

Halethorpe Zumba Marketing Plan

Target Audience(s)

- People who already do fitness
 - Other Zumba classes
 - Yoga studios
 - (Other fitness ideas?)
 - Gym members
 - Healthy restaurants near gyms?
 - The gym itself if there's a community board?
 - Fitness/dance hashtags on social media
- People who live nearby
 - Coffee shop poster boards?
 - Community center boards?
 - Local churches (offer discount to congregation members)
 - Local area hashtags on social media / tagging partner businesses in posts

Themes

- Fun!
- Health / Fitness
- Convenient / Easy
- For The Community / wholesome
- Sexy / Attractive? (not my favorite, but many ppl do want this)

AIDA Funnel

Awareness

- In-Person
 - Posters in coffeeshops, community centers, gyms, churches, local businesses
 - Announcements at community events (churches?)
- Online
 - Seeing it online (what would they search? How do we show up there?)

- Social Media
- Events listing websites
- Content Marketing
 - Sharing full videos online
 - Types
 - Zumba at home playlists, songs we love to dance to
 - our new choreo videos online
 - Short video clips of dance moves to popular songs
 - people love these anyway!
 - Link to our Meetup
- Referrals
 - asking attendees to invite friends (with “first time is \$5”)
- Cross-marketing
 - Asking other Zumba instructors to cross-promote

Interest

- Take card with URL -> Sign up on Meetup
- QR Code -> Sign up on Meetup

Decision

- They get an email about a certain week's event
 - Meetup's algorithm nudging people is pretty good
 - Content nudges to our mailing list members?
 - Sharing videos: Try this at home!
 - Fun highlight: Video of last time being fun
 - Health / Fitness highlight: cardio easier over time quote?
 - Easy: Visualize how to get there, and what it'll look like

Action

- Making sure they can find us / clear google maps pin and signage etc
- Have people sign-in (maybe riffing on [this sign-in sheet](#)), asking where they first heard about us

Online Marketing / Search Engine Optimization (SEO)

Terms:

- Dance styles
 - Salsa, merengue, cumbia, reggeaton
 - Hip hop, jazz
- Latin american countries
 - [Name the places each dance is from]
- Music styles
 - Latin music
 - Pop
 - Hip hop
 - Some specific artists / songs we do
- Fitness terms
 - Cardio, aerobic, fitness
 - Heart rate
 - Step counter / steps
- Named dance fitness “similar to”
 - Zumba, “similar to Les Mills Body __ style”
 - “Similar to line dancing”
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Cross-Marketing

- Attend other Zumba instructor classes to get to know them (as a new instructor / guest)
 - Ask them if they need subs
 - Ask them if they can sub for us
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Goals (Conversion Numbers)

Not that we have to measure these – but it’s what we *would* measure to get us on the same page.

- First Time Members / Direct Recruiting
 - Number of posters up / number of locations
 - Number of cards taken or tear-offs taken if/when we check on them?
 - Number of people joining Meetup
 - Number of people RSVPing to events
 - Number of people attending events
- Active Members / Word of Mouth Recruiting
 - Number of people who return for a second class (repeat attendees)
 - Number of people who come 50%+ of the time ("regular" attendees)
 - Number of people who bring a friend ("advocate" attendees)

Pricing

- Past class was \$10 drop-in, or \$8/class for a pre-paid 4-pack
- Base cost
 - \$10/class drop-in
- First Timers
 - First class discount, down to \$5
- Recurring Attendees
 - Package discount, \$8/class?
- Referrals
 - Bring a friend to their first time -> you both pay \$5 for that class

Location

- Community Centers
 - Halethorpe Community Center
 - Their website had pretty good SEO when we were looking!
 - Probably affordable for us
 - Community vibes
 - Local Churches
 - The 2 near us
 - Arbutus Firehouse community center
- Other Businesses
 - Casey's Bikram Yoga Studio offered to host
- Outdoors, when it's nicer out (people love outdoor Zumba!)

- Halethorpe Community Center (it has an indoor bathroom, too! And indoors as a fall-back)
- In that UMBC field at the end of our block? (but, no public bathroom)