



WELCOME!



# Promoting Your Music Teaching Business

Low or No Cost Marketing & Social Media Strategies to Attract and Retain Students



## WELCOME!

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- Aida Liang: Marketing Services Manager
- Veronica Kos: Social Media Manager

## AGENDA

1. Perform a Situation Analysis (What)
2. Define Your Audience (Who)
3. Set Your Marketing Goals (When/Where/Why)
4. Develop Your Marketing Strategy & Tactics (How)
5. Set a Budget
6. Execute Your Strategy
7. Measure Your Results
8. Q & A

## 1. PERFORM A SITUATIONAL ANALYSIS (WHAT)

- Where is your teaching business at now?
- What is your Mission : Why do you teach?
- What is your Vision : What does your ideal teaching business look like?
- What are your Values : What is the importance of learning music?
- What is your Philosophy : How do you teach?
- What is your UTP (Unique Teaching Proposition)
  - Define your teaching credentials and range of lessons you provide and how the benefits you provide set you apart from other teachers.

## 2. DEFINE YOUR AUDIENCE (WHO)

- Who are your ideal students?
  - What demographic?
  - What level?
  - What style?
  - What level of commitment?
- Who are your ideal parents?

### 3. SET MARKETING GOALS (WHEN/WHERE/WHY)

- Where do you want your teaching business to be and by when?
- "Begin with the end in mind" "Be careful what you wish for?"
- Set S.M.A.R.T.E.R. Goals for Your Business
  - Number of ideal students per week
  - Hours of teaching per week
  - \$ of income per month
- WHEN: do you want to teach / do your students want to learn?
- WHERE: do you want to teach / do your students want to learn?
- WHY: do you want to teach / do your students want to learn?

### SETTING S.M.A.R.T.E.R. GOALS

- Specific
- Measurable
- Attainable
- Relevant
- Time Sensitive
- Evaluated
- Rewarded/Revisited

## STRATEGIES FOR GROWTH

1. Increase your number of students
2. Increase your tuition
  - \$/Hour
  - More students per lesson (semi-private or group)
3. Increase your tuition per student
  - Longer lessons
  - More lessons per week

## EXAMPLE MARKETING GOALS

I will teach 30 students per week by the end of December 2018.

I will teach 20 hours per week by the end of December 2018.

I will generate \$4,000 in teaching income per month by the end of December 2018.

## 4. MARKETING STRATEGIES & TACTICS (HOW)

- When should you promote?
  - Ongoing promotion
  - Seasonal promotion: Back to school, January, End of School Year, Summer
- Where should you promote?
  - WOMA, Website, Email, Search, Directories, Social Media
- What message you should promote?
  - Promote your UTP to attract your ideal students & parents

## 4. MARKETING STRATEGY & TACTICS (HOW)

1. W.O.M. Referrals
2. Website
3. Email
4. Search
5. Directories/Classifieds
6. Social Media
7. Recruitment Events

## Word of Mouth Referrals

Word of mouth advertising is your most important marketing tool. Most parents looking for a teacher will usually ask other parents for a teacher referral.

- Ask your best students/parents for referrals
- Provide incentives to existing students/parents (i.e. Free lesson for every referral)
- Bring a friend lesson
- Recitals/masterclasses/workshops
- Tom Lee Music Teacher Partnership Program Referrals. Please contact one of our piano product managers to find out about all of the teacher benefits including recital space, book discounts and student referrals.

## Website

- Register a Domain Name [www.yourteachingbusiness.ca](http://www.yourteachingbusiness.ca)
  - <http://cira.ca>
- Develop a website
  - <http://Wix.com>
  - <http://Wordpress.com>
  - <http://Weebly.com>
- Upload content
- Search Engine Optimization (SEO) using keywords
- Ongoing maintenance

## Essential Website Design Elements

- About
  - Mission, vision, values, philosophy, UTP, teacher and studio photos
  - Awards & testimonials
- Lesson Information
  - Styles, ages/levels, length, cost, online registration
- Student & Parent Information
  - Calendar, recitals, festivals, music tips, resources, student login
- News & Events
  - Past and upcoming events and activities
- Contact information (Address, phone, contact form, social media links)
- Lesson inquiry form (An online inquiry form is highly advised vs. e-mail)

## Online Registration Software

- <http://mymusicstaff.com> (from \$12.95/Month)
- <http://musicteachershelper.com> (from \$11.66/Month)
- <http://jackrabbitmusic.com> (from \$45/Month)



## Search

- Search Engine Optimization (SEO) using keywords and key phrases throughout your website.

i.e. Vancouver music teacher, Vancouver music lessons, mount pleasant adult piano lessons, Kitsilano classical piano lessons, Yaletown jazz saxophone lessons,

### Pay Per Click Advertising

- [Http://Adwords.google.com](http://Adwords.google.com)
- [Facebook Business Ads](#)
- [Kijiji Sponsored Ads](#)

## Email Marketing

- Email is the most cost effective way and efficient way of communicating to your parents and students.
- [Gmail.com](#) (FREE)
- [mailchimp.com](#) (FREE)
- Weekly communication to individual students/parents
- Monthly newsletter to all students/parents

## Classifieds/Directories

There are many FREE online classifieds and directories that can be used to promote your teaching business.

