



30-DAY

ENGAGE & ENROLL

planner



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday



DATES:

THE CAMPAIGN IN DETAIL

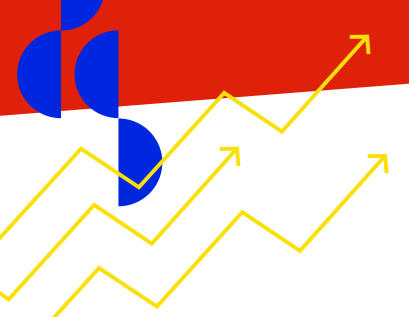
WEEK	ACTIVITY	DATES
1	Brand Awareness	
2	Brand Awareness	
3	Earlybird Bonus	
4	Main Of f er	
5	Last Chance Offer	

OFFER

How are you getting dancers into your Summer Camp? Explain the offer in detail including any terms & conditions

OFFER	EXPLANATION
Brand Awareness	
Earlybird Bonus	
Main Of f er	
Last Chance Offer	

Examples of brand awareness: Videos on social, blog post, FB lives daily. The idea to build trust, credibility and likeability with potential customers that don't know anything about you.



PARENT	STUDENT
Age Range Gender Relationship Status Occupation Salary Hobbies & Other Interests Media Consumed & Groups Apart of Dream for their Child - Be a Professional Performer Fears - Why not Support their Child - Low in Funds, No Time, Can't See Value in Dance	Age Gender Where they Live What School they go to and their Year Level Interests & Other Hobbies Dreams - Why are they coming to your Studio? Fitness, Social, Professional? Fears - What's stopping them? - Parent Support, Finances, Bullying, Lack of time

PLACEMENTS & BUDGET

OFFER	PLACEMENTS	BUDGET
Brand Awareness	Facebook Ads & Instagram Ads	\$
Earlybird Bonus	Facebook Ads & Instagram Ads	\$
Main Offer	Facebook Ads, Instagram Ads and Google Adwords (Remarketing)	\$
Last Chance Offer	Facebook Ads, Instagram Ads and Google Adwords (Remarketing)	\$
TOTAL		\$

PLACEMENTS OPTIONS

A Frames (In And Around The Studio)
 Affiliates/Partners
 Blogging (On Your Website And Guest Websites)
 Business Cards (With An Offer)
 Cafe Cards - (Offer On A Loyalty Card)
 Community Events
 (Demonstration And Promotion Table)
 Database Marketing (Buying Databases)
 Direct Mail (Letters)
 Expos And Trade Shows
 Facebook Advertising (Video, Picture, Carousel And Remarketing)
 Facebook Groups
 Flyer Or Postcard Drop

(Houses, Local Stores, Train Or Bus Station)
 Google Adwords
 Lead Box
 Local Blog Pr
 Local School Newsletter
 Merchandise (Shirts)
 Networking (Meet Up, Local Business Dinners)
 Online Banners (Local Business Websites)
 Online Directories (Yelp, Local, Child Activities)
 Posters (Local Stores Or In Studio, Bathrooms)

Shopping Centre/Mall Demonstrations
 Signature Outside And Inside Of Studio
 Social Media (Facebook Page, Instagram, Pinterest)
 Sponsorships And Donations (Schools And Sports Teams)
 Step & Repeat
 Stickers
 Strategic Partnerships
 Vehicle Wrap
 Webinar
 Website
 Youtube