



# MARKETING TO YOUNGER ADULTS:

## HOW TO ATTRACT AGES 18-50 TO LESSONS

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Many clubs want younger dancers, but unintentionally market in ways that appeal primarily to existing members. The good news is that younger adults are actively looking for many of the things square dancing already provides:

- Friendship
- Community
- Fun
- Physical activity
- New experiences
- Meaningful social interaction

**The challenge is not changing square dancing.  
The challenge is changing how it is presented.**

### **The Biggest Myth**

Many clubs believe younger people are not interested in square dancing.

The interviews and market research suggest something different: Most younger people have never seriously considered it.

Their decision is based almost entirely on:

- What they see
- How it is presented
- Whether they can imagine themselves participating

Marketing creates that first impression.

### **Understanding Two Different Audiences**

*Ages 30-50*

Generally seeking:

- Friendship and community
- Activities with a spouse or partner
- Healthy recreation
- Relief from work stress
- Activities away from screens
- Family-friendly opportunities

Many are raising children, building careers, and looking for meaningful social connections.

*Ages 18-25: Many are not looking for long-term commitments. They are willing to try something if it looks enjoyable and easy to join.*

Generally seeking:

- Fun experiences, Unique activities
- New friendships
- Identity and belonging
- Low-cost entertainment



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### What Turns Younger People Away

#### Looking Old

This is the single biggest issue.

Many flyers and websites unintentionally communicate:

"This is for older people."

Through:

- Outdated graphics
- Old-fashioned imagery
- Excessive emphasis on tradition
- Poor website design

Young adults often make a decision within seconds.

#### Looking Complicated

Many promotions emphasize:

- SSD
- Mainstream
- Plus
- Caller terminology
- Long learning programs

Newcomers don't understand these terms. (and don't need to)

Complexity creates anxiety.

#### Looking Exclusive

Young adults avoid activities that seem:

- Judgmental
- Difficult to enter
- Full of unwritten rules
- Focused on appearance

Dress expectations and insider culture can create barriers before someone ever attends.

#### Marketing Messages That Work

Lead with outcomes. Not: "Learn Square Dancing"

Instead:

- Meet Great People
- Try Something Different
- Have Fun This Week
- Make New Friends
- No Experience Needed

People buy benefits, not activities.



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## Social Media Marketing

Show Experiences, Not Events

Many clubs post:

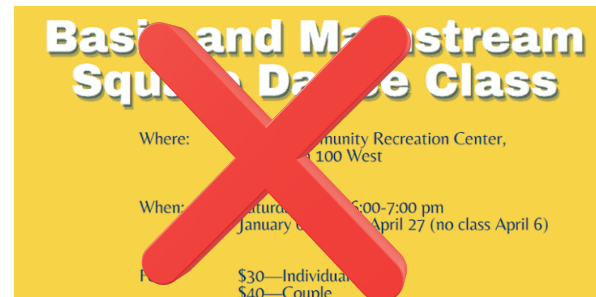
"Beginner Lessons Start September 12."

Better:

Photo of people laughing.

Caption:

"Looking for something fun and social? Come see what everyone is smiling about."



Fun!  
Family!  
Fitness!

21<sup>st</sup> Century Square Dancing,  
It's Not What You Learned in School!

## Use Video

Nothing sells square dancing better than:

- Laughter
- Movement
- Real people having fun

Short videos consistently outperform static graphics.

**Ideal length:**

**10-30 seconds.**

## Feature Younger Dancers

People look for people like themselves.

If younger dancers are present:

- Put them in photos
- Feature their stories
- Use their testimonials

If you don't have younger dancers, import some from another club for a photo/video shoot, or borrow photos and videos from a club with a wide age range of dancers.

Peer influence matters.

SQUARE DANCE  
REVIVAL!

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## Flyer Design for Younger Adults

Use One Large Photo

Best choice:

People laughing, moving, and interacting.



## Avoid:

- Multiple tiny photos
- Clip art
- Decorative graphics



## Keep Text Minimal

A flyer should be understood in 3 seconds.

Example:

TRY SOMETHING DIFFERENT  
Fun • Friendship • No Experience Needed  
No Partner Needed  
Tuesday 7 PM  
First Night Free



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## Graphic Style Recommendations

For Ages 30-50

Colors:

- Orange
- Deep blue
- White
- Charcoal

Design:

- Clean
- Modern
- Professional



Think: Fun Community event, not dance lesson program

For Ages 18-25

Colors:

- Bright orange
- Yellow accents
- Deep blue
- Black

Design:

- Bold
- Simple
- High energy

## Images That Attract Younger Adults

Use:

- Real people
- Movement
- Laughter
- Mixed ages
- Casual clothing
- Energy

Avoid:

- Empty halls
- Awards ceremonies
- Long lines standing still
- Formal poses
- Photos that look decades old



The image should answer:

"Would I enjoy spending time with these people?"



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### Language That Works

#### Better

- Fun
- Friendly
- Community
- Active or fitness
- Beginner-friendly
- No experience needed

#### Avoid

- Workshop
- SSD
- Mainstream
- Caller
- Cuer
- Dance program terminology: like New Callerlab calls

These words mean little or nothing to non-dancers.

### The Power of Personal Invitations

Every interview with our Podcast experts reinforced the same conclusion:  
Personal invitations outperform almost every other form of marketing.  
The most effective recruitment message is still:  
"Come with me."

#### Particularly for:

- Men
- Younger adults
- College students

**People are much more likely to attend when they know someone.**

### *Marketing to Ages 18-25 Specifically*

This group responds strongly to:

- Fun
- Experiences
- Friends
- Low commitment
- Authenticity

#### Avoid messages that sound like:

- Classes
- Membership drives
- Formal organizations

#### Promote:

- Community dances
- Free introductory nights
- Fun, new experiences

**Think: "Come try this."**

**Not: "Join our club."**



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### *Marketing to Ages 30-50 Specifically*

This group responds strongly to:

- Community
- Friendship
- Health
- Recreation
- Family involvement

Good messages include:

- Meet New People
- Get Active Without a Gym
- Enjoy a Fun Night Out
- Unplug and Connect

### **The Most Important Question**

Before publishing any flyer, social media post, website page, or advertisement, ask yourself,

**"If I were 25, 35, or 45 years old and knew nothing about square dancing, would this make me curious?"**

If not, simplify it.

Show people.

Show fun.

Show belonging.

**Everything else is secondary.**

Or better yet, conduct your own test!

Ask younger people who know nothing about square or round dancing to critique your work with the question, would this make you want to try, and if not, why not?

### Final Thought:

Younger adults are not rejecting square dancing.

Most have simply never seen it presented in a way that feels relevant to their lives.

When clubs market fun and friendship instead of choreography, experiences instead of programs, and belonging instead of tradition, square dancing becomes exactly what many younger adults are already looking for.

Your Club already has the superpowers to attract new members. Let the World know about it!