

YOUR INNER CIRCLE FACEBOOK AD SYSTEM



INNER CIRCLE FACEBOOK AD COPY SYSTEM

Your dreams have come true in this month's IC exclusive system, where we have written your next Facebook Ad Campaigns for you!

That's right, in this system you'll discover our Facebook Ad must-have's PLUS our customized pack of 8 Facebook Ad copy that you can cut and paste directly into your student attraction plan.

THE TOP 5 INGREDIENTS TO YOUR STUDIO'S FACEBOOK AD COPY SUCCESS

1. Embrace A/B Testing

Every target group has segments within it. For example, if you're targeting women ages 18 –34 they're not all going to respond to your ad the same way. The best way to make sure your Facebook ad copy is received well across your entire audience is to test different versions of it. Based on click-throughs, you can tell which version resonates with most readers.

You can also test CTAs (calls to action) to see which one influences readers the most and prompts them to take immediate action. Once you've determined which copy and CTAs result in the most response, run with that combination to maximize reader engagement during your campaign.

2. Use Targeted Copy With Your Facebook Pixel

In the early days of advertising, everyone saw that same ad regardless of their unique needs. Whether it was a newspaper ad for detergent or a billboard for a new car, there was no differentiation.

Fortunately for dance studios, we have moved away from that approach and now live in a time where Facebook Pixel is quickly becoming a helpful tool designed to enhance user experience.

By targeting your ad copy you'll notice a boost in click-through rates because readers are exposed to exactly what they need.

Check out our Pixel training in the Studio Success Formula Course (Lesson #21) to install and track your pixels.

3. Make Sure Your Copy And Pixels Are Aligned

Can you picture a McDonald's ad without a burger or the iconic red and yellow logo? It's kind of hard, right? The same thing applies to your ad copy and the images you choose.

Your copy needs to somehow relate to your image, so if you are advertising a preschool dance class, use images of preschoolers.

If readers can't quickly and easily understand what you're trying to tell them, they're not sticking around for long to find out.

4. Leave Room For Curiosity

There's no surprise here but we're curious creatures. When something sparks our interest— be it a new app, product or service— we want to know more. Your studio's ad copy can harness curiosity by capturing readers' attention.

To do so, try writing copy that finds a balance between vague and specific. You don't want to be so vague that readers don't understand your ad, but also you don't want to be so specific that they don't need to know any more.

Your ad copy should provide just enough information to cause intrigue and get readers to click on the ad.

5. Tap Into Urgency And Scarcity

Nothing gets interested readers to take action like the thought of missing out on something good. After all, we've all heard of FOMO— fear of missing out. It's mostly thought of in relation to social media — but how do you apply this concept to Facebook ad copy for your dance studio?

To start, create urgency by offering a limited time offer that provides tons of value for a discounted price. Readers who are already curious about your classes will flock to the website from the ad to take advantage.

To create scarcity, your Facebook ad copy should combine it with urgency.

For example, "Only for today, save 50% of your first month of classes!"

If you're able to find the right mix of urgency and scarcity, your ad will have accomplished getting potential dancers and their parents to take action.

TEMPLATE #1 - THE CHECKLIST

Target Age: Preschool

Headline

5 Mistakes You Don't Want To Make When Choosing A Dance Studio For Your Child

Text

Are you a busy parent who feels like you are drowning in choices when it comes to activities for your child?

Then you need to grab your free copy of *"Get It Right The First Time: 5 Mistakes You Don't Want To Make When Choosing A Dance Studio For Your Child"*

This free download is perfect for you if you...

- Have a child who loves to dance. They dance around the house, up the aisles of the local mall and love putting on shows for your whole family to watch.
- Are confused when it comes to selecting which dance studio would suit your child best. They all look the same, so where do you start?
- Don't want to go to a scary and high pressure dance studio. You want to know the signs to look out for so you don't end up being a crazy dance parent.
- Want your child to attend a dance studio that will help boost their confidence, where they can make new friends and, most of all, where they will have fun and learn new skills.

We understand that the last thing parents need on their plate is another decision to make – so let us help you out, and download your free checklist here this week only
<insert URL>

Inner Circle Tip – You Can Download Our Done-For-You Guide Right Here, And Customize It To Use In Your Own Ads. Click Here To Download

TEMPLATE #2 - THE TUTORIAL

Target Age: Adults

Headline

Sculpt, strengthen and define your booty and abs with our free 7 Day Hot Abs and Booty Challenge!

Text

Workout with <inset studio name> today from anywhere with this 20-minute Low-Impact Booty and Legs (with Bonus Core) Workout!

You don't even need to leave your living room to get a great workout from our (insert studio name) team of fitness professionals!

Click the link below to have your daily workouts delivered straight to your inbox over the next 7 days (plus a special offer for you to join us live in our state-of-the-art studio!)

<insert URL>

Inner Circle Tip – This is a great and simple way for you to build your authority and deliver valuable content to your community. Set a few hours aside in your studio to film 7 x workout videos using techniques from your classes, and build your following.

TEMPLATE #3 - THE CHECKLIST

Target Group: Recreational Students

Headline

The After-school Activity Guide That Parents Are LOVING!

Text

It's school pick-up time, and you've arrived at the school gate with micro-moments to spare.

As usual.

You've barely said hi to your child, when it starts...as usual ;)

"Mom, what are we doing today? Can I go to Becky's house? Can you take me to the park? When can I start musical theatre lessons? I'm already boooooored"

Does this sound familiar?

