



© DANCE STUDIO OWNERS ASSOCIATION • DSOA.COM • IC@DSOA.COM

Introduction

Summer presents a golden opportunity for dance studios to boost revenue, attract new students, and create memorable experiences. However, maximizing your summer's potential requires intentional planning and early execution. In this masterclass, we'll dive deep into how to design captivating summer programming, develop a nuanced marketing plan, and implement early-bird incentives that drive enrollment. The goal? A summer season that supports your financial goals while giving you space to enjoy a well-deserved break.

Goals

By the end of this masterclass, you will:

1. Develop a theme-based, structured summer program that caters to your studio's unique audience.
2. Build a comprehensive schedule that balances revenue with rest.
3. Design early-bird and upsell strategies that incentivize sign-ups.
4. Create a multi-channel marketing plan that engages your current audience while attracting new families.
5. Understand how to measure success and pivot based on data from your campaigns and enrollment trends.

Top Benefits of Strategic Summer Planning

1. **Revenue growth:** Summer camps and workshops provide an additional income stream during months that are often financially slow.
2. **Retention & recruitment:** A strong summer program keeps current students engaged and attracts new families who may enroll in year-round classes.
3. **Brand awareness:** With the right marketing strategy, summer programming introduces your studio to a broader audience.
4. **Staff utilization:** Seasonal programming provides teaching opportunities for staff, keeping them engaged and productive.
5. **Work-life balance:** Proper planning ensures you can enjoy downtime without sacrificing studio success.

Things to Consider Before Implementation

1. **Audience needs:** Understand what your community values in summer programming (e.g., schedule flexibility, age-specific options, or unique themes). Click here to learn how to [build your customer avatar](#).

2. **Studio resources:** Evaluate your available space, staff schedules, and budget to determine what's feasible.
3. **Competitor research:** Assess other local camps or programs to ensure your offerings stand out.
4. **Retention focus:** Build bridges between your summer programs and fall enrollment to maximize long-term benefits.
5. **Pricing strategy:** Balance affordability with profitability to ensure your programs are accessible yet financially rewarding.
 - a. [This template](#) will help you determine which pricing structure could work for you.
 - b. [This spreadsheet template](#) will help you figure out your actual pricing numbers.
 - i. [Click here for a full example](#) of summer camp considerations regarding pricing from Studio Growth Coach Annie Leese Thistle.

Planning Your Summer Programming

Define Your Themes:

Themes breathe life into your summer programs. Select themes that align with your studio's identity while appealing to your target audience.

1. Pop Culture-Inspired Themes
 - **Moana's Island Adventure (Moana 2):** Explore the magic of the ocean, island dances, and storytelling.
 - **Wicked: The Untold Story:** Dive into the world of Oz with a focus on friendship, magic, and standing out.
 - **Inside the Spider-Verse:** Web-slinging fun with superhero training and multiverse creativity.
 - **Barbie's Dream Camp:** A world of pink, fashion, empowerment, and fun activities.
 - **Frozen Forever:** Winter magic in summer with icy crafts, dances, and games.
 - **In My Dance Camp Era:** Style your camp after music and fashion inspired by Swifties.
2. Fantasy and Adventure Themes
 - **Enchanted Unicorn Tales:** Bring fairy tales to life with magical creatures, storytelling, and nature exploration.
 - **Dragon Riders Academy:** Knights, dragons, and quests await in this fantasy adventure.
 - **Pirates vs. Mermaids:** Ocean-themed adventures with treasure hunts and water games.

- **Galactic Heroes:** A sci-fi journey through space with aliens, astronauts, and interstellar creativity.

3. Music and Performing Arts Themes

- **Broadway Bound:** A camp for young stars featuring performances from musicals like *Wicked*, *The Little Mermaid*, or *Hamilton*.
- **Pop Star Boot Camp:** Learn to sing, dance, and perform like today's top pop icons.
- **Dance Through the Decades:** Celebrate styles from the roaring '20s to the futuristic '20s!

Pro Tip: Incorporate elements that differentiate your studio, such as unique props/crafts, guest instructors, or performance opportunities.

Build a Strategic Schedule:

Balance your summer schedule to optimize enrollment and studio operations:

- **One-Week Intensives:** Great for focused training and specialized themes.
- **Half-Day Camps:** Ideal for younger students or families looking for flexible programming.
- **Full Day Camps:** Perfect for parents who still work full-time in the summer.
- **Monthly Drop-in Classes:** Allows flexibility for families with changing schedules.

Marketing Your Summer Programs Overview

1. Audience Segmentation for Personalization

- **Current students:** Emphasize continuity and skill-building opportunities.
- **Former students:** Use targeted messaging about trying something new or rekindling their love of dance.
- **New families:** Highlight beginner-friendly or creative themes to lower barriers to entry.

