

# Square Dance Beginner Class Marketing Playbook

By Rhythm & Roots Marketing

---

## PHASE 1: REBRAND FOR RELEVANCE

### 1.1 Refresh Club Image

- **Logo:** Modern, clear, adaptable for web and print.
- **Tagline Ideas:**
  - *"Your New Favorite Night of the Week."*
  - *"Boost Your Mood and Your Step Count."*
  - *"Real People. Real Fun. Right Here."*
  - *"Reconnecting the Old-Fashioned Way: Face to Face!"*

### 1.2 Website Tune-Up

- Mobile-friendly, clean layout
- Prominent "TRY SQUARE DANCING!" CTA (Call to Action)
- Add videos/photos of diverse people *smiling, laughing, moving*

### 1.3 Intro Video (60 sec)

- **Features:**
    - Brief club welcome
    - Action shots of dancing
    - Testimonials from beginners
    - Invite to upcoming beginner session
-

## PHASE 2: REACH NEW PEOPLE

### 2.1 Social Media Campaign

**Goal:** Build curiosity, shift perceptions

Platform	Content Ideas	Frequency
Facebook	Event invites, testimonials, short videos	3x/week
Instagram	Reels of dancing, “Why I Dance” series	3x/week
YouTube Shorts	“What to expect” for first class	Weekly

**Hashtags:** #TrySquareDancing #DanceLocal #SquareDanceRevival

---

### 2.2 Paid Facebook Ads

**Budget:** \$100–\$200 before each beginner session

**Targeting:**

- Ages 35–70
- Interests: dancing, social events, fitness, community groups
- 10–15 mile radius of club

**Ad Text Example:**

🎵 Make new friends, get moving, and laugh your way through an evening!  
Try square dancing—no partner or experience needed.  
📅 First class FREE! | 📍 [Club Location] | 👟 Just wear comfy shoes!  
➡️ RSVP now!

---

### 2.3 Flyers That Actually Work

**Design Tips:**

- Big image of smiling people dancing
- ONE main message: “FREE Beginner Square Dance Class”
- Include:
  - Date/time/location
  - Club logo & website
  - QR code to RSVP or watch a video

#### **Best Locations:**

- Coffee shops
- Senior centers
- Public libraries
- Supermarkets
- Church/community bulletin boards

## **2.4 Google Presence & Reviews**

**Goal:** Make it easy for new dancers to find your club and feel confident attending.

### **Set Up or Claim Your Club’s Google Business Profile**

This makes your club show up on **Google Maps**, in "square dance near me" searches, and improves your visibility in local results.

#### **Steps:**

1. Go to Google Business.
2. Click “Manage Now” and either:
  - Claim an existing listing
  - Or create a new one
3. Add:
  - Club name
  - Meeting address (or regular venue)
  - Phone number
  - Website

- Weekly hours or dance times
- Photos of your club in action!

**Pro Tip:** Use a photo of happy people dancing as your cover image.

---

### **Encourage Reviews from Members & New Dancers**

Positive reviews help future beginners feel safe, welcome, and excited to join.

#### **Ask Members:**

“If you’ve enjoyed dancing with us, would you take a moment to leave a Google review? It helps others find the joy we share!”

#### **Where to Ask:**

- In club newsletters
- On social media
- After each beginner class
- With a sign at the welcome table:  
*“Enjoying tonight? Leave us a Google Review!” + QR code*

#### **Sample Review Prompt:**

“I joined [Club Name] as a total beginner and was immediately welcomed by the friendliest group of people. The music, movement, and laughter every week have been a highlight of my year!”

---

### **Bonus: Use Reviews in Your Marketing**

- Pull quotes from reviews to use in flyers or social media:  
  
“I never thought square dancing would be so much fun!”
- Embed your Google review widget on your website homepage (free tools like **Elfsight** make this easy).

---

## PHASE 3: ACTIVATE YOUR CURRENT MEMBERS

### 3.1 "Bring a Buddy" Challenge

- Each member is challenged to bring *one new person* to the first class.
- Reward: Club t-shirts, free dues for a month, or gift cards.

### 3.2 Referral Cards

- Business cards that say:  
  
“Come dance with me! Free first class. My name: \_\_\_\_\_”
- Include club website and event info.

---

## PHASE 4: WELCOME & RETAIN BEGINNERS

### 4.1 Friendly First Impression

- Appoint “Greeters” to welcome guests.
- Give name tags with color-coded stickers:
  - Green = new dancer
  - Blue = mentor/helper
- Play upbeat music before class begins.

### 4.2 New Dancer Kits

- Include:
  - Fun facts about square dance
  - Simple glossary

- Schedule of future classes
  - Club contact info and socials
- 

## **PHASE 5: EVALUATE & GROW**

### **5.1 Track What Works**

- Use Google Forms or a clipboard at check-in:

“How did you hear about us?”

“What made you say yes today?”

### **5.2 Post-Session Survey**

- Ask new dancers what they loved, what was confusing, what could improve.
- Follow-up email to thank them + invite them to the next dance.

### **5.3 Keep in Touch**

- Email newsletter with:
    - Reminders
    - Dancer spotlights
    - Event recaps
    - Photos + encouragement
- 

## **Potential Ready-to-Use Resources**

- Facebook Ad graphics + copy
- Flyer design
- Website homepage sample text
- Video script for promo video

- Social media content calendar