


amilia



10 Marketing Tips  
to Increase Your  
Gymnastics Club's  
Enrollment



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# Introduction

**Let's be real: Running a gymnastics club is hard work.**

From the conception of programs, activities and lesson plans to overseeing aspects like business management and accounting, it can feel like there are never enough hours in the day.

This is especially true when it comes to marketing your club. You're likely familiar with things like email lists and social media, but without the additional staff support to help you refine and grow the process of using those for marketing purposes, generating buzz around your programs, activities or events can feel like a tall order. It's a normal part of being an entrepreneur.

The good news is that this eBook can help you out.

With so many easy-to-use digital tools at your fingertips, marketing to consumers has never been more exciting or full of possibility. You can create content, share it on social media, track post engagement and ultimately grow your enrollment numbers, as well as your overall revenue – all at a fraction of the cost it used to be even five years ago.

In this eBook, I'll be covering my 10 favorite marketing hacks that can help your gymnastics club reach a wider online audience, engage with both current and prospective clients, and get consumers excited about your service offerings. Some of these tips involve dipping into your quarterly or yearly budget, but most of them can be implemented right away (some even for free).

**Let's get started!**

# 1

## Do a Marketing Audit & Assess Your Current Situation

Before you can start building a marketing strategy made up of long-term goals and performance metrics, you need to know where you stand in your marketplace. This involves conducting a thorough audit of your organization's current marketing process(es) and how it compares to other recreation options in your community.

First, collect and organize the data from all the online tools you already use. Once that's done, turn that raw information into actionable insight using statistical analysis. This can be as simple as the number of website visits you're getting per day or the amount of time someone usually spends on a specific webpage.

Some key areas to focus on:

- How much web traffic are you generating on a monthly basis? Where is it coming from (geographic location, device, browser, etc.)?
- Which pages on your site are the most/least popular? Why?
- How much time are you allocating to marketing? What are you spending that time doing?
- Which classes or programs have performed above or below expectations enrollment-wise?
- Who is your competition (remember, it's not just other gymnastics clubs in your area- it's also the soccer league, swim schools, etc.)? How is their enrollment faring?

With this information, you'll be able to identify the performance benchmarks your organization needs to match in order to increase enrollment going forward.

# 2

## Know Which Platform(s) Your Audience Visits

Marketing success is all about connecting with consumers where they already spend a lot of their time. Therefore, you must identify which platforms are already popular with your target audience.

Create a blueprint for each platform you use (or need to start using) regularly and gauge your own performance. Other factors will come into play here as well, such as age, gender, location, interests, socioeconomic status and so on.

Some questions to ask yourself at this stage include:

- What is your current client demographic? What do they value?
- Which content is viewed the most on your site?
- Where do you have the most followers?
- How often are you publishing on your different accounts?
- Which platform produces the most engagement? The least?
- Where are your competitors gaining the most traction online? Is that similar or different than your organization's trends?



# 3

## Make Your First (Online) Impression Count



Just like a first date, making a good initial impression is everything.

For any gymnastics club, that typically translates to the first time they click over to your website or one of your social media accounts. Whether they found you through a search engine results page or local word-of-mouth, most people will check out your online presence before making any commitment with any hard-earned dollars.

This means that your club's online user experience must be excellent from a visual and usability standpoint. If your website feels confusing or looks unappealing, visitors won't assume your physical location is any different. Don't settle for an online storefront that's "just okay" – trust me, your enrollment numbers will thank you.

Some aspects to consider when designing a visually and structurally solid website include:

- Is important information easily accessible and clearly laid out?
- Are the site's navigation and page structure intuitive for the average internet user?
- Are there any loading issues with webpages, registration portals or online forms?
- Are any on-page or call-to-action links broken? Are users continually being directed to the wrong page?

No one's online storefront is perfect, but continuous website improvement is a must if you want to boost interest in your programs and activities.

# 4

## Get Consumers Excited Right Away

It's one thing to get prospects and clients to click over to your site, but keeping them there, interested and engaged over a sustained period is another challenge entirely.

