

# Studio Marketing Checklist

- Develop a Brand:** Tell your story and communicate it effectively and accurately.
- Design Materials:** Use consistent imagery that reflects your brand.
  - Canva.com** – Free, easy, great templates. Use the pro version and get access to thousands of high-quality stock photos. A great value!
  - Designcrowd.com** – An easy and affordable way to hire a graphic designer.
  - Vistaprint.com** – Great for printing signage, business cards, and merchandise.
  - Pixabay.com** – Free stock photography
  - Depositphotos.com** – Paid stock photography
  - Shutterstock.com** – Paid stock photography
- Print Materials:** Create business cards, flyers, brochures, etc.
- Location:** If possible, choose a location that is near major highways, schools, large residential communities, and shopping. Use demographics from census.gov to understand your community. Have coffee with local teachers or go to local teacher meetings to gain first-hand information about student demand and shortage areas.
- Target Audience:** Based on the demographics of your location, who are you trying to attract? Target marketing to them. Adults, young children, advanced students?
- Networking:** Network with local teachers, chamber of commerce, social and entrepreneur groups, music conferences, etc. Or set up a booth at a targeted event.
- Partnerships:** Partner with other businesses both in music and other related fields (piano tuners, instrument repair shops, music dealers, guest artists for recitals or group classes, etc.)
- Media Coverage:** Seek out opportunities for free media coverage in your community. (This will be easier in smaller communities.) Consider newspapers, local magazines, or local news stations.
- Website:** Create a clean, simple website that communicates your brand.
  - Choose a platform:** Wix, Weebly, MyMusicStaff, WordPress, or hire a professional.
  - Choose a domain name:** Make it short, descriptive, and easy to remember.
  - Photos and video:** Business sites with good site media attract more customers.
  - Testimonials:** Student and/or parent testimonials can go a long way. Video testimonials are even more impactful. Including a photo of the person providing the testimonial can make them seem more genuine to potential students.
  - SEO Search Engine Optimization:** See Google SEO Guide, or your website builder may have an SEO application.
  - Mobile Optimization:** Websites not optimized for mobile do not rank as highly in search engine results.

- Online Business Listings:** Most search engines have a business tool where you can create a business page such as a Google business listing. Here are the listings we've used:

- Google My Business**
- Bing**
- Yahoo Business**
- Thumbtack**
- Yelp**
- YP.com**
- Better Business Bureau**
- MTNA.org (find a teacher tool)**

- YouTube:** Create videos of you or your students playing (ask your students for permission) and link to your website and social media.
- TikTok:** A newer short-form video platform where you can show off your niche. It is less saturated than some other platforms and may have more potential for standing out.
- Social media:** Set up social media pages on Facebook, Twitter, Instagram, and other sites and start posting about the exciting things that are happening in your studio. Announce special offers and promotions for new students.
- Reviews:** Ask for reviews on Google, social media, and other listing sites when a student or their family is complimentary about your teaching, recitals, etc.
- School chat forums:** A great place to connect with parents who are looking for music lessons for their child.
- NextDoor:** For residential areas, this app is a local social network that can help you reach families in your community.

#### **Paid Ad Platforms**

- Google ads:** If your website is still not showing at the top of search engine results after SEO, consider purchasing Google Ads to buy a spot at the top of listings. Ads are set up as cost per click and you can set any maximum monthly budget.
- Facebook and Instagram Ads:** Careful targeting can make these ads effective and worth considering.
- Targeted print ads:** Consider placing ads in publications such as local family magazines. These often have entire issues dedicated to summer camps and after-school activities.
- Discounts:** Offer discounts to current students for referrals or offer discounts to new students (first lesson free or first-month discount).
- Studio merchandise:** Feature your logo on t-shirts, piano bags, pens, etc.
- Traditional marketing:** Marketing with newspaper ads, posters/flyers, mailers, and telephone books is often very expensive for little return. Use these methods with caution or avoid them completely.

