



"Beyond the  
Dance Floor"

## Marketing Square Dancing

United Square Dancers of America

October 15, 2022

► Presented by Jack Pladdys

# "Beyond the Dance Floor" Marketing Square Dancing

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## International Association of Square Dance Callers

We are an international organization of square dance callers. Our mission statement is *"To foster the art of square dance calling, and improve caller skills"*. We fulfill this mission by providing guidance and education, certifying caller coaches, maintaining standardized lists of calls and definitions, and generally promoting the square dance activity.

[www.callerlab.org](http://www.callerlab.org)



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## KnowledgeBase

You can access the KnowledgeBase at <https://knowledge.callerlab.org>.

(NOTE: If you have bookmarked the older <http://callerlabknowledge.org> URL, please change it as it is now obsolete. It will stop working later this year.)

The KnowledgeBase collects information useful to Modern Western Square Dance leaders and callers. If you're trying to recruit new dancers, train callers, or promote MWSD in general, you will find valuable information here. This collection of several hundred articles contains information from CALLERLAB and a wide variety of other sources. Some articles are self-contained, but most are descriptions and links to other resources. Each article represents something that somebody thought was valuable enough to share. While CALLERLAB is providing a place to collect this material, inclusion does not imply approval, endorsement, or promotion by CALLERLAB.

To find information in the KnowledgeBase, you can browse using categories and tags, or use full-text searching for specific words.

If you have questions or suggestions for content please send an email to [barry@clasper.ca](mailto:barry@clasper.ca), or contact the CALLERLAB Home Office.



CALLERLAB KnowledgeBase

Sharing ideas and experiences for the betterment of Square Dancing

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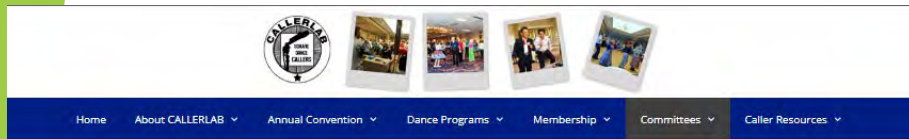
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# "Beyond the Dance Floor" Marketing Square Dancing



## Marketing

**PROMOTIONAL VIDEOS**

Available for you and your club to promote square dancing.

Perfect to include on a square dance website or share on social media.

High quality professional videos by Select Advertising. "The most realistic, most professional looking and best looking you can get!" We're proud that they're not just a marketing company, they're a dance club.

Available now at [www.callerlab.org](http://www.callerlab.org) and on the CALLERLAB YouTube Channel

**PROMOTIONAL WEBSITE COMING SOON!**

[WWW.LIVELIVELYSQUAREDANCE.COM](http://WWW.LIVELIVELYSQUAREDANCE.COM)

This site will focus on marketing our activity to the non-dancing public with high quality videos & pictures. It will feature an interactive Google style map where folks can search for contact information for any area in the U.S. and Canada and eventually worldwide.



Click Here to Download a Free Copy of the Marketing Manual

## Marketing Manual

The goal of this document is to provide callers, dancers and dance organizations with the education and create solutions to the existing challenges our activity faces.

## More Marketing Resources

- [Marketing Manual](#)
- [Marketing Manual Japanese Translation](#)
- [Marketing slide presentation CALLERLABPowerPoint.pdf](#)
- [Winning Ways booklet with various articles Winning Ways Book \(15-05-12\)](#)
- [Marketing expert, Patrick Schwerdtfeger presented a Marketing workshop at the 41st CALLERLAB Convention in Reno, NV. You can see the video of this presentation at: <https://www.youtube.com/watch?v=MRE93Pfv5VQ>](#)
- [Patrick Schwerdtfeger provided a Keynote Speech at the 41st CALLERLAB Convention in Reno, NV. You can see the video of this presentation at: <https://www.youtube.com/watch?v=wPr-f7Hn4lg>](#)
- [The Square Dance Song by Anna Jois \[https://www.youtube.com/watch?v=NwS2n\\\_kYiUs&feature=youtu.be\]\(https://www.youtube.com/watch?v=NwS2n\_kYiUs&feature=youtu.be\)](#)
- [Modern Pattern Dance by Shawn Brown <https://www.youtube.com/watch?v=L589rRyFT6I>](#)
- [PNTSDF Teen Square Dance Competition - 2014 <https://www.youtube.com/watch?v=6SMZpPTGIKc>](#)