We totally understand that committing to an after-school activity is both a significant time and energy investment, which is why you need to grab your free copy of *"Get It Right The First Time: 5 Mistakes You Don't Want To Make When Choosing A Dance Studio For Your Child"*

This free download is perfect for you if you...

- Have a child who loves to move. They run around the house, skip up the aisles of the local mall and love yelling "mom, dad - watch this new trick!" every time they are on the trampoline.
- Are confused when it comes to selecting which after-school activity would suit your child best. They all look the same, so where do you start?
- Don't want to go to "one of those" dance studios. You want to know the signs to look out for so you don't end up being a crazy dance parent.
- Want your child to enroll in an activity that will help boost their confidence, where they can make new friends and, most of all, where they will have fun and learn new skills. Download your free checklist here this week only <insert URL>

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TEMPLATE #4 – FREE OFFER

Target Age: 2 - 8 YEARS

Headline

Would you love to win the remainder of the term of our dance classes for FREE!?

Text

We are offering 1 lucky new dancer the chance to have the rest of this term paid for by (insert studio name)!

If your child is between the age of 2 and 8 years old, you're invited to check out our popular (insert style/s) program at our (insert location) studio.

Comment below with your child's name and age, and we will message you with all the details! Don't forget to share this offer with your friends so they can enter too!

The winner will be announced at (insert time/date) via (insert how you will contact them)

Inner Circle Tip – like any shopping centre or lead box competition make sure to get the details from EVERY applicant, and follow them all up with a secondary discount or free class pass offer if they are not the winner.

TEMPLATE #5 – FREE CLASS PASS

Target Age: 9 - 12 YEARS

Headline

Insert Direct Quote From Testimonial / FB Review. Eg – "Hands-Down The Best Dance Studio For Miles!"

Text

Insert full testimonial / FB review that the headline quote was pulled from

Come and see what our dance family is all about – register for a free week of classes with, and you'll find your second 'home'.

If your child is between the age of 9 and 12 years old, we would love to personally invite you to check out our popular (insert style/s) program at our (insert location) studio.

Simply fill out your details here, and we will be in touch with everything you need to know about our (insert style/age group names) classes.

TEMPLATE #6 - SOCIAL PROOF

Target Age: Adults

Headline

Discover how Helen unlocked her fit and fun side, and reclaimed her life

Text

(Approach one of your adult students, and write a case-study / testimonial about how your studio has helped them see results. Ensure this case study is benefit-driven. Here is an example you can use for layout and content inspiration.)

Helen found out about the (insert studio name) after seeing an event on Facebook. At 41 years of age, she had a history of depression that had impacted on her health and fitness goals.

Initially Helen had difficulty defining what she hoped to get from her first (insert class type) lesson, but with the help of her teacher she was able to identify her main aim as reducing stress and relieving tension

Each week class goals were set, as well as Helen's general health and wellbeing personal goals. She decided to make a commitment to her teacher to regularly attend classes to help her achieve her goals.

During and after her classes, Helen often commented on how comfortable her teacher made her and her class feel because of their relaxed and friendly manner. She found attending on a regular basis beneficial because she was "getting into a rhythm" and a motivation for her to achieve her goals: "It's more of the reminder if someone is saying have you done this?"

Helen describes her emotions following her now twice-weekly classes as "feeling in control" which has empowered her with the confidence to pursue her long-term aim of "looking after herself".

Helen feels her general wellbeing has improved because she is "more aware and trying to take a bit more care." Before joining (insert studio name) she says she would have thought about going to an exercise class but not doing anything about it. She is now committed to regular sessions at (insert studio name), uses relaxation techniques and has just started new mindfulness course with her 15 year-old daughter!

If Helen's story resonates with you, we would love for you to come and see what (insert studio name) is all about.

Contact us today at (insert studio details)

Inner Circle Tip – Case studies and social proof are wonderful opportunities to attract more adults to your studio. If possible, get permission to use their full name and an image of them to use in your social media strategy.

TEMPLATE #7 - NICHE APPEAL

Target Age: Preschool

Headline

Why (Insert Studio Name) Is (insert Location)'s Favorite Dance Studio!

Text

So, what's it like to walk through the doors of (insert studio name)?

It feels a bit like you're entering the dreamlike set of a movie that's been written and directed by passionate kids, for passionate kids.

It's a fun place where children learn to sing, dance, act and perform at their own pace

It's a happy space where creativity, generosity, playfulness, and empowerment is encouraged.

With over 10+ preschool dance classes running every week, there's truly something for everyone right here at (insert studio name).

Discover why we are (insert location name)'s favorite dance studio for preschoolers by contacting us today at (insert contact). You won't be disappointed.

TEMPLATE #8 - NICHE APPEAL

Target Group: Boys

Headline

Why (Insert Dance Class Name) Is Better Than Fortnite.

Text

Are you sick of hearing about "Skins", and "V Bucks", and "Supply Drops", and "Storms"?

Well it sounds like you may be suffering from fortnite fatigue (It's ok, we've been there too!)

If you have a boy who's spending just a bit more time than you'd like in front of his screen, then now is the perfect time to take us on on our Boys HipHop offer – but you better be quick, it's only available for the next 7 days.

PLUS we'll even take \$10 off your enrollment fee immediately if you mention this post when inquiring.

If the boys in your life really want to 'floss like a boss', there is only one place to go.

Contact us today at (insert contact).