



FROM SCROLL TO DANCE FLOOR

MODERN COMMUNICATION THAT WORKS

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A Quick Marketing Checklist for Reaching New Dancers

Before You Publish a Flyer or Social Media Post

STOP THE SCROLL

- ☐ Can someone understand the main idea in 3 seconds or less?
- ☐ Is the headline short and interesting?
- ☐ Is there one clear message?
- ☐ Does the first thing you see make you want to keep looking?

WORDS

- ☐ Did we eliminate unnecessary sentences?
- ☐ Are we using short phrases instead of paragraphs?
- ☐ Are we avoiding insider terminology?
- ☐ Are we focusing on benefits and experience, not just logistics?
- ☐ Is there one clear call to action?

IMAGES

- ☐ Does the image show real people whenever possible?
- ☐ Does it show energy, connection or fun?
- ☐ Can a potential newcomer see themselves participating?
- ☐ Does it represent a variety of ages and body types?
- ☐ Does it look authentic rather than staged or overly polished?
- ☐ Are we avoiding stereotypical "perfect" or glamorous people?

DESIGN

- ☐ Is there enough contrast to read easily?
- ☐ Are the colors energetic and contemporary?
- ☐ Is the page visually simple?
- ☐ Is there plenty of empty space?
- ☐ Is the most important information visually dominant?
- ☐ Can someone read it easily on a phone?

AUDIENCE

- ☐ Are we talking to potential dancers, rather than existing dancers?
- ☐ Would someone who has never heard of square dancing understand this?
- ☐ Does the message appeal beyond the traditional square-dance audience?
- ☐ Are we showing people what they can experience, rather than explaining the activity?

CALL TO ACTION

- ☐ Is it obvious what the person should do next?
- ☐ Is there only one primary action?
- ☐ Does the link work?
- ☐ Does the QR code scan?
- ☐ Does the landing page deliver what the advertisement promised?



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PLATFORM-SPECIFIC EXAMPLES

The same basic marketing principles apply everywhere, but the way you use them should change depending on where people encounter your message.

FACEBOOK

Facebook gives you a little more room to explain—but don't confuse “more room” with “use all the room.”

Instead of:

Are you interested in learning how to square dance?
Our club will be starting a six-week beginner class on
Tuesday, September 9th at 7:00 PM at the Community Center.
The class is open to anyone who would like to learn and you don't need a partner.
We will be teaching the basic calls and movements...

Try:

NEVER SQUARE DANCED?
PERFECT!
Music. Movement. Laughter. New friends.
No experience needed.
No partner required.
Tuesday • 7 PM
Come try it.

Then put the detailed information in the comments or on the linked page.

Facebook principle:

Hook first. Details second.

INSTAGRAM

Instagram is highly visual.

Don't make your Instagram post look like a printed newsletter.

Lead with the photograph or visual idea.

Image: A real group of dancers laughing together.

Text included on on image: COME FIND YOUR PEOPLE.

Caption:

Looking for something fun to do that gets you moving and introduces you to new people?

You might be surprised where a square dance leads.

No experience needed. Come try it.

[Location]

[Date]

[Time]

Learn more → [link]

Instagram principle:

**Let the picture create
the emotion.**

**Let the caption provide the
next step.**



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TIKTOK / FACEBOOK/INSTAGRAM REELS

Short-form video gives you an opportunity that a flyer doesn't: Show what it feels like.

Don't start with: "Square Dance Lessons start Tuesday..."

Start with movement. A few seconds of: Music → movement → laughter → people interacting

Then text on screen:

THINK YOU KNOW SQUARE DANCING?

Cut.

THINK AGAIN.

Then:

Come see what it's really like.

End with:

[Club / location / date / website]

TikTok/Reels principle: Don't explain the experience. Show it.

PRINTED FLYERS

A printed flyer has only a few seconds to compete with everything else on a bulletin board.

Think:

- BIG HEADLINE
- ONE GREAT IMAGE
- FEW WORDS
- CLEAR INVITATION

For example:

MORE FUN.
MORE FRIENDS.
MORE MOVING.
[Photo of real dancers]
Try square dancing.
No experience necessary.
No partner necessary.
[DATE] • [TIME] • [LOCATION]
QR CODE
SCAN TO LEARN MORE

Printed flyer principle:

**If the flyer looks like a page of instructions,
people will treat it like one.
If it looks interesting, they may stop.**



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EMAIL

Email is different because the recipient has already opened your message.

You can provide more information, but still lead with a compelling reason to keep reading.

Subject: What if square dancing isn't what you think?

Opening: You might be surprised by what happens when you put eight people, good music and a caller together.

Then explain the opportunity and provide the details.

Email principle: Keep it interesting with the fewest possible words, or people may not read the next paragraph.

THE 3-SECOND TEST

Before you publish, show your flyer or post to someone who knows nothing about your club or square dancing.

Give them three seconds. Then take it away.

Ask: "What do you remember?"

Their answer tells you what your marketing is actually communicating:

"Square dance class Tuesday at 7."

→ You communicated information.

"It looked like fun!"

→ You created an emotional connection.

"That looks interesting. What is it?"

→ You created curiosity.

That's the sweet spot.

Your goal isn't to cram as much information as possible into three seconds.

It's to make people stop, feel something positive, and want to know more.

THE FINAL TEST

Before you publish, ask: Would someone who has never square danced stop scrolling for this?

If the answer is no: Change the headline.

If the answer is maybe: Change the image.

If the answer is yes: Publish it.

Then do it again.

Good marketing isn't about creating one perfect advertisement.

It's about consistently putting interesting, authentic reasons in front of people until curiosity becomes action.