2. Timeline for Marketing Campaigns

- **January–February:** Launch a “Summer Sneak Peek” email with exclusive early-bird offers. Create buzz with countdown posts on social media.

Build excitement within your studio by creating a *Summer Camp Theme Week* at your studio in late January or early February and celebrate open registration of summer camps all week long:

1. Promote for 2 - 4 weeks leading up to this special week.
2. Give students leis when they come into the studio and take a photo by a summer theme decorated photo wall. Have parents/students post their photos and use your hashtag (#YOURSTUDIOsummercamp2024).
3. Play summer-themed music in class and make it more of a fun-oriented week.
4. Give summer-themed stickers or stamps.
5. Send kids home with a summer camp flyer or packet and a QR code to register.
6. Create a promotion for any current students who register for summer camp within the Summer Camp Theme Week. This should be the best deal as they are taking action right away.

- **March–April:** Continue to push registration with testimonials from past participants, themed promo videos, and detailed program descriptions.
- **May–June:** Use scarcity marketing—highlight limited spots available and countdowns to deadlines.

3. Multi-Channel Marketing Tactics

- **Email Marketing:** Send a sequence of emails—announcement, early-bird reminders, testimonials, and last-chance offers.
 - Personalize messages with student names and themes relevant to their interests.
- **Social Media Content:** Create posts and reels featuring themes, behind-the-scenes planning, and student testimonials.
 - Use platform-specific features like Instagram Stories and TikTok trends to increase engagement.
- **Local Partnerships:** Collaborate with schools, libraries, and family-friendly businesses to distribute flyers or cross-promote on social media.
- **In-Studio Signage:** Use posters, QR codes, and take-home materials to keep summer programs top-of-mind for current families.
- **Referral Incentives:** Offer discounts or studio credit to families who refer new campers.
- **Remarketing Ads:** Run digital ad campaigns targeting families who visited your site or interacted with your social media but didn't sign up.
- **Upsell Opportunities:** Add-on experiences like extended hours, lunch with instructors, or photo packages.

- Cross-sell merchandise, such as camp-specific T-shirts or dance gear.

Creating Your Summer Camp Marketing Plan

Decide on when you will launch:

We recommend communicating about camps in January. Most other camp options share their offers in January/February, and if you launch too late, people may have already made summer arrangements.

Decide on key offers between your launch and when camps start:

When you launch your camps, your first offer should be the best offer. You can create other additional offers along the way to create urgency. These should not be as good as your first-time offer.

Here are two examples (for each example, let's say the camp is in July and these are the first offers are going out in January):

Example A: Full day -- \$350 / Offered over 5 days

- Deal 1
 - Register for 4 days by Jan. 31st and receive the 5th day FREE
- Deal 2
 - Register for 1 day of camp by Jan. 31st and receive 10% off your 2nd day

Example B: Full week -- \$1,500 / 5 days of camp

- Deal 1
 - Register by Jan. 31st and only pay \$1,000
- Deal 2
 - Pay in full by Jan. 31st and receive a \$150 credit towards your Fall season tuition
 - *This is a great way to entice the students to be thinking ahead and encourage them to become repeat customers.*

Here are examples for your second-best offer:

Example A: Full day -- \$350 / Offered over 5 days

- Deal 1 –
 - Register for 4 days by April 1st and get your 5th day ½ off
- Deal 2 –
 - Register for 1 day of camp by April 1st and receive 10% off your 2nd day

Example B: Full week -- \$1,500 / 5 days of camp

- Deal 1 –

- Register by April 1st and only pay \$1,250
- Deal 2 –
 - Pay in full by April 1st and receive a \$100 credit towards your Fall season tuition

Then your final offer can still offer some discount or incentive, but it will be closest to the full amount.

Example A: Full day -- \$350 / Offered over 5 days

- Deal 1 –
 - Register for 4 days by July 1st and receive \$50 off your 5th day
- Deal 2 –
 - Register for 1 day of camp by June 1st and receive 10% off your 2nd day

Example B: Full week -- \$1,500 / 5 days of camp

- Deal 1 –
 - Register by July 1st and get a free camp T-shirt
- Deal 2 –
 - Pay in full by July 1st and receive a \$50 credit towards your Fall season tuition

These prices are provided as examples only. Please use the spreadsheets in the “Things to Consider before Implementation” section above to calculate your specific summer camp pricing model.

As you can see, there is always some incentive to register. Build this into your budget. Your first offer should be what the camp costs plus your desired profit margin. Then, your following offers are going to ensure even more profit gain for you!

Determine deadlines for each offer:

Like the example above, these need to be set and clear. If you move deadlines around, it will be very confusing to the customer.

