

Proven Ideas to Increase Lesson Sign-ups in the New Year

What We Did and How We Did It

Why Focus on Lessons?

- Create more committed musicians
- Students enter your store frequently
- More likely to explore other services
- More likely to become advocates



What We Did



- We grew our lessons studio by 13% in two months
- Without increasing our budget
- Right message, media, timing

How We Did It

Lines of Communication

Salespeople



- Salespeople are your front line
- Educate them!

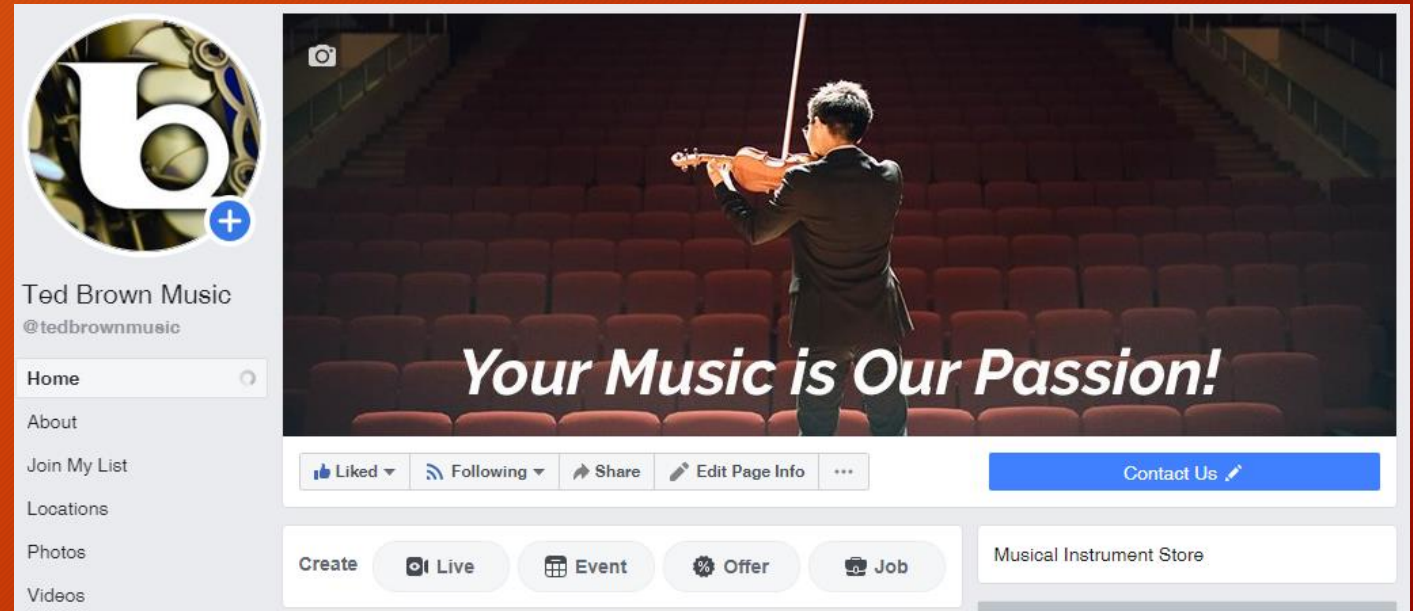
Print Material



- Plant the seed with posters and brochures
- Hand out fliers with instrument purchases.

Social Media

- Facebook
 - Targeted
 - Versatile
 - Our demographic lives here
- Build Your Audience!
 - Post daily
 - Vary your posts
 - Consider a paid campaign



Social Media



- “Teacher Feature Tuesday” Posts
- Cover-photos with lessons messaging
- Avoid Salesy Language
- Don’t use linked photos
 - Use bitly.com links instead

Digital Advertising

- Trackable
- Scalable
- Digital Ad Agencies can help



Google Ads

JBL headphone - Discover The Iconic JBL Sound - jbl.com
 uk.jbl.com/Headphones ▼
4.4 ★★★★★ rating for jbl.com
Leading Brand in wireless headphones. Surround you with high-performance sound!
Free shipping! · Official JBL Shop! · 2 Years-Warranty!
Types: Wireless speakers, Portable speakers, Home audio, Soundbars, Wireless & Docks, Home Theatr...
[Wireless](#) · [Headphones](#) · [JBL Fest](#)

- For customers ready to take action
- Clicks are well-qualified leads
- 692,310 impressions
- Less than a penny per impression
- Budget is Scalable

