

Studio Marketing Checklist

- Develop a Brand:** Tell your story and communicate it accurately
- Design Materials:** Use consistent imagery that reflects your brand
 - Canva.com** – free, easy, great templates
 - Designcrowd.com** – easy way to hire a professional
 - Vistaprint.com** – great templates for signs, business cards, and merchandise
 - www.pixabay.com** (free stock photography)
 - www.depositphotos.com** (paid stock photography)
 - www.shutterstock.com** (paid stock photography)
- Create Print Materials** such as business cards and brochures
- Location:** If possible, choose a location that is near major highways, schools, and shopping. Use demographical statistics from **census.gov** to understand your community.
- Target Audience:** Based on the demographics of your location, who are you trying to attract? Target marketing to them.
- Network** with local teachers, chamber of commerce, social and entrepreneur groups, music conference attendees, etc. Or set up a booth at a targeted event.
- 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. You will want:
 - Choose platform: Wix (what we use), Weebly, WordPress
 - Choose domain name (short, descriptive, and easy to remember e.g. edmondpiano.com)
 - Photos and Video (business sites with good site media attract more customers)
 - Include Student Testimonials
 - SEO Search Engine Optimization (Google SEO Guide will help)
 - Mobile Optimized (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:

<input type="checkbox"/> Google My Business	<input type="checkbox"/> Yelp
<input type="checkbox"/> Bing	<input type="checkbox"/> YP.com
<input type="checkbox"/> Yahoo Business	<input type="checkbox"/> Better Business Bureau
<input type="checkbox"/> Thumbtack	<input type="checkbox"/> MTNA.org (find a teacher)

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- YouTube:** create videos of you or your students playing (use media release form for permission) and link to your website and social media.
- Social Media:** Setup social media pages on Facebook, Twitter, and Instagram 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 or any social media) when student families are complimentary about your teaching, recitals, etc.
- School Chat Forums:** Great place to connect with parents who are looking for music lessons for their child.
- Next Door:** 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 setup as cost per click and you can set any maximum monthly budget.
- 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 completely.

