



VOL. 12 · DIGITAL MARKETING  
EDITION

THE STUDIO OWNER'S  
PLAYBOOK

# Digital Marketing for Dance Schools

The complete, practical  
playbook for filling classes  
online. SEO, social, email, ads  
and the habits that quietly fill  
your timetable year after year.

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WELCOME

# Digital marketing, demystified for dance.

Most advice on digital marketing for dance schools is written by people who have never run one. This guide is the opposite.

Digital marketing for dance schools is not Facebook Ads. It is not SEO. It is not a TikTok strategy. It is the small set of habits and channels that, working together over a year, fill your classes without you ever having to sound salesy. This guide is the whole picture, in one place, written for studio owners who have to wear seven hats before lunchtime.

Read it once to see how the pieces fit. Use it as a reference when a particular channel needs work. And if you want to go deep on any one area, every chapter ends with a link to a full free guide on that channel alone.

## HOW TO USE THIS GUIDE

Skim Part One to set your foundations. Read Part Two channel by channel as each one becomes relevant. Use the worksheets in the back to pick the three things you are actually going to do in the next 90 days.

## WHO THIS IS FOR

- Studio owners who feel digital marketing is too big a topic to ever finish
- Principals who have tried a bit of everything and are not sure what is working
- New studios planning their first 12 months of online marketing
- Anyone who would rather have one calm plan than ten random tactics

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PART ONE

# The Foundations

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Before any channel, four short conversations with yourself. What are you trying to move, who are you trying to move, and what does winning look like in twelve months.

# What digital marketing for dance schools really means.

Digital marketing is everything you do online that helps a parent move from "I wonder if my child would like dance" to "see you Wednesday".

It is not one channel. It is the whole journey. Most studios obsess over one corner of it (usually Instagram) and quietly neglect the other 80 percent. The result is a feed full of likes and a timetable with empty Tuesday slots.

## THE JOURNEY, IN PLAIN TERMS

### 01 Awareness

A parent first hears your name. Could be a Google search, an Instagram reel a friend tagged, a Facebook group recommendation, or a poster outside the village hall.

### 02 Consideration

They look you up. They visit your website, scroll your feed, read your reviews. They form an opinion within about ninety seconds.

### 03 Enquiry

They send a message or book a trial. This is the moment your marketing has been working towards.

### 04 Trial and decision

The first class. Most decisions happen within 48 hours afterwards, which is why your follow-up matters as much as your ad spend.

### 05 Loyalty and referral

They enrol. They stay. They tell three friends. The next round of awareness begins, but warmer.

#### THE SHIFT

Stop thinking of digital marketing as "the next post". Start thinking of it as a small loop of channels that hand parents from one stage to the next. The studios that win are the ones with the fewest leaks in the loop.

# The 80/20: which channels actually matter.

There are about a dozen digital marketing channels you could be on. For a UK dance school, six of them do most of the work.

## THE SIX THAT MATTER

### Your website

The one channel you fully control. Every other channel ultimately sends parents here to decide.

### Google Search and the map pack

Where almost every "dance classes near me" search ends up. The single highest-intent channel a studio has.

### Instagram and TikTok

The social loop that proves you exist, that classes are fun, and that other parents trust you.

### Email

Quietly does more for retention than any other channel. Welcome sequences, recital comms, the monthly newsletter.

### Reviews

The decision-maker. Volume, average and recency. Often the last thing a parent checks before enquiring.

### Word of mouth

Still the highest-converting channel of all, and the one most studios never actually run as a programme.

## THE ONES TO POLITELY IGNORE (FOR NOW)

- X / Twitter. Parents are not researching dance classes here.
- LinkedIn. Useful for B2B, irrelevant for studio enrolment.
- Pinterest. Lovely platform, slow burn, low leverage for local studios.
- YouTube. High investment, low return until you already have a real following.
- TikTok ads. Skip until your organic content is working.



### THE HARD TRUTH

If you do the first three channels well (website, local SEO, social) and add email and reviews

# Set goals you can actually move.

"Grow the studio" is not a goal. It is a hope. Goals come with a number and a deadline, and they live on a wall you walk past every day.