Decide on a marketing campaign schedule:

Decide on which days you will send emails and texts—

- 2 touchpoints per week is recommended.
- As you approach a deadline to your offer, you can increase the number of touchpoints with 48-hour and 24-hour reminders.

Decide on which days you will post on social media—

- You can include teaser posts for a big reveal announcement.
- The number of posts at the beginning of the launch should be higher.
- They can be less frequent once you have announced (2-3 per week).

- They should increase in frequency as the deadline approaches.

Here is a schedule of an email/Facebook post/SMS cadence during April's peak summer camp enrollment season. You can use this cadence as a reference for the months leading up to and following April to maximize your communication.

Date	Email	Social Media	Optional SMS
Tuesday, April 22, 2025			
Wednesday, April 23, 2025	Email 1	Post 1	
Thursday, April 24, 2025			Message 1
Friday, April 25, 2025	Email 2	Post 2	
Saturday, April 26, 2025			
Sunday, April 27, 2025		Post 3	
Monday, April 28, 2025			Message 2
Tuesday, April 29, 2025	Email 3	Post 4	
Wednesday, April 30, 2025		Post 5	
Thursday, May 1, 2025	Email 4		

[Use these templates](#) as corresponding text for the proposed April marketing communications schedule.

Create a registration page:

Your registration page must restate the offer and allow people to sign up. Less is more; be clear and concise! Make sure it's a user-friendly online registration process all the way through providing payment.

Create copy for all your marketing touchpoints:

Your copy should include—

1. Dates
2. The value
3. Benefit(s) of your program
4. Pricing

5. Your special offer
6. Schedule
7. Explain “What you get!”
8. CTA Link

Your messaging should be consistent across all your communication channels! This is often overlooked!

Create visual assets for your marketing for social media, your website, and your emails:

Try to use real images of your dancers if possible. We suggest not adding text to the images. Let the images do the talking for how wonderful your studio is!

Schedule all your communication and watch it do the work for you:

1. **Emails** – Be sure people are taken out of email sequences once they’ve registered. People don’t like to be marketed to once, they’ve taken you up on your offer.
2. **Social media** – Notice what posts are doing well and have the most engagements. This is a good indicator that this would perform well as a Facebook ad.

Here is a [checklist template](#) to keep you on track during the:

- Planning phase
- Marketing phase
- Execution phase

Post-Camp Strategies

Keeping Students in Your Dance Season:

1. **Promote fall enrollment:** Start promoting your Fall session or dance season at the end of each camp. If you’re doing a showcase or performance at the end of camp, take the opportunity to talk about the benefits of ongoing dance education and your upcoming season.
2. **Prepared script:** Have a brief script ready to emphasize the importance of dance for growth, creativity, and confidence. This is a powerful way to connect with parents and encourage them to consider the benefits of regular dance classes.
3. **Exclusive offer for Summer Camp families:** Incentivize parents to register for the Fall session by offering a special deal exclusive to camp attendees.
 - *Example offer: Receive a \$50 costume credit when you register for Fall during summer camp!*

Follow-Up Surveys:

1. **Collect feedback:** Send a brief follow-up survey to parents to gather insights on what worked well and areas for improvement. This feedback can help you refine future camp programs.
2. **Highlight testimonials:** Look for positive responses that can be used as testimonials in future marketing materials, helping to build credibility and excitement around your camps.

Retention Offers:

1. **Summer-to-Fall registration deals:** Create a special “summer-to-fall” registration offer to encourage camp participants to continue into the Fall season. Consider offering an incentive that provides added value and reinforces the importance of continuity in dance education.

Photo & Video Highlights:

1. **Showcase the fun on Social media:** Share photo and video highlights from the camp on social media. This not only highlights the engaging and enjoyable environment of your camps but also serves as a visual reminder to parents of the benefits and joy their children experienced. This approach can help drive interest for Fall registration as well.

Evaluating Your Summer Camps:

1. **Staff debrief:** Meet with your camp staff for a post-camp debrief. Review the project plan, discuss what went well (glows) and what could be improved (grows). This ensures a more effective program next season.
2. **Parent survey with additional offer:** Include another offer within your follow-up survey to encourage early Fall enrollment.
 - *Example Offer: Complete this survey and get a FREE pair of tights when you register for the Fall session.*

Summer can be your studio’s most profitable season with the right approach. By planning engaging themes, creating a well-structured schedule, and implementing a comprehensive marketing strategy, you’ll not only boost your studio’s revenue but also set the stage for continued growth into the fall. Let’s make this summer a season to remember—for your students, your staff, and your business!

Get ready to soak up the sun and success—while still carving out time to unwind!