- [BCRMTA.org](http://BCRMTA.org) (Free with Membership)
- [Royal Conservatory of Music Teacher Listing](http://RoyalConservatoryofMusicTeacherListing) (Free with Membership)
- [Vancouver.Craigslist.Org](http://Vancouver.Craigslist.Org) (FREE)
- [Kijiji.ca](http://Kijiji.ca) (Free and Paid)

## Social Media Channels

- <http://Facebook.com> (FREE)
  - Facebook business page Enhanced website with additional content (FREE)
  - Facebook targeted PPC ads (Inexpensive)
- <http://Twitter.com> (FREE)
  - Share 280 character stories, photos, videos
- <http://Instagram.com> (FREE)
  - Share photos & videos
- <Http://youtube.com> (FREE)
  - Host and share videos
- Wechat (FREE)
  - Asia's most popular social network

## Social Media

- Why use social?
  - Direct and personal way to connect to larger audience
  - Increase your visibility
  - Build relationships with customers/clients
- Define your objectives (as previously mentioned, apply this to social as well)
  - What are you trying to achieve? More students? Connect with other instructors?
- What is your brand? (Essentially your image online. Maybe you only instruct disciplined high level students. Maybe you instruct beginners of all ages)
  - Use the social media platform(s) best suited for your online image. Do you want to share a lot of images and behind the scenes, or do you wish to share links and promote events? Maybe you're most interested in building conversations. Different social media platforms will be better for you depending on your goals.

## Facebook

- Useful in answering questions, promoting events, sharing links
- Make a professional public Facebook page. You need a personal account to create one, but your personal information will not be shared.
- Facebook rewards posts with lots of interaction.
  - The more people like, comment and share your posts the more they, along with their friends, will see your content in the future.
  - This can also be useful as an online "word of mouth" marketing technique. (e.g. a parent comments on your post, their friend sees it, notice it's a piano instructors post, and ask "I saw your daughter is taking lessons, who is her teacher?")
- Consider boosting posts.
  - \$5-\$20 is a good budget.
  - Use images without text, as Facebook won't boost heavy text images. The rule is 80% image 20% text. If you have a few words it should work, but try to avoid.
  - Select location and interests when boosting, to better reach the audience you want.

## Twitter

Best for creating conversations, sharing thoughts and information, promoting events

- Take advantage of current events (trending topics) and if they can relate back to your business. Do this by getting involved in the current conversation e.g. “It’s Vancouver Jazz Fest! Have you ever wanted to learn to play the greatest jazz songs on a piano? I have introductory lessons available next week...”
- Twitter also rewards posts with lots of interaction, encourage engagement by asking questions.

## Instagram

All visual, as the platform consists of only images. Great if you’re a visual brand, and want to share more of the “behind the scenes” of your lessons.

- Give parents/potential clients an idea of what your lessons look like with photos or short videos.
- If you have your own studio space, share images of this online for parents to see where their students could potentially be learning as they search for information on your services.
- Interact with students and parents by sharing photos of them on your page (always ask permission)
- Instagram posts can also be automatically posted to your facebook page if you wish.

## Recruitment Events

Any event where you can meet new potential parents/students should be used as recruitment opportunity.

- Free Introductory / Trial Lesson (Determines teacher/student fit)
- Open House
- Masterclasses
- Recitals
- Community Performances

## 5. SET A MARKETING BUDGET

- % of teaching revenue
- Fixed amount per week/month
- Total amount per year
- \$25 - \$100 per month / 3 – 5% of annual revenue

## 6. EXECUTE YOUR STRATEGY

- Get help from a friend, relative or student
- D.I.Y. using online resources; google, youtube
- Learn from other teachers / music schools

## 7. MEASURE YOUR RESULTS

- Refer to your S.M.A.R.T.E.R. goals regularly
- Refine your marketing plan regularly to achieve your goals

## Music Teaching Marketing Examples

- <http://harmoni-music-school.ca> (Calgary)
- <https://www.chinook-school-of-music.com> (Calgary)
- <http://www.ryanluchuckvoice.com> (Toronto)
- <https://www.heritage-music-academy.ca> (Markham)
- <http://ottawa-piano-teacher.ca> (Ottawa)
- <http://www.kanatamusicacademy.com> (Ottawa)

## Q&A

Please let me know if there is anything we can do to help and support you or your students or parents.

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## Tom Lee Music Teacher Partnership Program

Tom Lee Music offers a comprehensive teacher partnership program to help you grow your business and help us to provide the most appropriate instrument for your student. The program benefits include;

- Teacher platinum card for 25% off print music
- Special teacher pricing and financing on any instruments purchased for teaching.
- Use of our performance space for recitals, masterclasses and workshops
- Ongoing teacher professional development workshops
- Student referrals
- Professional remuneration for student instrument purchases

*Please contact one of our music specialist to find out more about this program*



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THANK YOU!

