

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