## THE THREE NUMBERS WORTH OWNING

**1**

Net new families per week, on average, across a year

**60%**

Enquiry-to-enrolled conversion as a baseline target

**8+**

New Google reviews per quarter, every quarter

## FROM GOAL TO PLAN, IN ONE PARAGRAPH

Suppose you want 40 new students next September. Your average enquiry-to-enrolled rate is 50 percent. You therefore need 80 enquiries between July and September. Two-thirds of those enquiries usually come from local SEO and word of mouth, so your map-pack ranking and your referral programme both need attention in May and June. That is a plan. Most studios skip this paragraph and go straight to posting more on Instagram.

### WRITE IT DOWN

Pick one number you want to move in the next 90 days. Write it on a sticky note. Put it on your monitor. Every Monday morning, ask: what is the one thing I am doing this week to move that number?

# Know the parent you're marketing to.

Almost every digital marketing decision for a dance school becomes easier when you can picture one specific parent making one specific choice.

## WHAT YOU ACTUALLY NEED TO KNOW

- The age and stage of their child
- Where they hang out online (usually Facebook groups and Instagram)
- What worries them about starting (shyness, cost, commitment)
- What they have tried before (other clubs, other studios)
- How they make decisions (gut, research, ask friends)
- What "a good outcome" looks like for their family

## HOW TO FIND OUT, WITHOUT A FOCUS GROUP

- Read every enquiry message of the last twelve months. Note repeating phrases.
- Re-read your last fifty positive Google reviews. Note what parents praise.
- Ask your top ten longest-standing families one question: "why did you choose us?"
- Search the dance threads in your local Facebook parent group. Listen.

### THE PARENT VOICE

When you can write your homepage headline using the exact words a parent used in an enquiry, your conversion rate quietly doubles. Steal their language. They are telling you what to say.

PART TWO

# The Channels

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Seven chapters, one per channel that matters. Each one ends with a free deep-dive guide if you want to take that channel further this term.

# Your website is your marketing HQ.

Every other channel ends here. The website is where a curious parent becomes an enquiry, or quietly closes the tab.

## THE FIVE JOBS YOUR WEBSITE MUST DO

### 01 **Tell a parent in five seconds what you teach, where, and to whom**

Hero headline, location, age range, three classes. If a parent has to scroll to find this, you have already lost a chunk of them.

### 02 **Show the timetable without making them email for it**

Live or near-live class times. The number-one reason parents leave a studio website is hidden schedules.

### 03 **Make booking a trial easy**

One short form, three fields, one call-to-action that appears at the top, the middle and the bottom of every page.

### 04 **Build instant trust**

Real photos. Named teachers. Reviews on every page. Logos of associations or exam boards if you have them.

### 05 **Load in under two seconds on a phone**

Most parents land here on the school run, on a school-gate 4G connection. Speed is conversion.

#### DEEP DIVE

For the complete framework, see **The Dance School Website Essentials** — a 30-page planning guide with a sitemap planner, page-by-page checklists and a pre-launch audit. Free at [vectorweb.co.uk/free-guides](http://vectorweb.co.uk/free-guides).

# Local SEO and the Google map pack.

For a UK dance school, "SEO" essentially means showing up in the Google map pack when a parent searches "dance classes near [town]". That is the entire game.

## THE FOUR PILLARS

### Google Business Profile

Fill every field. Add photos monthly. Post weekly. Reply to every review.

### Reviews

Volume, average and recency. Google reads all three. Aim for steady, not heroic.

### Citations and NAP

Your name, address and phone, identical everywhere they appear online.

### Local pages on your site

One page per venue or town you serve, with parking, photos and the local class list.

## WHAT "GOOD" LOOKS LIKE IN 12 MONTHS

- Top three in the map pack for "dance classes [your town]"
- 60+ Google reviews with a 4.8 average and a new one every two weeks
- Two location pages per venue, each ranking organically as well

### DEEP DIVE

**Local SEO & Google Business Profile for Dance Schools** is a full 23-page playbook with a four-week local SEO sprint. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

# Instagram, TikTok and the social loop.

Social does not enrol families. It earns the trust that gets a parent to click "book a trial" once they land on your website.

