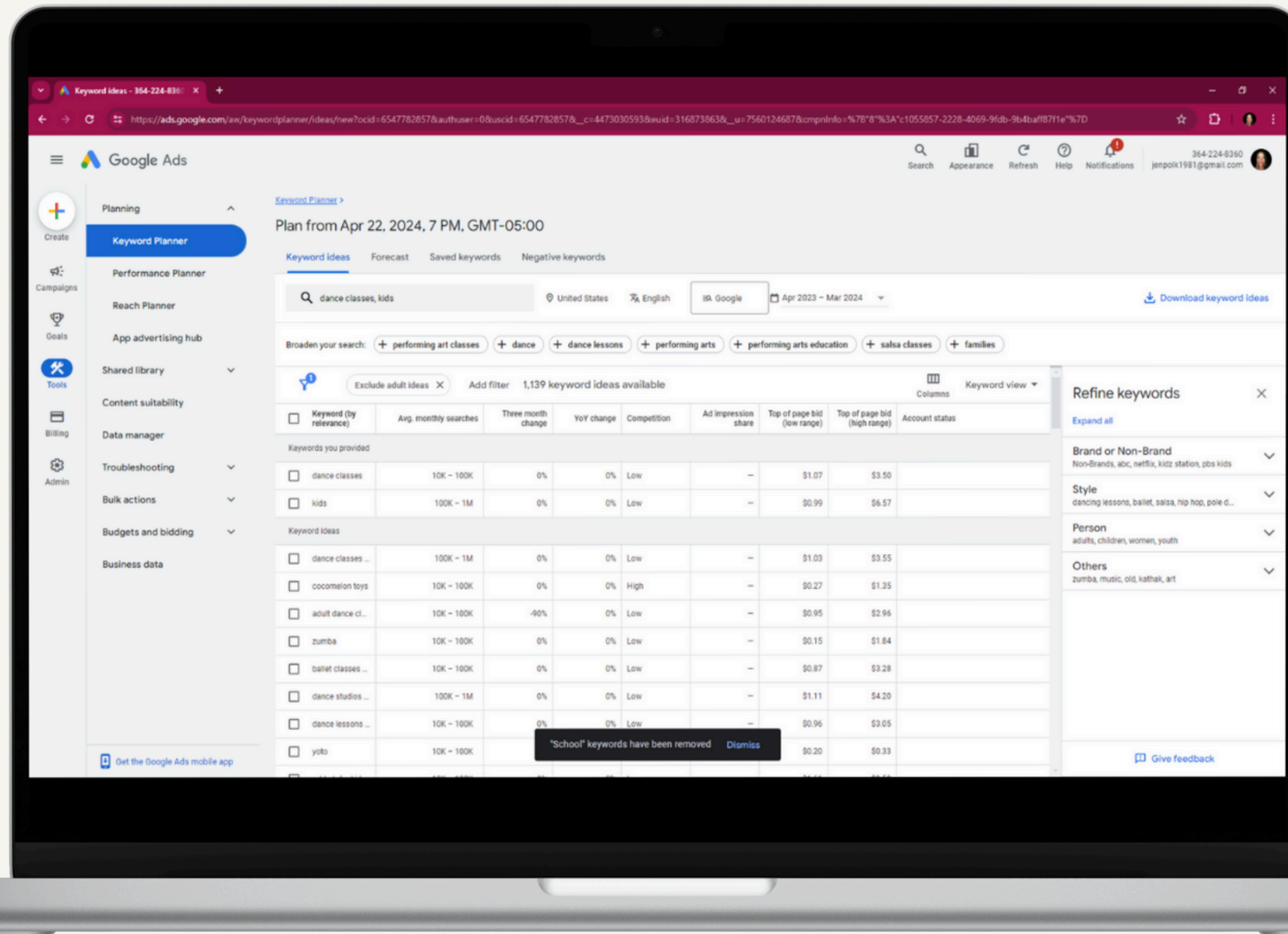
**Local Market Value**





# Uses of Data

## Audience Targeting





# Following the Rules of Engagement

**Prioritize and focus on the audience you need to find.**

**Consider your audiences' motives, interests and concerns.**

**Craft messages based on what they need to know about you.**

**Place your messages in the mediums they use to find info.**





# Synchronizing for Success







# Use marketing analytics to optimize your performance

Set a baseline tied to studio goals

Track campaign or content results

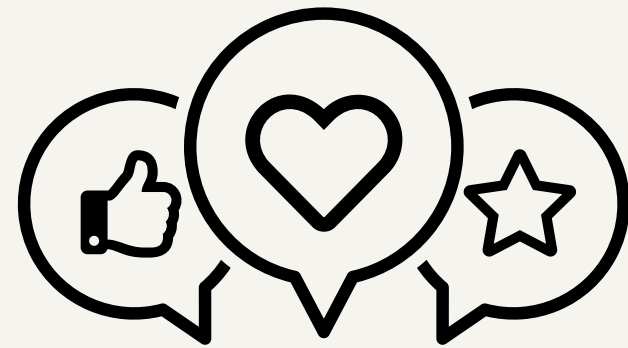
Measure impact on studio goals



# Marketing campaign data and analytics



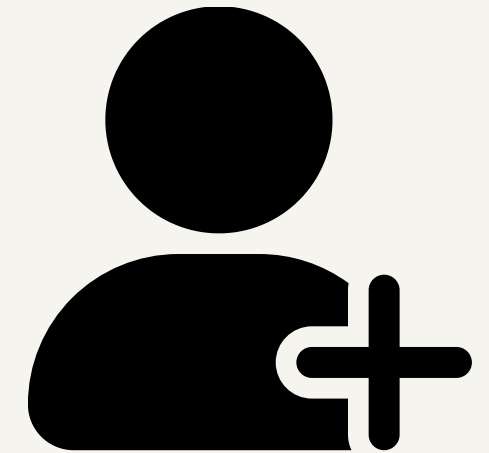
- Subscribers
- Churn rate
- Open rate
- Click thru rate



- Followers
- Likes
- Shares
- Comments



- Site traffic
- Referral source
- Conversion rate
- Bounce rate



- Referral source
- Enrollment
- Retention rate
- Upsell





# Using campaign data and analytics

Use channel or tactical metrics to diagnose and optimize results

Use business outcomes to prioritize tactics for future use



# Commonly Used Marketing Analytics Tools

- Customer Relationship Management
- Blog or Web Management
- Email Marketing System
- Web Analytics Platform







# Benchmark Your Performance

Use available tools to learn what works best to achieve your unique studio goals

Use that insight to prioritize your time, campaign efforts and budget to what works



Questions???

