

DSO
INNER CIRCLE

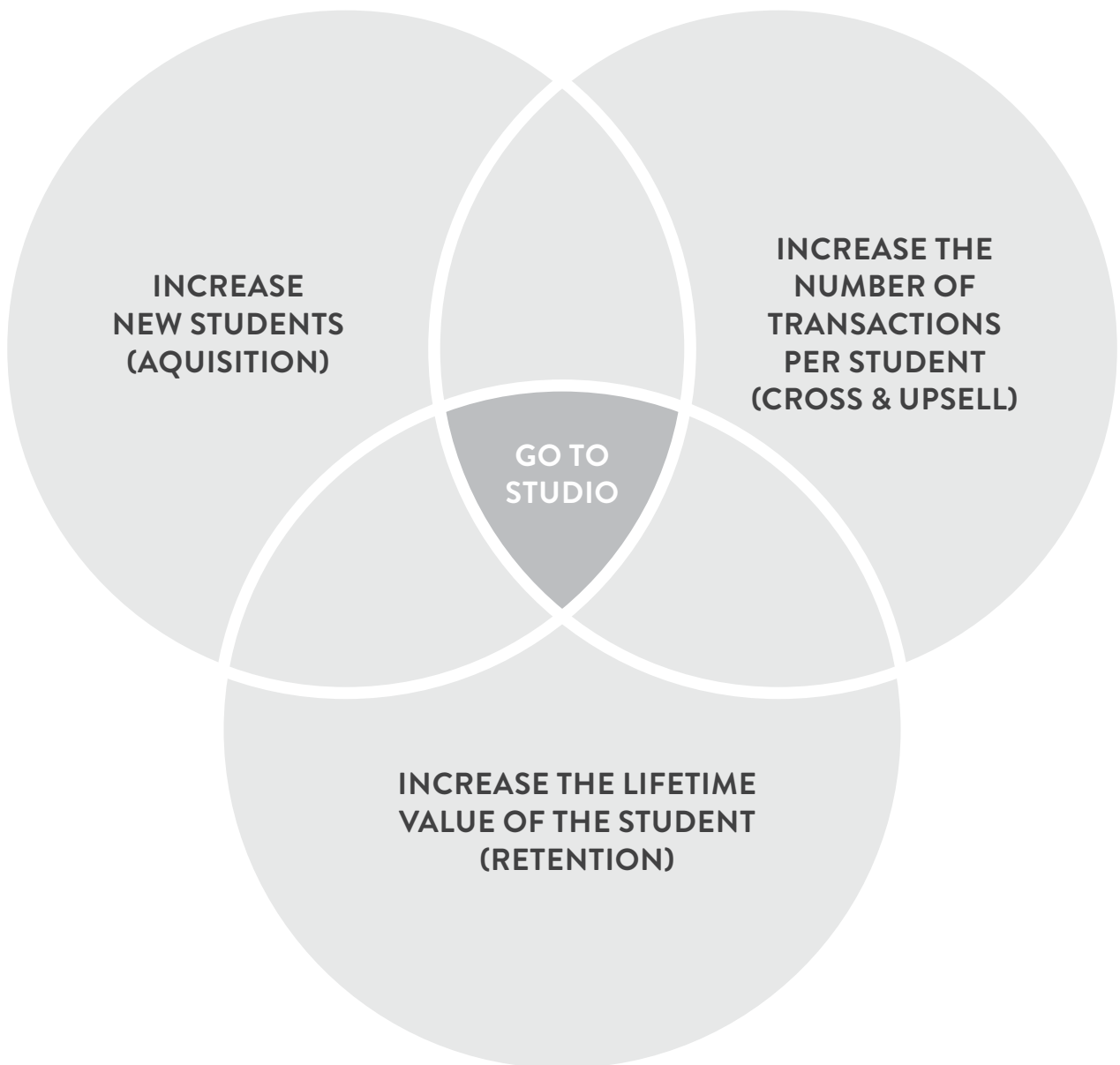
— 12 MONTH —

MARKETING PLAN

—



YOUR FLAWLESS MARKETING PLAN





YOUR MARKETING MACHINE

MARKET – WHO

MESSAGE – OFFER

MODE – SELECT THREE

MOMENT– WHEN WILL IT RUN

MISSION – GOALS

MATERIALS – RESOURCES

MONEY – BUDGET



WHERE YOU CAN ADVERTISE

- **A FRAMES**
(IN AND AROUND THE STUDIO)
- **AFFILIATES**
- **BLOGGING**
(ON YOUR WEBSITE AND GUEST WEBSITES)
- **BUSINESS CARDS** (WITH AN OFFER)
- **CAFE CARDS**
(OFFER ON A LOYALTY CARD)
- **COMMUNITY EVENTS**
(DEMONSTRATION AND PROMOTION TABLE)
- **DATABASE MARKETING**
(BUYING DATABASES)
- **DIRECT MAIL** (LETTERS)
- **EXPOS AND TRADE SHOWS**
- **FACEBOOK ADVERTISING**
(VIDEO, PICTURE, CAROUSEL AND REMARKETING)
- **FACEBOOK GROUPS**
- **FLYER OR POSTCARD DROP**
(HOUSES, LOCAL STORES, TRAIN OR BUS STATION)
- **GOOGLE ADWORDS**
- **LEAD BOX**
- **LOCAL NEWSPAPER/BLOG PR**
- **LOCAL SCHOOL NEWSLETTER**
- **MERCHANDISE** (SHIRTS)
- **NETWORKING**
(MEET UP, LOCAL BUSINESS DINNERS)
- **ONLINE BANNERS**
(LOCAL BUSINESS WEBSITES)
- **ONLINE DIRECTORIES**
(YELP, LOCAL, CHILD ACTIVITIES)
- **POSTERS**
(LOCAL STORES OR IN STUDIO, BATHROOMS)
- **SHOPPING CENTRE/MALL DEMONSTRATIONS**
- **SIGNATURE OUTSIDE AND INSIDE OF STUDIO**
- **SOCIAL MEDIA**
(FACEBOOK PAGE, INSTAGRAM, PINTEREST)
- **SPONSORSHIPS AND DONATIONS**
(SCHOOLS AND SPORTS TEAMS)
- **STEP & REPEAT**
- **STICKERS**
- **STRATEGIC PARTNERSHIPS**
- **VEHICLE WRAP**
- **WEBINAR**
- **WEBSITE**
- **YOUTUBE**

CALL TO ACTION OPTIONS

- | | |
|---|----------------------|
| - VISIT WEBSITE
(LANDING PAGE OR WEBSITE) | - CALL NOW |
| - SEND SMS | - EMAIL TODAY |



WHAT TO ADVERTISE (OFFER)

FREE TRIAL CLASS

**UNLIMITED
CLASS PASS
(WEEK'S WORTH
OF DANCING)**

BUNDLE OFFER

GUIDE

E-BOOK

CHECKLIST

VIDEO SERIES