



EDSARDA

Leadership Seminar

Advertising and Marketing

Presenter: Lynn D. Sa

S.W.B.A.T [Students Will Be Able To]

- 1) Stop recruiting and start promoting
- 2) Describe three strategies to propose to their club to promote square dancing

Give credit where credit is due!



Square Dance Marketing Manual

Version 1.2: Published March 06, 2018

2022 National Square Dance Convention

“Slam Dunk into Dance Parties”

Tim Tyl and Ken Burke

S.W.B.A.T [Students Will Be Able To]

- 1) **Stop recruiting and start promoting**
- 2) Describe three strategies to propose to their club to promote square dancing

Problems Facing Square Dancing

- ▶ Demand is down - small crowds.
- ▶ Dancers are unable to dance as often as in the past.
- ▶ Declining dancer population due to health reasons.
- ▶ Halls are expensive.
- ▶ Declining caller population.
- ▶ Dancers don't want to hold office.
- ▶ **Business plan hasn't changed in decades.**
- ▶ **Can't get anyone to take lessons.**

~ CALLERLAB

Business Plan?

Square dancing is a business.

Our product is square dancing.

We are consumers of our product.

We want non-dancers to buy our product.

Think about it!

Why do people buy products?

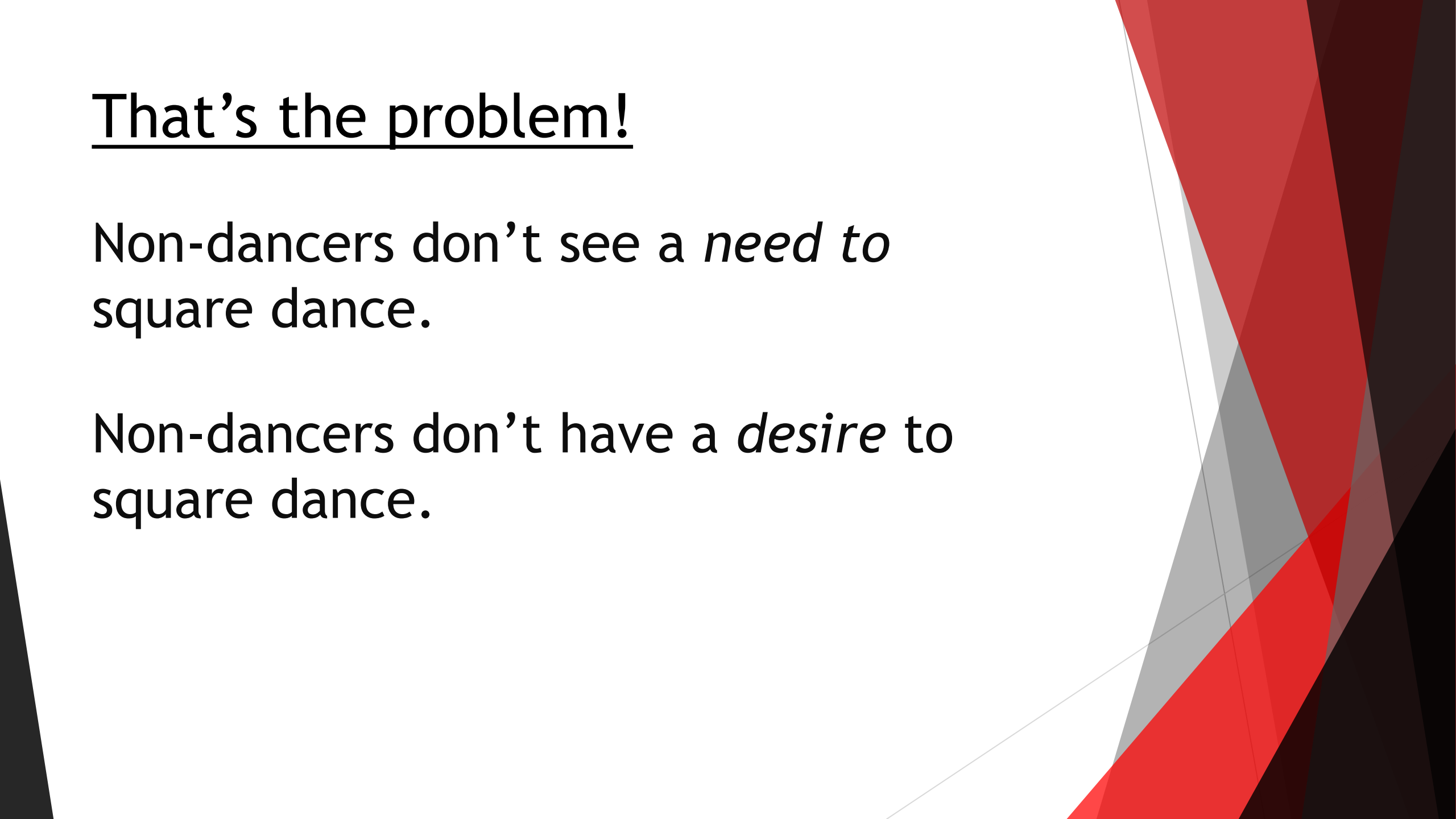
Two Reasons:

