



SQUARE DANCE REVIVAL BASICS!

Marketing Basics for Growing Your Dance Club

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A simple guide for beginners (no marketing experience needed)

What Is Marketing (Really)?

Marketing is how people discover your club and decide to try it.

- It does NOT teach dancing or terms, or rules.

It DOES:

- Create awareness that Square and Round Dancing exist, dispel myths
- Spark curiosity (“That looks fun!”)
- Make it easy to try (“I could do that!”)

If people don't know about you, they can't join you.

You are reaching out to an audience who are not dancers!

1. Existing Dancers

- ·Want: details
- ·Share: schedules, levels, announcements
- ·Language: can use insider terms

2. New People (Your Growth Audience)

- ·Want: a reason to try
- ·Make sure your message is: fun, welcoming, beginner-friendly
- ·Language: simple, clear, no jargon

Key idea:

Members need information.

New people need an invitation to have fun.

What People See Online (First Impressions Matter!)

When someone searches “square dancing near me”, they quickly scan:

- ·Photos (Do people look like they're having fun?)
- ·Reviews (Is it welcoming?)
- ·Dates/times (Is it active?)
- ·Location (Can I get there easily?)

They decide in seconds whether to try it.



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The MOST SUCCESSFUL WAY You Can Help Grow the Club

1. Personally Invite People – every club member invites at least five people, not just the membership person. By far, this is the #1 way people join.

Try: “I’ve been doing this really fun group dance—want to come try it with me? No experience needed.”

And maybe add, “If you don’t like it, you don’t have to come again.”

Personal invitation beats advertising every time.

2. Focus on Fun (Not Details)

Skip explanations. Say things like:

- “It’s really fun, and there are wonderful people to dance with.”
- “No partner needed.”
- “They teach you everything.”
- “Dress casual, no fancy clothes required.”

Curiosity and emphasizing a good fun time work better than information.

Plan to:

- Go together
- Meet them at the door
- Introduce them around

People stay when they feel comfortable.

3. Share Casually on Social Media

No marketing skills needed:

- Post a photo: “This is way more fun than I expected 😊” See SDR’s “how to take a good photo.”
- Share a short video clip. See SDR’s “How to take a great video clip.”

4. Follow Up

Most people need a second nudge:

- Send a reminder
- Offer to meet them
- Check in after



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What NOT To Do

1. Don't Over-Explain

- Avoid levels, jargon (mainstream, plus, SSD, cuer, caller), long descriptions
- Too much info = overwhelming

2. Don't Apologize

- Skip: "It's not as old-fashioned as it sounds." Be confident—energy matters

3. Don't Rely on Flyers Alone - Flyers support... but people bring people

4. Don't Pressure

Keep it simple: "Come try it sometime!"

The Simple Formula That Works

Invite → Welcome → Follow Up

Invite personally

Make them feel welcome

Stay connected

Key Mindset Shift: People are NOT looking for "square dancing" or "round dancing"

They're looking for:

- Fun things to do
- Ways to meet people
- New experiences

Simple 3-Week Promotion Plan

3 Weeks Before: · Create Facebook event · Post a fun video of dancing

2 Weeks Before: · Share testimonial · Members invite friends

1 Week Before: · Countdown posts · Short personal invite video

Day Of: · Reminder post · "We're ready!" photo

After: · Post photos within 24 hours · Thank attendees · Invite them back

All the Best and May You Grow! - the Square Dance Revival Team