## THE FOUR CONTENT PILLARS

### Show the work

Class clips, technique snippets, behind-the-scenes. Proves the standard.

### Show the people

Teachers, students, principal. Proves the warmth.

### Teach

One-minute tips, parent FAQs, common worries answered. Builds authority.

### Sell gently

Trials, term dates, recital announcements. Earns the right by being 10% of the mix.

## THE TWO-HOUR WEEKLY RHYTHM

- Monday morning, 30 minutes: plan three posts for the week from the four pillars
- Tuesday, 60 minutes: shoot all three in one studio session
- Wednesday and Friday evenings, 15 minutes each: edit and post one
- Hand the third to a teacher or senior student to publish themselves

### DEEP DIVE

**Social Media for Dance Schools: Instagram & TikTok** goes deep on vertical video, hooks, hashtags and a 4-week content calendar. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

# Email marketing for dance schools.

Email is the quietest, hardest-working channel in a studio. Done well, it pays the bills.

## THE FOUR EMAIL TYPES EVERY STUDIO NEEDS

### 01 Welcome sequence

Six emails over twelve days for new families. Sets tone, calms nerves, lifts trial show-up rates by 20-30 percent.

### 02 Term and recital comms

Term-start reminders, costume deadlines, recital countdowns. The operational backbone.

### 03 Monthly newsletter

One short, warm round-up. Studio news, a teacher spotlight, one practical tip. Keeps you top of mind.

### 04 Re-engagement series

A kind three-email sequence for lapsed families. Wins back more than you would think.

## THREE NUMBERS TO WATCH

- Open rate, monthly average. UK dance schools sit around 45-60 percent on good lists.
- Click rate on at least one call-to-action per email. Aim for 4 percent.
- Unsubscribes per send. Under 0.5 percent means your tone is right.

### DEEP DIVE

**Email Marketing for Dance Schools** includes the full welcome sequence, real templates and a year of suggested sends. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

# Paid ads on a small budget.

Most dance schools should run almost no paid ads, and the ones they do run should be Meta lead ads, geo-targeted, in two short windows of the year.

## THE ONLY TWO CAMPAIGNS WORTH RUNNING

### 01 August: "Term starts in three weeks"

A Meta lead ad targeting parents of children aged three to fourteen within five miles of each venue. Budget £8-£15 a day for three weeks. Direct to a trial booking form, not your homepage.

### 02 January: "New year, new class"

Identical structure, shorter run. Roughly half the budget. The new-year enquiry burst is real, and almost nobody else in your town is running ads against it.

## RULES THAT SAVE MONEY

- Always include the postcode or town in the ad copy. Filters out non-local clickers.
- Use one warm photo and one short video. Avoid stock imagery.
- Send to a dedicated landing page with one form. Never the homepage.
- Track cost per enquiry, not cost per click. Aim for under £15 per enquiry.
- Pause every ad the day a class fills up. Wasting budget on full classes is the single most common mistake.

### THE HONEST TAKE

If your local SEO and word of mouth are working, you may not need paid ads at all. Treat them as the booster rocket for September, not the engine that powers the year.

# Reviews and reputation.

By the time most parents reach your website, they have already read three reviews and decided whether to trust you. Reviews are the most undervalued part of digital marketing for dance.



## THE THREE NUMBERS THAT DECIDE TRUST

**30+**

Total Google reviews before parents start trusting at a glance

**4.7**

Average star rating below which conversion drops sharply

**14 days**

Maximum recency between reviews to look "active" to Google

## THE END-OF-TERM REVIEW HABIT

Three times a year, at the end of each term, send a short email or WhatsApp message to every family asking for a Google review. Make the link one tap. Reply to every response, the good ones and the difficult ones. Done quietly over a year, this turns ten reviews into eighty.