With consumer attention spans at an all-time low, you can't waste time in this regard either. Recent studies have shown that your organization literally has a matter of seconds to make an impact on someone who's casually browsing your site. If you don't, it's simply on to the next candidate from their Google search.

How do you get those people excited right off the bat? It's never going to be the same answer for every gymnastics club, but the overall goal is the same. Get them hooked with content and design that engages, entertains and even educates.

Try some of these tactics:

- Use clear, concise copywriting that highlights customer benefits or lifestyle upgrades (in other words, how your business can improve their life);
- Make sure the main call-to-action button or text is prominent on each page; and
- Use discounts or promotions that are "online exclusives" to further entice customers to check back with your site and complete your checkout process.



# 5

## Create Content That Will Get Clicks

Another important factor in using marketing strategy to increase enrollment numbers for your gymnastics club is pulling consumers into the world of your brand through engaging content.

It's no secret that the content creation process can be a time-consuming and laborious process, but it's a key part of getting your organization's name out there and organically building an online following. Successful brands also know that sometimes it takes just one blog post, video clip or podcast appearance to really make your mark online.

For me, the most important part of using your allotted time for content creation efficiently is focusing on ideas or assets that you know will generate clicks instead of going unread, unwatched or unheard. With that in mind, some content creation tips to consider are:

- Ensure that each blog post, video or audio project addresses a consumer pain point, worry or desire;
- Content should always connect with readers on an emotional level, so make sure to use words like "you" and "your;" and
- Find out what content format gets the most engagement from consumers (blog posts, videos, etc.) and prioritize your content strategy accordingly.



# 6

## Go “In the Moment” With Social Media

Social media success is all about using the feeling of instant gratification to your advantage. This means your social media content needs to feel immediate and vital in the moment.

Even if you’re scheduling posts in advance and automating your social media workflow, content on your major social networks should never feel stale. By staying connected with online trends, you’ll position your gymnastics club as a trusted voice in the online community.

To really be “in the moment,” consider doing the following as part of your social media strategy:

- Create a sense of immediacy live by using videos on Facebook, YouTube and/or Instagram to connect with your customers and followers;
- Create content specifically for your Instagram Stories to give viewers a look at your club’s day-to-day culture; and
- Use time-sensitive promotions (e.g. – 50% off registration fees for the next 24 hours) to drive engagement and clicks to your social accounts.



# 7

## Use Facebook's Audience Settings to Broaden Your Reach

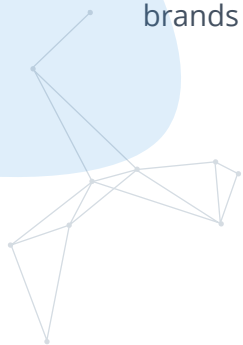
I've mentioned the importance of knowing your target audience multiple times already, but that doesn't necessarily make it an easy group to define. Luckily, there is one digital tool that can help you accurately define which types of consumers are most interested in enrolling in your programs or activities.

I'm talking about Facebook's Audience Insights. Using this technology, you can go beyond simpler demographics, such as age and gender, and delve into signifiers that will help you choose recipients for your messaging and content more efficiently.

Some of those include:

- The top Facebook Pages people like in different categories, such as gymnastics or fitness;
- The location and language spoken by those who like specific Pages;
- What device(s) your ideal consumers are using when they log on to Facebook; and
- Past purchase behavior and purchase methods (i.e., in-store, online).

If detailed reports feel overwhelming, you can always start with broader approximations and refine those as time goes on. You can also digest what other organizations and/or brands do to get a better idea of your target audience.



# 8

## Using Customer Reviews to Your Advantage

*Contributor: Hannah Koller, Marketing and Social Media Manager at Speedy Grid*

More than any marketing material, gymnastics enthusiasts are more likely to enroll in your programs or activities if they see one thing: positive social proof. Word-of-mouth, positive and negative client reviews, testimonials and/or star ratings can go a long way to establishing that initial trust in a gym that prospective clients will, admittedly, not be familiar with.