- ▶ They need it.
- ▶ They want it.

That's the problem!

Non-dancers don't see a *need to* square dance.

Non-dancers don't have a *desire to* square dance.



That's the challenge!

“We must figure out how to create a desire for the product, or we must convince folks that they need our product.”

~ CALLERLAB

Stop focusing on recruiting!

“Recruitment often only invites people to participate without telling them why they should.” ~ CALLERLAB

Recruitment Strategies:

- ▶ Ad in the local paper
- ▶ Flyer at the grocery store
- ▶ Email to friends

... announcing the start of lessons in the fall

Stop focusing on recruiting!

Old Focus:

Recruiting non-dancers to take lessons

Old Measure of Success:

How many non-dancers signed up
for lessons?

Start focusing on promoting!

“Promotions tell folks why they should square dance.” ~ CALLERLAB

New Focus:

Convincing non-dancers that they want or need to square dance

New Measure of Success:

Did we, by our words and actions, convince non-dancers that they want or need to square dance?

Fun Nights must be about promoting square dancing!

- ▶ Promoting requires a new “mindset”
 - ▶ The intent of Fun Nights are *not* to get non-dancers to sign up for lessons.
 - ▶ The intent of Fun Nights are to have non-dancers walk out saying “I enjoyed this! I want to do this again!”

~ NSDC 2022

Same Goal ~ New Focus

Our ultimate goal is the same:

- Recruit new square dancers

Our focus must change:

- Promote square dancing
- Sell our product
- Convince non-dancers that they want or need to square dance

S.W.B.A.T [Students Will Be Able To]

- 1) Stop recruiting and start promoting
- 2) Describe three strategies to propose to their club to promote square dancing

Awareness**

First Step to sell a product
is to make the consumer
aware of the product.

** Claudia's Session (2:30)

Promoting Awareness

- ▶ Club Jackets
- ▶ Magnets on the Car
- ▶ Lawn Signs around Town
- ▶ Banner over the Street



Promoting Awareness

► Business Cards



Note the website address
and the importance of
a quality website**



** Ray's Session (3:00)

Promoting Awareness: Public Exhibitions

- ▶ A planned activity that increases the *awareness* of square dancing, showcasing many of the features and benefits of the activity
- ▶ Places to hold exhibitions:
 - ▶ Parades
 - ▶ Community Days
 - ▶ County and State Fairs
 - ▶ Church Events
 - ▶ Car Shows [Heel & Toe]
- ▶ Do NOT expect to get new dancers from doing one exhibition.

Promoting Awareness: Publicity Stunts

- ▶ A planned event that will gain the public's attention to the event and the organizers
- ▶ **Flash Mob**: A dance held in a place where there are many onlookers who have no idea that a square dance is about to happen
 - ▶ Dancers are incognito in the crowd
 - ▶ Caller is set up and begins playing music
 - ▶ Dancers come out, form squares and start dancing (Show t-shirt w/website address)
- ▶ Prior to event: Get permission; alert the press

Promoting Square Dancing: Direct Contact

- ▶ Simply talking to as many people as **YOU** can one-on-one about square dancing
- ▶ Talk about it at church, at the grocery store, at work, *at the bank*
- ▶ Hand out business cards
- ▶ Practice your elevator pitch

What is an “Elevator Pitch”?