### DEEP DIVE

**Reviews & Reputation for Dance Schools** covers ask scripts, reply formulas and a one-star recovery playbook. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

# Word of mouth, made deliberate.

Word of mouth is the highest-converting channel a dance school has. It is also the one most studios never actively run.

## WHY PARENTS RECOMMEND YOU

- Their child is genuinely happy in classes
- They feel personally seen by the studio (not just "customer #84")
- Recitals and showcases make them proud and want to share
- You make it easy and rewarding for them to refer
- Their friend explicitly asked for a recommendation

## THE TWO-SIDED REFER-A-FRIEND OFFER

Both the existing family and the new family get something. Common pattern: the new family gets their first month at 50 percent off, the referring family gets a £15 studio credit when the new family enrolls. Simple, fair, repeatable.

### DEEP DIVE

**Refer-a-Friend Programmes That Work** walks through offer design, reward ideas, scripts and a six-week annual push. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

PART THREE

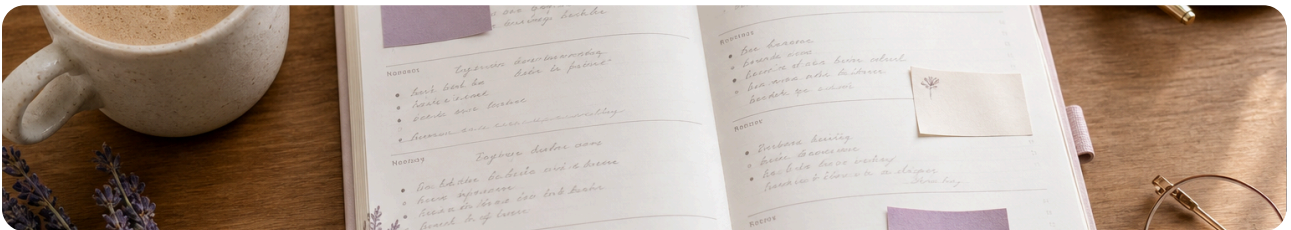
# The Habits That Compound

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Channels are the obvious part. The hidden part is the routines that keep them all running across the year without burning you out.

# Content production without burning out.

The studios that quietly win at digital marketing have not built a content empire. They have built a small, sustainable rhythm and stuck with it for years.



## THE STUDIO CONTENT STACK

- **Weekly:** three social posts, one email-worthy moment
- **Monthly:** one newsletter, one Google Business Profile post
- **Termly:** one studio blog post or longer story
- **Annually:** one recital reel, one principal letter
- **Always-on:** photo capture during every class
- **Shared:** at least one teacher posts a story per week

## THE TWO-HOUR CREATION WINDOW

- Pick the same morning every week. Make it sacred.
- Shoot photos and clips for the whole week in one studio session
- Edit and schedule before you leave the studio
- Never edit at home. Never edit late at night. That is where consistency dies.

### DEEP DIVE

**Photography & Video on a Phone for Studios** covers framing, lighting, sound, consent and a printable shot list. Free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides).

# The weekly, monthly, quarterly rhythm.

Marketing falls over not because the tactics are wrong, but because nobody owns the calendar. Here is the calendar.

## WEEKLY (90 MINUTES TOTAL)

- Three social posts shot, edited and scheduled
- Reply to every enquiry, comment and DM within one working day
- One short Google Business Profile post

## MONTHLY (2 HOURS TOTAL)

- Send the monthly newsletter
- Review the three key numbers (enquiries, trials, enrolments)
- Add 10 new photos to Google Business Profile
- Update the homepage if anything material has changed (timetable, prices, news)

## QUARTERLY (A HALF DAY, END OF TERM)

- Run the end-of-term review ask
- Audit your Google Business Profile against the latest fields
- Review the last 90 days of marketing spend per channel
- Pick the one thing to focus on next quarter and write it on the wall

# Tracking what actually moves enrolment.

Vanity metrics are a trap. Three numbers will tell you almost everything about the health of your digital marketing.

## THE ONLY THREE NUMBERS YOU NEED

### Enquiries per month

Every form fill, message and call from a parent who is not already a student. Track source.

