

FINAL CAPSTONE  
REPORT

# MS. LISA'S DANCE

AUGUST 2021

# TABLE OF CONTENTS

**EXECUTIVE SUMMARY- PG. 3**

---

**RESEARCH - PG. 4-10**

---

**COMPETITOR ANALYSIS - PG.  
11-13**

---

**SITUATION ANALYSIS/SWOT -  
PG. 14-15**

---

**GOALS AND OBJECTIVES - PG.  
16**

---

**AUDIENCE RESEARCH - PG. 17-  
19**

---

**STRATEGY - PG. 20-23**

---

**BUDGET & EVALUTION - PG. 24-  
25**

---

**CONTENT CALENDAR - PG. 26-  
31**

---

**DELIVERABLES - PG. 32-37**

---

**REFERENCES - PG. 38-39**

---

**APPENDICES - PG. 40**

---

# EXECUTIVE SUMMARY



Ms. Lisa's Dance opened in 2000 and is owned and operated by Lisa Schmiedeke. The client offers a variety of dance classes starting at ages 10 months all the way to adult. Ms. Lisa's Dance has struggled with optimizing her social media opportunities and using them to grow her business. The client struggles using various platforms, like Instagram, to attract older students, which is the clients overall goal. The client also struggles with creating consistent content, engaging with followers, and using connections to increase student enrollment.

The objectives for this plan include gaining more followers, increasing engagement rates, recruiting more older students, and ultimately having a social media presence that can translate into success for the business. Introducing a specific target audience for the client's social media platforms will assist in successfully achieving the objectives of this plan.

Ms. Lisa's Dance currently utilizes two social media platforms, Facebook and Instagram. The client is both a recreational and competitive studio with approximately 750 students. They attended 4-5 regional competitions a year and 1 national competition during the summer. Students are offered a variety of classes including tap, jazz, ballet, lyrical, acrobatics, hip-hop, and more.

Ms. Lisa's Dance has had plenty of success since the doors opened, but the client is not taking advantage of the benefits that can arise from implementing a strategic social media plan. Enhancing the client's marketing strategies through her social media platforms will positively impact her future business and improve communication with her current customers.

# RESEARCH-

## INSTAGRAM CONTENT AUDIT

513 FOLLOWERS

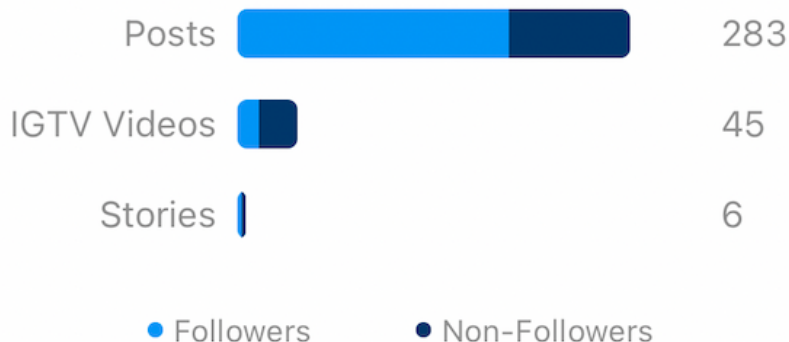
Evaluating content activity from June 1st-June 30th.  
Showing 1 month due to Instagram restrictions.

- **Follower Growth - 13 new followers**
- **Profile Visits - 191 (down 66.5% from last month)**
- **Post Interactions - 49 (down 91.7% from last month)**
- **Content Interactions - 73**
- **Current Audience Gender - 89.8% female (via Instagram Insights)**

