

STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

April 2022 Quarterly Marketing Retreat

WORKBOOK

Step 1: Build your Marketing Calendar

In order to build a strong marketing calendar, you need strong marketing blocks that can be plugged in and ready to structure a program.

EVERGREEN BUILDING BLOCK

1. Standard Introductory Package

Consider adding a pop-up on your website that showcases your Introductory Package.

5 Minute Training: Pop Up Choices (That Aren't Annoying)

Pop Up Ally: If you use Wordpress, PopUpAlly is our #1 choice of plugins (and it's what we use). If you use Squarespace, Wix or Showit, you'll be able to use their built-in popup's.



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2. Corporate Outreach

If you're following our Day to Day Operations, you know that every quarter we deliver 12 business welcome packages in our neighborhood, nearly always made up of food ('cause let's be honest, food makes people happy and is the best ROI I've ever seen). It's time to book this day on your calendar and ensure you're heading outside of your four walls and into your community.

If you search "Fitness Gift Basket" ideas on Pinterest, you'll find more than a few examples. I personally like to pack a small basket with "healthy-ish" snacks or have a local caterer/ bakery make a small tray that's easy to take. If I'm doing baked goods, I typically request "mini-portions" to reinforce my personal approach to healthy eating. I'll include a simple handwritten card with an invitation to come in and three to five "1 Week Passes," free class cards, or gift cards that can be used towards an Intro Package with an expiration 30 days out. If I'm promoting Privates, I'll include either gift cards or passes for a complimentary consult.

Studio Grow Corporate Template:

If a corporation responds and asks for a corporate program, this template was our response. I would not include it in your baskets, but would have it ready to customize.

Most clients use our Lead Tracker to track Corporate Outreach and this is our personal preference. Should you wish to use a separate tracker, here is a ***basic example*** from one of our clients.

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3. On the Ground Marketing

Your community doesn't stop at your front door. This quarter you'll be setting up three meetings with a like minded practitioner and building a new referral pathway to your studio.

Example Process

RX Pad Example

As always, you have permission to STOP here for this quarter. For studios with healthy organic lead sources, strong Google adwords or studios that need limited numbers of clients this can be enough (can I get a hallelujah). But if growth is your number one concern, consider adding one of the following short term promotion blocks.

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SHORT TERM PROMOTION BUILDING BLOCK: SPRING TO EARLY SUMMER PROMOTIONAL OPTIONS

Below are a few of our strongest performing promotions for this season. As you build your calendar, I would encourage you to use these promotions (which come complete with full playbooks, email and ad templates) as your one or two special promotions.

Friends and Family Promotion

We LOVE referrals. And, we love rewarding our clients for referrals. Our Friends and Family Promotion is the perfect example of this. Think of Family as current members and Friends as anyone in the community that's meeting your business and you'll have an epic month.

***Ideally run in May, June, or July**

Training

Playbook and Template Kit

March Gladness

While it sometimes feels like "spring into something" has been there, done that, this is a program that still works. This challenge is designed to get clients into your studio and to get them to bring friends with them.