- ▶ Brief and succinct statement used to spark interest in square dancing
- ▶ It should be only 20 to 30 seconds long.
- ▶ It should end with: “*You should try it.*”

Elevator Pitch [cont'd]

Try it!

Turn to the person next to you and tell them
about square dancing.

You have 25 seconds.

Go!

Promoting Square Dancing: Special Events

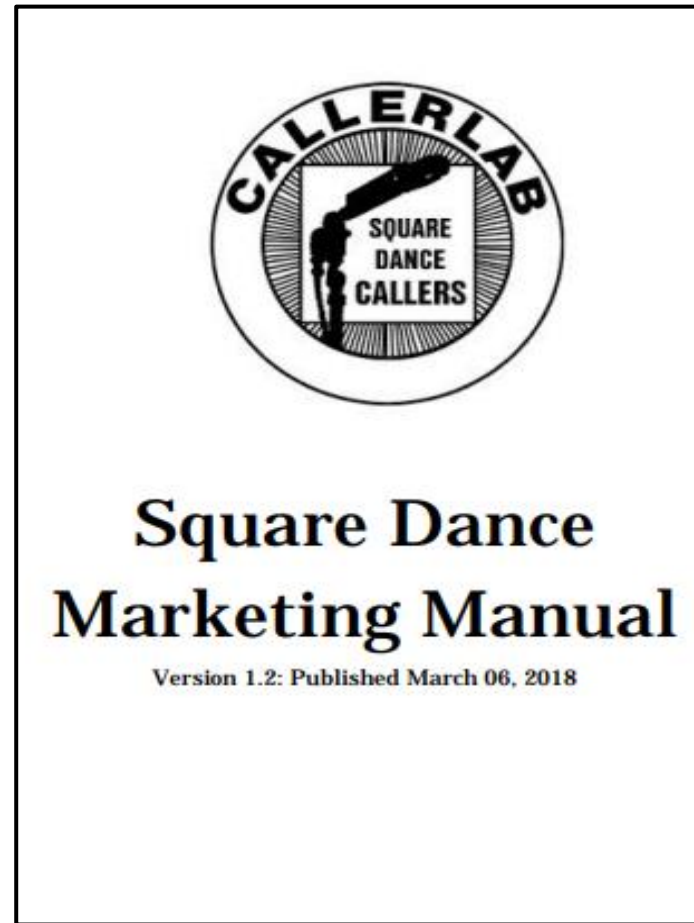
- ▶ An opportunity for the public to try square dancing without taking lessons
- ▶ **Dance Party**: A beginner event where the goal is to give people the chance to experience square dancing *without feeling the obligation to take a class*
 - ▶ Opportunity for non-dancers to sample square dancing
 - ▶ It is all about the non-dancers:
 - ▶ Keep them dancing!
 - ▶ Keep them entertained!
 - ▶ Announcements about classes should be low key:
“If you had fun tonight and want to know more about where you can dance, talk to ...”

Special Events [cont'd]

- ▶ Fun Night: A beginner event where the goal is to give people the chance to experience square dancing *without feeling the obligation to take a class*
 - ▶ Typically 1 or 2 weeks before the start of lessons
 - ▶ Call it a “Dance Party,” not “first night of lessons” (Non-dancers will sense an obligation to take a class and be less likely to attend.)
 - ▶ Non-dancers should be dancing, not watching the Angels dance.
 - ▶ Announcements about classes should be low key: “If you had fun tonight and want to know more about where you can learn to square dance, talk to ...”

“No Cost Tactics” ~ CALLERLAB

- ▶ Elevator Pitch
- ▶ Networking
- ▶ Volunteering
- ▶ Philanthropic Partnerships
- ▶ Special Events: Dance Parties, Fun Nights
- ▶ Speaking Engagements
- ▶ Testimonials
- ▶ Publicity Stunts: Flash Mobs
- ▶ Retread Recruiting
- ▶ Media Coverage **
- ▶ Public Exhibitions
- ▶ Direct Contact Sales
- ▶ Public Activity Listings
- ▶ Public Service Announcements



** Lauren's Session (4:00)

Remember that people must want a product or need a product before they will buy the product.

Our product is square dancing.

Focus on promoting square dancing ~
convincing non-dancers that they
want or need our product.

We love square dancing!
If we can't sell it, who can?