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"Beyond the Dance Floor" Marketing Square Dancing

# The Frontier Experience

► Presented by Jack Pladdys



# "Beyond the Dance Floor" Marketing Square Dancing

- ▶ Many think it's inevitable that square dancing is destined to die. I've been hearing the phrase "*It will not last 5 more years*" for about the past 20 years.
- ▶ Ask the members of The Frontier Squares in Loveland, Ohio what they think about the decline. They'll offer a different opinion.
- ▶ We used an external and internal marketing strategy
- ▶ By employing a well thought out Marketing and Advertising strategy, we've been able to achieve awesome results over the past four years (Three years pre-Covid and this year.)

**Just the facts, mam.  
Just the facts.**



# "Beyond the Dance Floor" Marketing Square Dancing

## The Facts / Results

Collectively.....

- 300+ phone calls were recorded during the advertisement phase.
- 245 new visitors attended the first three weeks of new dancer nights.
- A second phase of advertising was focused on past members who faded away from dancing.
- By the 12<sup>th</sup> week, we retained 117 new dancers and 18 "retreads" in attendance.
- We have a member attendance of over 50 each week.
- Graduations netted 114 new club members with a 90% retention as active club members after two years.



# "Beyond the Dance Floor" Marketing Square Dancing

## **Our External Marketing Strategy – What Get's Them Here**

In 2015 we spent \$500 on advertising.

- Purchased 100 re-usable yard signs for \$300
- \$200 went to advertising and printing expenses.
- Calls to former members
- Business cards placed doctor offices, laundry mats, grocery stores, fitness centers, etc.
- FREE Chili Supper on first night
- Flyers – including tear-offs; local paper ads, etc.

# "Beyond the Dance Floor" Marketing Square Dancing

The most effective technique by far was the method we used to display Yard Signs.

The signs were bright yellow with black lettering that simply read:



Of the 117 dancers we've developed since 2016, over 75% made initial contact from the signs.

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## Sign Strategy....

Map out a plan of the clubs neighboring communities within a 15 mile radius of where you dance.

Identify strategic locations. The best is heavy traffic intersections where drivers stop for a traffic signal or stop sign.

Start placing signs about 8 weeks prior to the Chili Supper date.

Working in groups of two, signs were placed in the designated locations on Friday afternoon/evening and retrieved on Sunday evening. Municipalities and townships are far less likely to confiscate signs on the weekend.

Make it fun for your workers. Have breakfast or lunch together.

We lost over 50% of our signs (as expected) over the course of the advertising campaign - a small price to pay considering the results.



# "Beyond the Dance Floor" Marketing Square Dancing

The initial call is very important.....

- Chit chat a little. Make the prospect feel welcome. Have a short script.
- Gather contact and marketing information in order to determine which marketing strategy is most effective.
  1. Email, home address, phone #, etc.
  2. How did they hear about our group?
  3. Where did they see the sign, business card, or flyer?
- We emailed two reminders and an invitation to a FREE Chili Supper (the first night of class) to those who had given us contact information.

# "Beyond the Dance Floor" Marketing Square Dancing

## Our Internal Marketing Strategy – What Keeps Them Coming

- **Vision**
  - Our club mission is to “*Foster the art of square dancing and improve dancers’ skills, with a strong focus on promoting and expanding square dancing within the community.*”
- **Dancer Leadership and Organization play a critical role**
  - Group decisions (consensus) – Periodic board meetings consisting of officers and committee chairs. All club members are welcome to attend.
  - “Open-Minded” board willing to try something new and work as a team
  - Willing to support, share, and help other clubs and organizations with our experiences.

# "Beyond the Dance Floor" Marketing Square Dancing

## Our Internal Marketing Strategy – What Keeps Them Coming

- ***Friendliness*** - Our visitors feel **WELCOME!**
  - Our **BIGGEST** asset
- ***Caller Leadership*** – Jack Pladdys
  - The “Closer”
  - Provides direction, experience, and professionalism.
  - Always striving to make class night fun and energetic – dancers feel like they are attending a dance!



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Thank You - Jack Pladdys