***Ideally run in May, June, or July**

Training

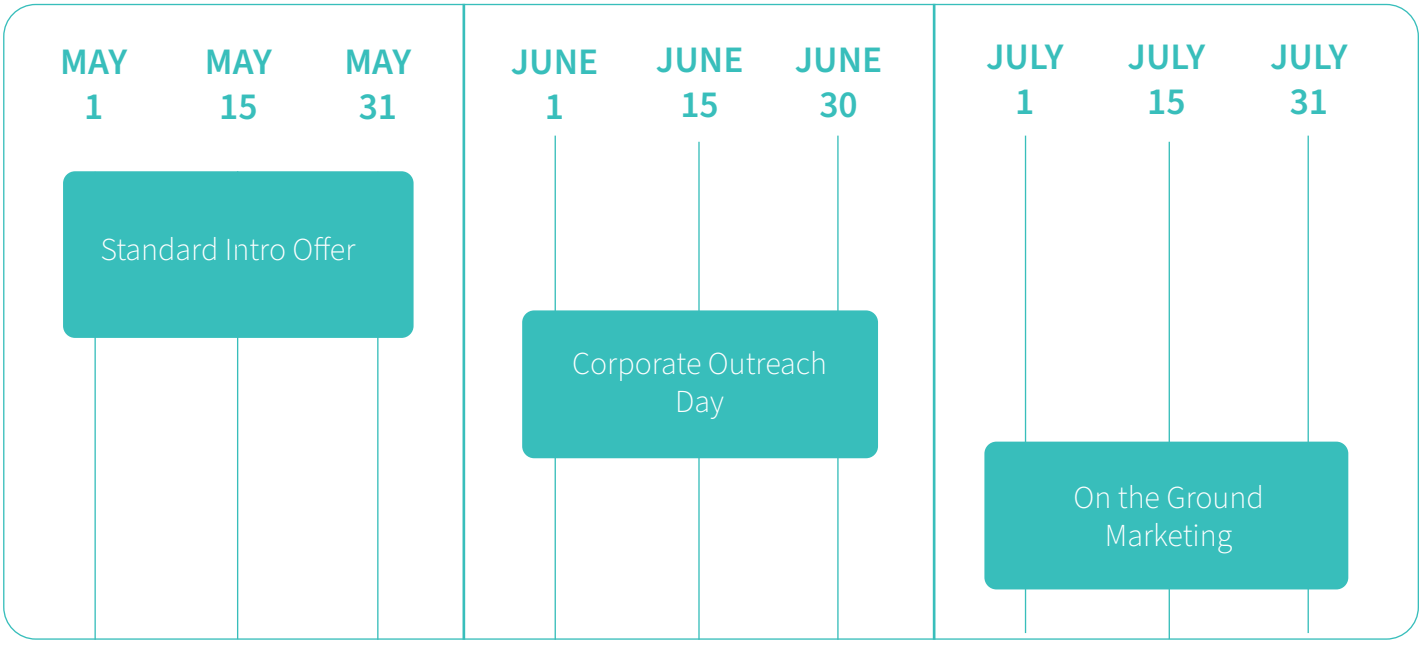
Playbook and Template Kit

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CALENDAR EXAMPLES

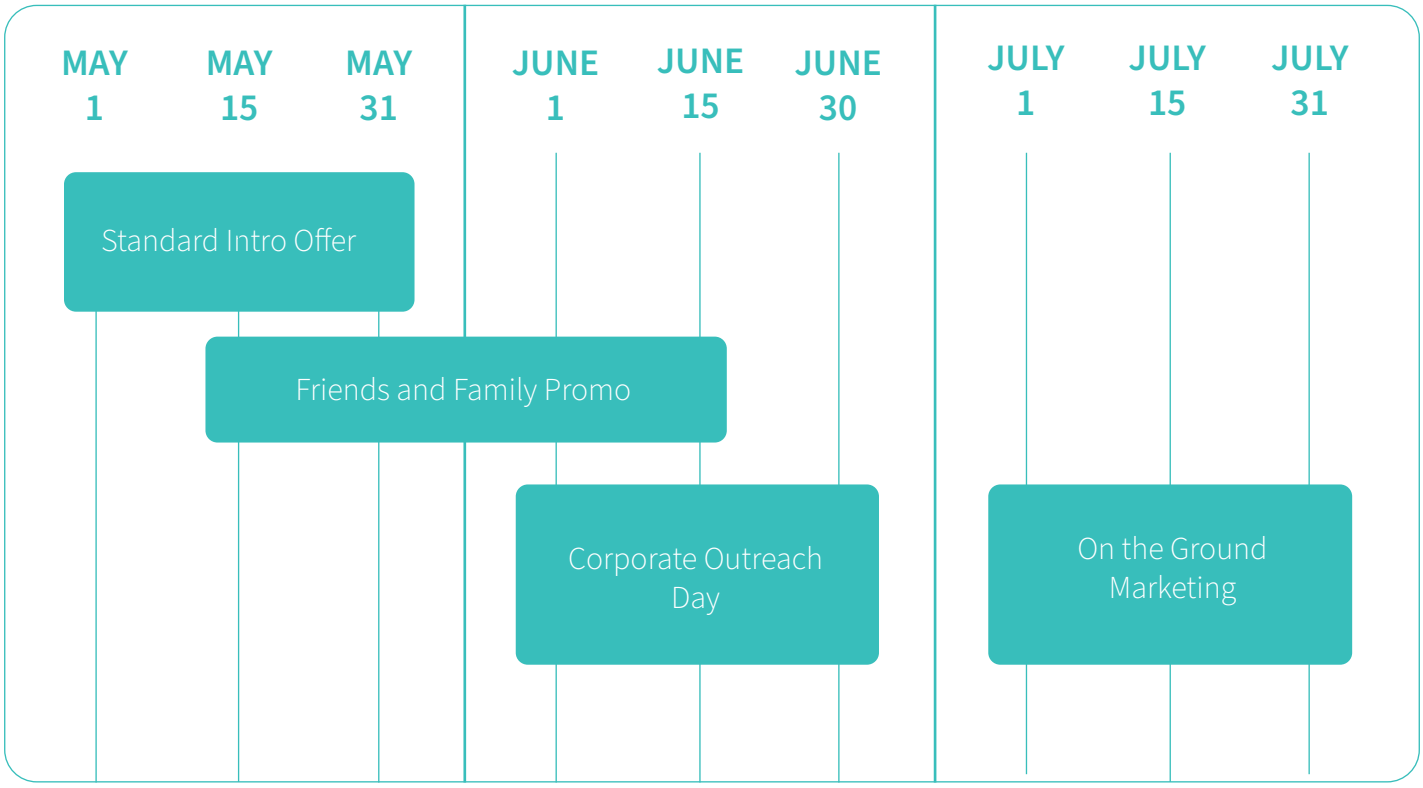
Here's a few examples of how this calendar may be structured for different types of studios:

