

Social Media for Dance Studios – Powerful Dance Studio Social Media Success Stories Revealed

By Kiner Enterprises Inc.

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Ashani Mfuko, social media strategist for dance studios, interviews seven dance studio owners who share powerful social media success stories, on the Kiner Enterprises Inc. blog, during their 90-Day Social Media Success Challenge for Dance Studios.

As part of their 90-Day Social Media Success Challenge for Dance Studios, the Kiner Enterprises Inc. Dancer's Blog presented a special series, where seven different dance studio owners shared their own dance studio's social media success story. They shared what kind of marketing they used prior to getting involved in social media, and also how their current involvement in social media has helped to grow their dance studios significantly.

Ashani Mfuko, social media strategist for dance studios, and founder of Kiner Dance Studio Success, asked Rhonda Foote, owner of Rhonda's Footework's Dance Studio in Watertown, NY, "Why do you think social media is a great way to promote and market your dance studio?"

Rhonda stated, "Last season I spent the most money ever on advertising. Tv, radio, etc. When new students registered, I asked them where they heard about us. About 1 in 3 said Facebook! Social media gives me the opportunity to show the studios in so many different lights and angles. I can hit on some aspect of our studio each day in a new and positive way. Photos, videos, parent "brags"....quick, effective and free!"

When asked, "What's been the biggest change at your dance studio since getting involved in social media marketing?" Francisco Gella, owner of Nuevo School of Contemporary Dance in Chino, CA answered, "The biggest change that NUEVO has experienced ever since we have been concentrating on our grass roots social media marketing campaign is that, it has increased the exposure of the school on a global level. Our Facebook Page has 3,000 fans that span the globe in 5 continents. Our YouTube channel has almost 25,000 Channel Views, and we have connected with so many key amazing individuals from Twitter that has helped us find resources for the school! Now everyone in the local area knows NUEVO exists, and it has also made a national and international impact with dancers from Toronto, Ecuador, United Kingdom, Serbia, Philippines wanting to come and study for a period of time at the school. It has been phenomenal!"

Safi Thomas, founder of The Hip-Hop Dance Conservatory in New York City, a world renowned higher education institution for hip-hop dance pedagogy, repertory, and preservation, also shared their social media success story, as part of this blog series.

Safi explained, "Currently we are on Facebook, Youtube, Twitter and Myspace. Facebook has provided a great opportunity to show people what happens in our classes. The fan pages provide an easy way to upload media and pictures. Since we operate outside of the industry's mainstream, many within the community know of us, yet don't know what happens in our classes. The fan page gives people direct access to dancers from the company, as well as an ability to see what's happening in our classes. We have our academic classes as well as our dance labs on-line for people to peruse. This way no one should be surprised when they come in."

Ashani Mfuko asked Dance Director of Old Dominion Performance Arts Studio, in Waynesboro, Virginia, "Did you originally have doubts about getting involved in social media for your dance studio? Why? How did you overcome that initial hesitation?"

Dulcey responded, “Yes. Originally we were very hesitant because many people had told us that sometimes business Facebook pages become places which people & competing businesses can use to create unnecessary drama. We decided that it could be a perfect advertising solution for a studio that has little to no advertising budget. So we stuck to our own philosophies; that we are a very positive organization, and that our Facebook page was to simply reflect that positive energy.”

Lindsey Curry, Founder of Footnotes Dance Studio in Ceres, CA, said that Facebook and Twitter have proven to be most effective for them. “Facebook and Twitter are a perfect way to publicly showcase my studio to parents and students, so they can see what the studio does throughout the year. I think it’s less about promotion, but a better way to connect to your customer. Posting results from competitions, and pictures from master classes and recitals, lets us share our students’ successes and events. Of course it also lets people see what Footnotes Dance Studio is about. Free promotion, and keeping a vast number of people up to date with us, it’s just too perfect!”

Colleen Tanner-Gunn is the artistic director of Miss Colleen’s Elite Dancentre, located in Rockville Centre, NY. She said that biggest change at her dance studio since getting involved in social media marketing is, her studio’s popularity. “All the local children in all the surrounding towns know my studio, the teachers, and what we are all about.”

The final installment of this series featured Uptown Dance Studio in Belleville, NJ. Leslea Clark, Assistant Director, shared about their experience on YouTube. “It’s great because it keeps us connected. It also creates a buzz. For example, I posted a rehearsal video on Youtube of my students, and shortly thereafter, we had parents and students commenting and getting excited about what we are doing. It also brings potential new students to our studio. For example, Shelly sees Ann’s comment on a video she is in, watches that video, and becomes interested in our studio. The experience of a dance class becomes more real to Shelly, and she then wants to join the fun. There is no way you can get the same experience from an ad in the paper, or a flyer you see in the local super market.”

To read the full articles from each dance studio in this series, go to, <http://kinerenterprisesincblog.com/category/90-day-social-media-success-challenge-for-dance-studioscompanies/my-dance-studios-real-life-social-media-success-story/>.

To learn more about how to use social media marketing for your dance studio, go to, <http://kinerdancestudiosuccess.com>, the first online social media success resource center for dance studios.

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About Ashani Mfuko:

Ashani Mfuko is a social media strategist for dance studios, the CEO/President of Kiner Enterprises Inc., and the founder of Kiner Dance Studio Success, the first online social media success resource center for dance studios, founded in 2010. Her social media articles and tips have been featured on dancebloggers.com, the dance.com blog, the 4dancers.org blog, as well as the Grosh Backdrops and Backdrops Beautiful blogs. She has become a leader in the field of social media for dance studios, and offers all types of tips, tools, and advice for dance studios, on how to use social media effectively, on the Kiner Enterprises Inc. Dancer’s blog.

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