



VOL. 02 · STUDIO EDITION

THE STUDIO OWNER'S GUIDE

Email Marketing for Dance Schools

From welcome sequences to recital reminders, the emails parents actually open, read, and act on.

BY VECTOR WEB DESIGN
VECTORWEB.CO.UK



WELCOME

Hello, and thanks for downloading.

Email is the quietest, hardest-working part of a dance school. Done well, it fills classes, calms parents, and pays the bills.

Most studio email looks the same. A long term-start message in February. A panicked recital update in June. A Mailchimp newsletter that never quite gets sent. Three years later the list is stale, the open rates are sliding, and nobody is sure what to write next.

This guide is a quiet reset. By the back cover you will have a working welcome sequence for new families, a calendar of the four emails every studio needs, real templates you can paste in, and a clear view of which numbers to watch (and which to ignore).

HOW TO USE THIS GUIDE

Read it in one sitting with a coffee, or pick it up between classes. Tick the checklists. Print the welcome sequence planner. Paste a template into your email tool and send the first one tonight.

WHO THIS IS FOR

- Studio owners who feel guilty about how rarely they email parents
- Schools whose newsletter has gone quiet
- Marketing leads inside larger dance organisations
- Anyone with a parent list and the urge to do something useful with it

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PART ONE

Foundations

The reason email still works in 2026, the four jobs your list does for you, and the tool and consent decisions to settle before you write a word.

Why email beats social for retention.

Social media gets new families through the door. Email is what keeps them in the building.

A parent who follows you on Instagram sees roughly one in twelve of your posts. A parent on your email list sees the email in their inbox, almost every time. That is the whole argument, but the numbers underneath it are worth knowing.

42x

average return on every £1 spent on email marketing

21%

average open rate for UK education and arts

8%

of your Facebook followers will see any given post

WHAT EMAIL DOES THAT SOCIAL CANNOT

- **Owns the relationship.** Your list does not vanish when an algorithm changes.
- **Goes one to one.** A name, a child, a class. Personal in a way a feed cannot match.
- **Holds attention longer.** A parent who opens an email reads, on average, for over thirty seconds.
- **Drives action.** Booking links, payment reminders, consent forms. Email handles the boring, important stuff.
- **Compounds quietly.** Every term your list grows. Every term it gets more valuable.

MINDSET SHIFT

Stop thinking of email as marketing. Think of it as the school's voice between Saturdays. It is the studio talking to parents when the studio is closed.

The four email types every studio needs.

If you only ever send four kinds of email, you will already beat ninety percent of studios.

THE FOUR JOBS

Welcome

A short sequence to every new family.
Sent automatically once a trial is booked.
Builds confidence in the first ten days.

Operational

Term dates, class changes, recital details,
payment reminders. Plain, specific, never
late.

Newsletter

Once a month. Studio life, a useful tip,
the next thing on the calendar. Reads
like a friend, not a flyer.

Re-engagement

A small, kind sequence to families who
have drifted. Sent once a term.
Surprisingly effective.

HOW THEY FIT TOGETHER

- **Welcome** turns a trial into a paying family.
- **Operational** earns the trust that keeps them paying.
- **Newsletter** reminds them why they chose you.
- **Re-engagement** wins back families who left without saying why.
- Each one does a job no other can.
- Build them in this order. Welcome first.

If you only build one thing this month, build the welcome sequence. It pays for itself within a term.

Lists, segments and the right tool.

A clean list, sensibly segmented, in a tool that does not fight you. That is most of the battle.

THE FIVE SEGMENTS THAT MATTER

- **Prospects.** Parents who downloaded something or booked a trial but have not enrolled yet.
- **Current families.** Anyone with a child currently in classes.
- **Lapsed families.** Left in the last twelve months. Still warm.
- **Recital and exam families.** Subset of current, opted-in for the louder term-time updates.
- **Alumni.** Older. Worth quietly keeping for word of mouth and reunion shows.

CHOOSING A TOOL

MailerLite

Our usual recommendation for studios under 2,000 contacts. Generous free tier, simple automations, lovely templates.

ConvertKit / Kit

Great if you write a real newsletter. Strong tagging, clean editor, designed for creators.

Mailchimp

Familiar, pricey above the free tier, fine if you already know it. Avoid the 2014 templates.

WHAT TO AVOID

Sending studio mail from your personal Gmail. It looks unprofessional, it lands in spam, and you cannot see who opened it. Move to a real tool before your list grows past one hundred.

GDPR and consent, done simply.

You do not need a solicitor. You need a clear consent box, an honest policy, and a working unsubscribe link.

THE FIVE RULES THAT COVER MOST OF IT

01 **Ask, do not assume**

Every signup form needs a clear, unticked consent box. "Yes, please email me about classes, term dates and studio news."

02 **Tell them what they get**

One line on the form. "About one email a month, plus recital updates." Honesty earns the open.

03 **Store the proof**

Most email tools record when and where each person signed up. Leave that feature on. It is your legal cover.

04 **Make leaving easy**

An unsubscribe link at the bottom of every email. Never hide it. Never make people email you to leave.