Here's how you can make positive social proof a focal point of your marketing strategy:

- Host an event, party or class that ensures kids leave bright-eyed and excited to share their positive experiences with friends and family. Send information home with them too – that gives parents the tools they need to follow through and learn more about being active.
- Ask parents to leave a review on social media in exchange for a free class during an open gym day. This allows them to post honest and engaging reviews and reach an audience you may otherwise not have access to.
- Don't be discouraged by negative reviews. Use them to learn from your weaknesses and ultimately grow your business. Weaknesses often take an outside perspective to be noticed and, in the meantime use your strengths as a front-runner.
- Be proactive with negative reviews. Reply to them and ask what you can do to make it a better experience in the future. It shows potential clients that you care and that you're open to learning from your mistakes as well as negating a negative story being told.



# 9

## Use Your Online Advertising Budget Wisely

If you're putting any kind of budget behind your marketing strategy, you need to ensure that you're allocating those dollars wisely.

To get the most out of your financial resources, always connect your strategy back to your target demographic. For example, most of your audience gravitates to one or more specific platforms or pieces of content, then you should make those the elements you put most of a marketing budget behind.

When game planning for paid advertising online, here are some other important aspects to consider:

- Determine which advertising avenues will give you the biggest ROI in terms of dollars spent versus online engagement (you'll need to research your options thoroughly);
- Focus on ads that put an emphasis on the visual (Instagram, YouTube, etc.), as they tend to earn more impressions from browsers; and
- Use multi-word keywords in your advertising copywriting or tags to maximize search engine visibility.



# 10

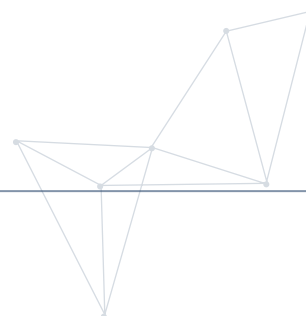
## Optimize Your Sales and Marketing Approach

*Zander Arthur, Owner of Gymnastics USA. Largest gymnastics facility in Florida, and VP of Stars and Stripes Management Systems.*

At Gymnastics USA, a systematic marketing and sales approach is utilized by a team that meets and collaborates regularly. You can replicate our process by understanding the sales funnel, a great way to visualize how marketing can turn prospects into actual customers.

Let's start from the top...

- Indirect marketing (top of the funnel) is essentially announcing to your market who you are and what you do. Promote yourself in magazines, news articles, SEO campaigns, social media pages, your website, word-of-mouth and more. These will all generate leads.
- Direct marketing. Once you receive a lead, begin direct marketing campaigns through email blasts, text messages, mail-outs, and social media posts. Consistent direct marketing is an effective way to convert inactive leads to happy tuition-paying parents.
- Direct contact. Have designated staff with sales responsibilities be responsible for contacting interested leads by phone, email, text or in-person. Direct contact is used to begin a pitch or schedule a tour with a specialist (director, birthday manager or coach, etc.)
- Pitching. Specialists are responsible for pitching your programs or services to interested leads. The lead must feel a sense of urgency to solidify their decision to buy.
- Closing (bottom of the funnel). If, after the pitch, the lead did not sign up, the sales representatives must follow-up and close by maintaining contact and continuing a sense of urgency on the decision to buy.





## Next Steps: Measure Progress and Optimize Over Time

Once you've established a marketing strategy, your work has, in the words of Karen Carpenter, only just begun.

You need to do regular check-ins with all your marketing assets - content, social media, advertising - and optimize your overall brand performance where necessary. It may take time before you taste the long-term benefits of any short-term work you put in, but reacting to progress measurements will mean the difference between evolving with your clientele instead of fading into the background.

Be sure to think outside of the box for solutions to performance issues. Consumers have seen and heard it all before in terms of generic-sounding marketing material, so emphasize what makes your organization unique and how your services will better their lives in a distinct way.



# About **amilia**



Amilia is on a mission to connect people with the local sports and recreation organizations that make their community special. Since 2009, our software has been an industry leader in areas like online registration, membership management, facility scheduling and much more. With a seamless checkout process, our clients enjoy an unmatched online experience that puts convenience and innovation above all else. Our goal is to empower community organizations to build lasting relationships with their residents and thrive in their city for years to come.

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Start your free trial at **[www.amilia.com](http://www.amilia.com)**