Option #1



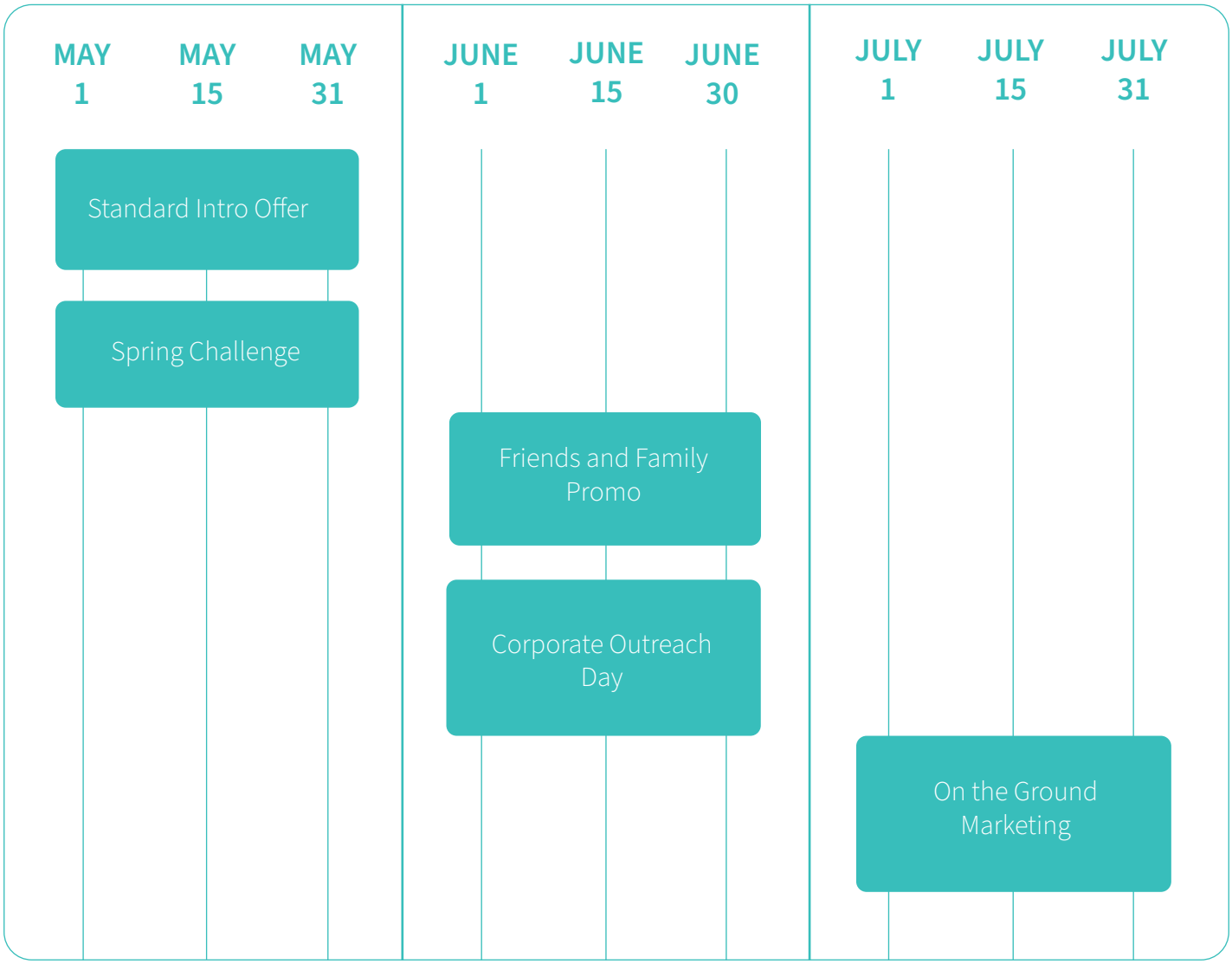
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Option #2