05 **Keep policy simple**

Two paragraphs covering what you collect, how long you keep it, and who it is shared with. That is enough.

Existing parents are covered by "legitimate interest" for operational emails. Marketing emails still need consent.

CONSENT CHECKLIST

- Every signup form has an unticked, specific consent box
- Every email has an unsubscribe link that works
- My privacy policy names the email tool I use
- I never buy or rent email lists

PART TWO

The Sequences

The welcome series, the term reminders, the recital comms and the re-engagement note. Real templates, ready to paste.

The welcome sequence for new families.

The ten days after a trial booking are the most important ten days you will ever have with that family. Do not waste them on silence.



A new parent has just done something brave. They have given a stranger their child's name and age and a Saturday morning slot. They are now sitting at home, slightly anxious, hoping they have picked the right place.

THE SIX EMAILS, AT A GLANCE

- **Day 0.** Trial confirmed. What to expect.
- **Day 2.** Meet your teacher.
- **Day 5.** What to wear and bring.
- **Day 7.** The night before nudge.
- **Day 8.** How was it? Next steps.
- **Day 12.** Enrol, with a gentle deadline.

Welcome email templates.

Paste these into your tool. Change three words. Send. They beat anything fancier.

DAY 0 • TRIAL CONFIRMED

Subject: Welcome to [Studio], [Child]! Here is what happens next.

Hi [Parent], lovely to have you. [Child]'s trial is booked for [Day] at [Time] with [Teacher]. We will text the morning of, just in case. Reply to this email any time. See you Saturday. [Owner Name]

DAY 2 • MEET YOUR TEACHER

Subject: The person [Child] will dance with on Saturday

Hi [Parent], a quick hello before the weekend. [Teacher] has been with us for [X] years and teaches [Discipline] across [Age Range]. Her warm-up game is famously silly. Photo of her in studio attached. Any questions, just reply.

DAY 5 • WHAT TO WEAR AND BRING

Subject: A simple kit list for Saturday

Hi [Parent], no need to buy anything. Comfy clothes [Child] can move in, hair tied back, a named water bottle. We have plenty of spare ballet shoes if you would like to borrow a pair for the trial. Parking notes and the studio entrance video below.

DAYS 7, 8 AND 12

- **Day 7 (night before):** One line. "See you tomorrow at [Time]. We will be ready."
- **Day 8 (after the trial):** Ask the child a question. "What was [Child]'s favourite bit?" Then the route to enrol.
- **Day 12 (gentle deadline):** "We are holding [Child]'s place until Friday. After that it goes to the waiting list." Polite, true, effective.

Term reminders and recital comms.

The dull emails are the ones that earn trust. Get them right and parents stop asking the same question every term.

TERM-START EMAIL

- First class date and time, in bold, at the top
- Half-term dates and the last day of term
- Any class changes, room moves or teacher cover
- Payment reminder, with the exact figure and due date
- One warm sentence at the end. "Can't wait to see everyone back."

RECITAL COMMS, WEEK BY WEEK

01 Six weeks out

Save the date, venue, ticket release window. Costume fitting times. Whether to expect a costume bill.

02 Three weeks out

Tickets live. Programme order. Rehearsal schedule. The first "please read carefully" email.

03 One week out

Arrival times by class, drop-off zones, hair and make-up notes, what to pack.

04 Day before, day after

A short logistics nudge the night before. A thank-you two days later, with the first nudge for next term.

THE RULE OF ONE ASK

Each operational email asks for one thing. Pay the costume bill. Confirm the ticket count. Sign the photography form. If you must ask for three things, send three emails.

The monthly newsletter that doesn't feel like marketing.

A good studio newsletter sounds like the owner sitting down on a Sunday evening to write to a friend. Not a brand. Not a brochure.

A SIMPLE MONTHLY STRUCTURE

01 One short story

A moment from the studio that month. The five-year-old who finally got her grand jeté. The exam day. The recital backstage.

02 One useful thing

"Three ways to help your child stretch safely at home." "Why we wear ballet shoes (and when not to)." Genuinely useful.

03 One thing coming up

The next class taking bookings, the workshop, the holiday camp, the new term opening.

04 One ask

Reply with something. A photo from class. A review on Google. Anything that turns reading into a tiny action.

STONE NOTES

- Write it in one go. Edit lightly. Send.
- Use the word "you" more than the word "we".
- Sign off with your first name. Owners write better than brands.
- Keep it under 350 words. Parents are tired.

If you cannot commit to monthly, do six well. Equinox, solstice, term-start, term-end, summer, recital. Predictable beats prolific.

Reactivating lapsed students.

Most lapsed families did not leave because they hated the classes. They left because life got busy. A kind email twelve weeks later can bring a surprising number back.

THE THREE-EMAIL RE-ENGAGEMENT SERIES

01 Email one - The check-in

"Hi [Parent], we have not seen [Child] for a little while and we have been thinking of them. No pressure at all, just wanted to say hello. Reply if there is anything we can do."

02 Email two - The honest offer

Three weeks later. A specific class that has space, the days and times. "If now is not the moment, we will be here when it is."

