



Marketing Magic: Twirl, Spin, Grow

Square Dance Beginner Class Marketing Playbook

Beginner square dance classes are a great way to attract new dancers and keep square dancing alive! Here's how to reach possible participants and make it easy for them to join in the fun.

Phase 1: Rebrand for Relevance

**Phase 2: Activate the Club's
Online Presence**

Phase 3: Promote Your Event

Phase 4: Welcome and Retain Beginners

Phase 1: Rebrand for Relevance

Take a little time to think about how your club presents itself to non-members. First impressions matter, especially on the internet!

1.1 Refresh Club Image

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

1.2 Flyers That Actually Work

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

1.3 Intro Video (60 sec) Features:

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

Phase 2: Activate the Club's Online Presence

Online event promotion is more like word-of-mouth than taking an ad out in the paper, but first the club has to join the online conversation. This is not as hard as it sounds!

2.1 Social Media

- Create or update your club's Facebook and Instagram pages.
- Encourage your current members to follow the club's social media accounts.
- Designate members to take photos during dances and events so there's a ready supply of fresh content for social media.
- Join Facebook groups where people promote local events.
- **Post regularly to** build curiosity and shift perceptions.

Hashtags: #TrySquareDancing #DanceLocal #SquareDanceRevival

2.2 Google Business Profile

- If someone is searching for a square dance in your area, you want your club to show up!
- [Create and manage a Google Business Profile.](#)
- Create an event post using your flyer.
- Encourage reviews and respond to them!

2.3 Website Tune-Up

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

Phase 3: Promote Your Event

3.1 Use Your Flyers the Old-Fashioned Way

Best places to post:

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

3.2 Activate Current Members

- Ask them to repost the event on Facebook and Instagram.
- "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.
- Referral Cards
 - Business cards that say: "Come dance with me! Free first class. My name: _____"
 - Include club website and event info.

3.3 Social Media Campaign

- Create an event on Eventbrite or Facebook.
- Get current members to RSVP to that event.
- Consider using paid Facebook ads to boost the event.
- Keep posting as the event approaches!

Phase 4: Welcome and Retain Beginners

You've gotten some newcomers! Now is the time to make sure they feel comfortable and supported so they keep coming back. Also, it's a good opportunity to find out what works, so you can better target your marketing efforts next time.

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 Track What Works

Use Google Forms or a clipboard at check-in:

- "How did you hear about us?"
- "What made you say yes today?"

4.3 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.

4.4 Keep in Touch

Email newsletter with:

- Reminders
- Dancer spotlights
- Event recaps
- Photos + encouragement

Resources

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