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Option #3



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Step 2: Turn your calendar into a week by week Playbook

Now that we know what our calendar looks like it's time to schedule out the nitty gritty of marketing. This includes:

- Emails
- SMS
- In Person Outreach
- If Digital Ads, then when they begin.

Our playbook is a very simple document that keeps everything incredibly clean and allows any team member to be 100% on top of what's happening in the studio. This is exactly how we organize our Studio Grow Marketing and we'll be walking through this with you on the marketing retreat.

Resource:
Studio Grow Marketing Playbook



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Step 3: Plug In or Create Copy, Images and Collateral.

Now that you have a Playbook it's time to collect your copy, images and collateral.

If you're using ANY of our options, you have copy, images and collateral that has been created for you. Don't try to reinvent the wheel.

This isn't about getting it perfect. It's about getting it done. And done always wins.

During our marketing retreat we'll be reviewing your copy and images.

In addition to the main marketing retreat session, we've scheduled breakout sessions with Tara (digital marketing), Emily (general marketing) and Eman (copy).



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Step 4: Set up the Technical.

If you'll be utilizing Facebook ads, EVEN if you have done them in the past, I strongly recommend you or a team member walk through our Facebook Ads Training, which is up to date based on the algorithm changes in iOS14.

Resource:
Facebook Ads Handbook

If you have specific questions about Automation setup for Email and SMS, please email *support@studiogrow.co*.



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Step 5: Customize and Schedule your Quarterly Marketing Calendar.

The key to Social Media is consistency not volume. Our goal for you this quarter is to pre-schedule 2 or more Instagram posts per week that are automatically posted to your studio's Facebook page. Here's everything you need, including all your post templates to make that happen.

Studio Grow's Q2 2022 Content Calendar

1. Ensure you are set up to automatically share your Instagram posts to Facebook. Click ***HERE*** for directions.
2. Download our calendar and templates, customize the copy and images and schedule 2 posts per week. If you are already regularly scheduling posts, you may schedule more than 2 posts per week.
3. If you're looking for royalty free images, we love ***Unsplash***.
4. We recommend scheduling posts using a free version of ***Plann*** or ***Later***.
5. Book 2 hours on your (or a team member's) calendar to complete this.

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Outsourcing and Utilizing Your Team

At some point, you're going to hit the brick wall of "I can't do this all on my own." If you're there, the fastest way to outsource your marketing is hiring someone to assist virtually and here are the major roles we recommend you look for:

1. Virtual Assistant

A VA should be able to take your Quarterly Playbook and

- Schedule Facebook and Instagram Posts
- Set up basic Facebook Ads
- Setup Email and SMS automations
- Organize your Corporate Leads
- Possibly: Edit images in Canva and handle basic copywriting

2. Graphic Designer

A graphic designer should be able to:

- Create or edit Facebook and Instagram Image Posts
- Create Instagram Story Posts
- Create ad images
- Create landing pages

Where do we hire freelancers?

- Upwork
- Fiverr

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