03 Email three - The graceful exit

Three weeks after that. "If you would prefer to stop hearing from us, the link below removes you from the list. No hard feelings." Many people do not click. They open and remember.

WHAT THIS EARNS YOU

10-15%

of lapsed families who return after a kind three-email sequence

£0

additional ad spend required to win them back

3×

more likely to re-enrol than a brand-new lead

THE FORGOTTEN ASSET

Lapsed families are the most valuable list you have and the one studios neglect most. Run the sequence once a term. Treat it gently. The point is to be remembered, not to push.

PART THREE

Craft & Measurement

The subject line, the first three words of the body, the numbers that matter and the ones that do not. Plus a year's worth of emails on one page.

Subject lines and preview text.

The subject line is half the email. The preview text is the other quarter. The body mostly has to be honest.

WHAT WORKS FOR STUDIOS

Specific over clever

"Your child's first ballet class kit list" beats "Get ready to dance!". Specifics get opened.

Names where natural

"Lucy, a quick word before Saturday" outperforms almost any clever subject. Use sparingly.

Short on phones

Aim for under 45 characters. Read every subject on your own phone before you send.

Honest preview text

Most tools let you write the line under the subject. Use it. "Doors open at 4pm."

SUBJECT LINES THAT EARNED HIGH OPENS

- A small change to next week's timetable
- Recital tickets are live. Here is the link.
- What to wear for [Child]'s first class
- We saved you a seat

Writing emails parents actually read.

A studio email is read on a phone, between school runs, half-distracted. Write for that moment. Everything else follows.

THE SHAPE THAT WORKS

01 First line is the headline

Skip the "Hope you are well". State the thing. "Recital tickets go on sale Friday at 7pm." The rest is detail.

02 One idea per paragraph

Short paragraphs. White space. Easier to read on a phone, easier to scan when distracted.

03 One link, not five

Every additional link reduces clicks on the main one. Decide what the email is for, link to that, leave the rest.

04 Sign as a person

"Best, Sarah" outperforms "The [Studio] Team" every single time.

QUICK CRAFT RULES

- I read every email aloud before sending. If I trip, I rewrite.
- Every email has a clear single purpose I could summarise in seven words
- Links are styled buttons or coloured text, never bare URLs
- Images are kept small and have meaningful alt text
- Every email passes a phone preview before it sends

Open and click rates that matter.

You can drown in email analytics. Three numbers, watched quietly each month, tell you almost everything.

THE THREE NUMBERS

Open rate

Of the people who got the email, how many opened it? Healthy studios sit between 30% and 50%. Below 20%, the subject or list is the problem.

Click rate

Of openers, how many clicked the main link? Above 5% on a marketing email is good. Above 15% on an operational email is normal.

Unsubscribe rate

Below 0.5% per send is fine. A spike means you sent too often, to the wrong segment, or said something that landed badly.

NUMBERS YOU CAN MOSTLY IGNORE

- **Bounce rate**, unless it climbs above 2%. Clean the list and move on.
- **Spam complaint rate**, unless above 0.1%. Keep an eye, do not obsess.
- **Time of day opens**. Mostly noise. Tuesday morning works fine for studios.

MONTHLY HABIT

One cup of tea, last Sunday of the month. Pull up the last four emails. Note the opens, clicks and unsubscribes. Write one sentence about what you will change next month. That is the whole review.

A year of studio emails.

Plot the calendar once, follow it for a year, and you will never wonder what to send again.

THE RHYTHM, TERM BY TERM

September

Term-start logistics. Welcome back. New starter sequences kicking in. Holiday camp wrap-up.

October to November

Newsletter. First mention of Christmas show or end-of-term performance. Costume notes.

December

Show comms (the three-email recital sequence). Term-end thank you. New year intentions.

January

New term welcome. Open class invites. The annual "what to expect this year" parent letter.

February to March

Newsletter. Exam fee reminders. Easter camp early bird.

April to May

Recital comms ramp up. Costume bills. Photography opt-ins.

June to July

Show week sequence. Reports out. Summer camp final calls.

August

Quiet. One warm "thinking of you, see you in September" note.

Twelve newsletters plus your sequences plus the recital comms is roughly thirty sends a year. That is plenty. More is rarely better.

6-email welcome sequence planner.

Draft your subject line for each of the six emails. Paste them into your email tool tomorrow.

DAY 0 · TRIAL CONFIRMED

DAY 2 · MEET YOUR TEACHER

DAY 5 · WHAT TO WEAR AND BRING

DAY 7 · THE NIGHT BEFORE

DAY 8 · HOW WAS IT?

DAY 12 · THE GENTLE DEADLINE

THE ONE DETAIL YOU WANT EVERY PARENT TO REMEMBER

Your 90-day email plan.

You cannot do everything at once. Pick the three things that will make the biggest difference in the next ninety days. Write them in. Stick this page above your desk.

Month 1 FOUNDATION	The one big thing _____ _____
Month 2 BUILD	The one big thing _____ _____
Month 3 SEND	The one big thing _____ _____

SUCCESS LOOKS LIKE...

In ninety days I will know this worked because:



Want a studio email programme that runs itself?

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INFO@VECTORWEB.CO.UK