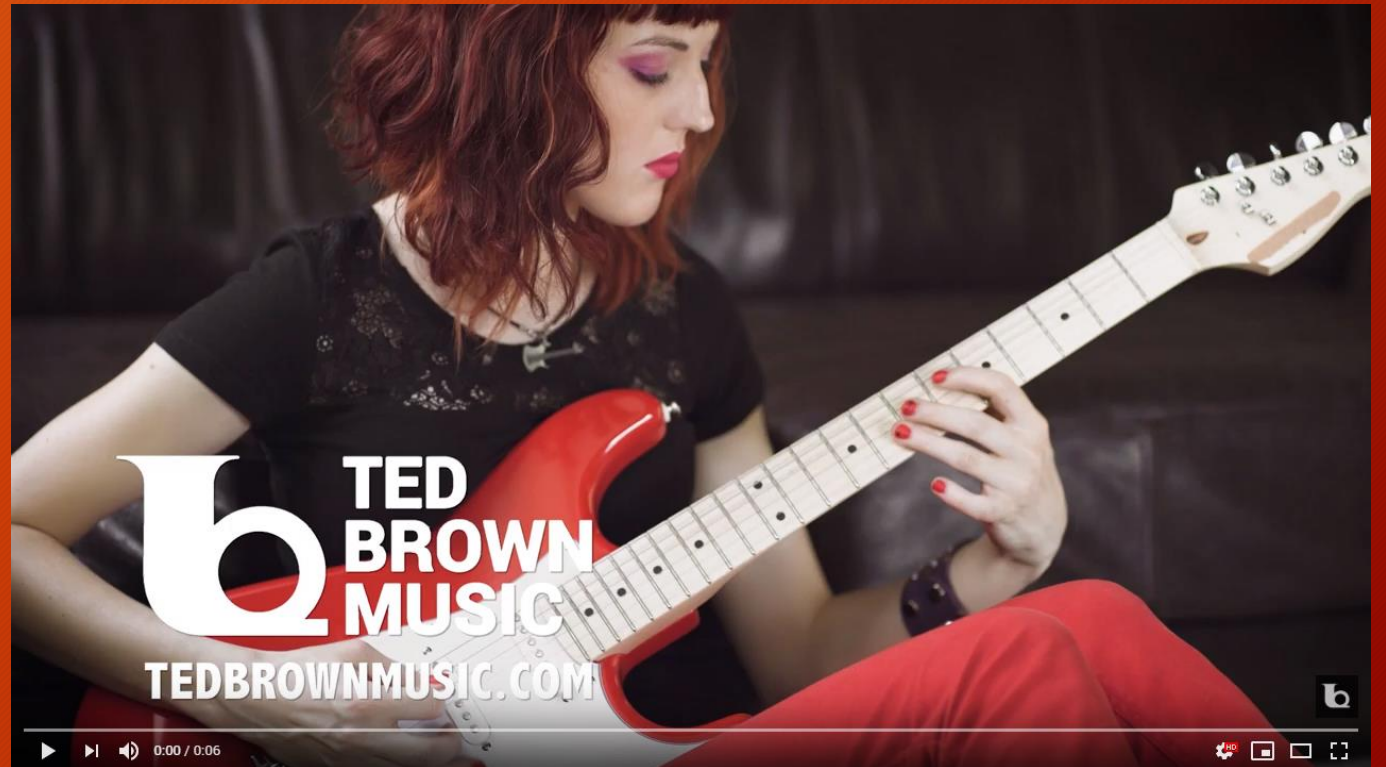
Placement Advertising



- Less targeted
- Greater reach
- Pre-vetted Websites
- Retargeting option
 - Builds Frequency
- < Penny per impression

Video & Audio Advertising

- Television, YouTube, iHeartRadio
- Digital Results:
 - Multiple Lengths
 - YouTube traffic up 400,000
 - 850 Hours Viewed
 - Timeless video - Still getting traffic
 - < Penny per impression
 - 96.88% watched whole video.



Infrastructure

Everything is leading to our website!

Landing Pages

- Never click to homepage
- Provide information
- Opportunity to Convert
- **Track conversions!**



The screenshot shows a landing page for 'b LESSONS'. The header features a collage of musical instruments and people playing. Below the header is a breadcrumb trail: 'Home / Stores / Tacoma / Lessons'. The main heading is 'Music Lessons in Tacoma, WA'. A sub-headline reads: 'It doesn't matter how old or what skill level you are, your musical journey starts here! Reach out to one of our private music teachers and get started today.' Below this are three columns, each with an image of an instrument, a title, and a yellow button:

- Flute**: Image of hands playing a flute. Button: 'Browse Flute Teachers'.
- Oboe**: Image of an oboe on sheet music. Button: 'Browse Oboe Teachers'.
- Clarinet**: Image of a clarinet on sheet music. Button: 'Browse Clarinet Teachers'.

Contact Person



- Employee communicates with lead
- Poor communication = lost relationships
- Side note: Employee teachers signed up more students than contractors did!

Our Results

- Web traffic increased by 15.23%
- 20,000 additional page views
 - Most of which were first time visitors
- Grew program by 13%

Questions?