### Enquiry-to-enrolled rate

Of every ten enquiries, how many become paying students. Healthy range: 40-60 percent.

### Lifetime value

Average number of months a family stays, multiplied by monthly fees. Drives every spend decision.

## HOW TO TRACK IT WITHOUT EXPENSIVE SOFTWARE

- A single spreadsheet with five columns: date enquired, name, source, trial attended, enrolled
- Sources logged consistently: Google, Facebook, Instagram, friend, walk-in, other
- Reviewed once a month, not once a week. Three months of data tells the real story.
- Google Analytics, Search Console and Google Business Profile insights are all free and enough

### WHAT "GOOD" LOOKS LIKE

A studio with healthy digital marketing typically sees 30-60 enquiries per month, a 45-55 percent enquiry-to-enrolled rate, and an average family lifetime value of £1,500-£2,500. If you are far off any of these, the deep-dive guides will tell you which channel to look at first.

# The seven mistakes we see every year.

None of these are about a particular channel. They are about how studios approach digital marketing as a whole.

## **01 Treating digital marketing as a series of campaigns**

It is not. It is a year-round set of habits. The studios that run "campaigns" twice a year are always behind the ones running a quiet, consistent rhythm.

## **02 Confusing engagement with enrolment**

Likes and follows feel good. Trials booked is what matters. If your engagement is up but enquiries are not, your content is wrong, not your reach.

## **03 Posting on every platform**

Pick three. Be excellent on those. Ignore the rest until you have spare capacity (you do not, and you will not).

## **04 Ignoring your website**

Most studios obsess over Instagram and run their actual revenue page (the website) on a six-year-old template. Fix the website first.

## **05 Asking for reviews once a year**

Three asks a year. Quiet. Routine. Worth more than any ad budget you will ever spend.

## **06 Not measuring anything**

If you cannot tell me, today, where last month's enrolments came from, your marketing is invisible to you and therefore unimprovable.

## **07 Doing it all yourself**

Hand one channel to a teacher, one to a parent, one to a freelancer. Keep the strategy. Delegate the production.

# Your 90-day digital marketing plan.

Three months of focused attention on one channel will move the needle more than three years of spreading thin. Pick yours now.

## THE ONE CHANNEL I AM FOCUSING ON THIS QUARTER

## THE ONE NUMBER I AM TRYING TO MOVE

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## MY MONTHLY MILESTONES

|                           |   |
|---------------------------|---|
| <b>Month 1</b><br>SET UP  | <b>Baseline numbers logged, key fixes identified</b><br><hr/> <hr/> |
| <b>Month 2</b><br>EXECUTE | <b>The one change I am running for 30 days</b><br><hr/> <hr/>       |
| <b>Month 3</b><br>REVIEW  | <b>What moved, what did not, what to keep doing</b><br><hr/> <hr/>  |

## WHAT I WILL STOP DOING

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# Channel audit.

Score each channel honestly out of 10. Anything under 6 is a leak in your marketing engine.

## SCORE THE SIX CORE CHANNELS

- **Website** — fast, clear, converts visitors to enquiries
- **Local SEO** — top three on the map for your town
- **Social** — consistent, on-brand, three posts a week
- **Email** — welcome sequence live, newsletter monthly
- **Reviews** — 30+ on Google, fresh in the last fortnight
- **Word of mouth** — referral programme actively running

## THE TWO CHANNELS I AM IGNORING ON PURPOSE

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## THE ONE CHANNEL THAT IS MOST UNDERUSED FOR THE EFFORT IT WOULD TAKE

### WHERE TO GO NEXT

Whichever channel you scored lowest, the matching deep-dive guide is free at [vectorweb.co.uk/free-guides](https://vectorweb.co.uk/free-guides). Pick the one you scored under 6 on and start there.



# Want a hand turning the plan into a real website?

Vector Web Design builds beautiful, hard-working websites exclusively for UK dance schools. SEO-ready, conversion-focused, live in three days, no upfront cost.

[Book a free 30-minute consultation](#)

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