

October 2016

Your Monthly “Top Tip” for Social Media Marketing

Fall Is In Full Swing... Time to Get the Kids Back to Your Gym Utilize E-Blasts to Get the Word Out

Your e-blast (email) campaigns should focus on the benefits of your classes for new and returning students. With the kids back at school and in a steady routine, this is the time when parents are looking to get them in gymnastics. Make sure they think of your gym first. How?

- *E-blast past customers with the subject line, **We Miss You - Coupon Inside**. Offer a coupon for a **free second month of classes** when they register. Make sure in the body of your e-blast you are always answering:*
 - *Who?*
 - *What?*
 - *Where?*
 - *When?*
 - *Why?*
 - *How? This is your Call to Action (CTA)*

Your content must be user friendly.

- *Break up content with headings and bullets*
- *Use images and video to add excitement*
- *Use short paragraphs vs. long ones (people prefer their emails this way)*
- *Give viewers more than one chance to take action. Have additional links to click on and more than one Call to Action*
- *For current customers, offer a referral program. Maybe make it double referral month. Whatever you normally offer... double it for every student they refer who signs up for classes. Advertise this on all your social media outlets and on the bottom of handouts and e-blasts.*



Bernadette Lopez works as Patti Komara's Administrative Assistant at Patti's All-American Gymnastics and Tumblebear Connection in Dyer, Indiana. She is also heavily involved with the marketing of both companies and is the Social Media and Website Manager for both as well. For the past six years, Bernadette has been consulting with gyms across the United States. She helps gym owners and managers improve their websites and learn how to use social media and marketing ideas to increase revenue. ***Need help with your business marketing, website design, social media, and e-blast campaigns? Bernadette offers one-hour phone consultations to help you meet your marketing goals. Please contact her at 219-765-5604 or bernsheely@yahoo.com***

for more details and availability. Please visit Tumblebear.com for information on her two books - #186 - Maximize Facebook for Your Gymnastics and Dance School and #187 – How to Drive Your Profits with Effective Email Marketing for Gym and Dance Schools. Plus, over 100 products authored and created by Patti Komara to help your gymnastics school, coaches, marketing team, and customer service team be the best they can be. Additional products available from Patti include: year-long lesson plans, progression sheets and award systems, best-selling #500 Fast Track Preschool Training System, and custom wooden position hand stamps. All products come with a 30-day money back guarantee.