Figure 1 - Instagram Content Type Insights

### Content Type

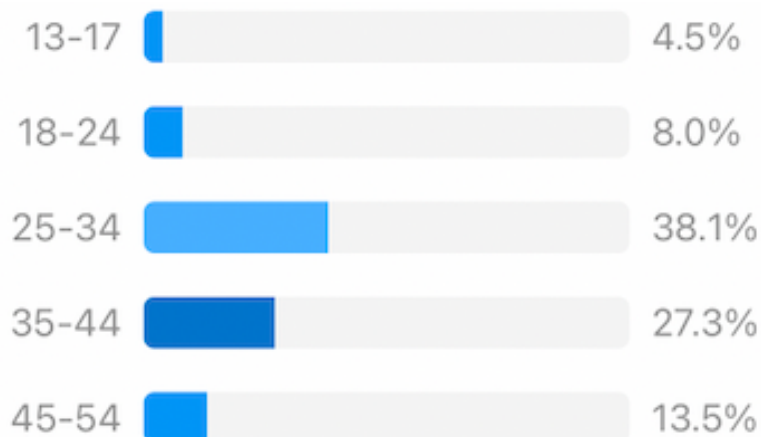
Based on reach



## CONTENT PERFORMANCE

Fig. 1. Chart shows us how many people, including followers and non followers, the client is reaching through Instagram posts, Instagram stories, and IGTV videos. This insight shows that currently the client is performing the highest with her posts.

Figure 2- Instagram Age Range Insights



## AGE RANGE REACH

Fig. 2. Chart shows us the client's audience broken down by age range. This insight shows that Ms. Lisa's most popular target audience is within the 25-34 age range with a percentage of 38.1% of her audience.



# RESEARCH-

## FACEBOOK CONTENT AUDIT

2,404 FOLLOWERS

Evaluating content activity from June 11st-July 9th.  
Showing 1 month to compare with Instagram statistics.

- **Post Reach - 832**
- **Page Visits - 6,414**
- **Post Engagement - 774 (down 67% from last month)**
- **Reactions - 81 (down 71% from last month)**
- **Comments/Shares - 5 comments, 0 shares**

Figure 1 - Age and Gender Insights

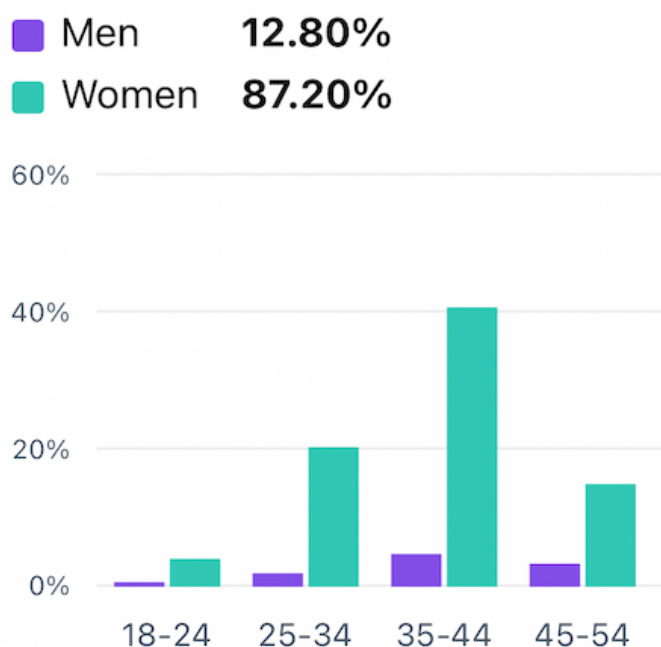


Figure 2- Location Insights for Ms. Lisa's Dance

|                     |    |
|---------------------|----|
| Tampa, FL           | 68 |
| Egypt Lake-Leto, FL | 5  |
| Citrus Park, FL     | 4  |

## AGE AND GENDER INSIGHTS

Fg. 1. Chart shows us the age and gender audience insights from Facebook. The most popular demographic is women ages 35-44. This tells us the client needs to improve the other age ranges if she wants to attract all students from 10 mos-Adult.

## LOCATION REACH

Fg. 2. Chart shows us the client's audience based on location. The client can assume that most of the audience that views her content is located in Tampa, FL. This insight tells us we want to target followers who live in this area.

## INSTAGRAM SUMMARY

- Captions – no keywords used, needs informative captions, not taking advantage of trending words or hashtags
- Content - personal content based around students performs better vs. posts not related to students (i.e. pictures of dog treats)
- Target Audience - directed more towards little kids and camps
- Interaction – little to no interaction, more call to actions needed
- Post organization – too many posts in 1 day instead of spreading out photos from one event, needs to follow a schedule, doesn't use multiple platform feature; posts on each platform differ
- Types of content – photos and videos of babies, toddlers, minimal older kid content
- Utilization of features – not utilizing stories, highlights, polls, reels

Takeaways from @mslisasdancetampa



Instagram Caption Example

## FACEBOOK SUMMARY

- Captions – no keywords used, needs informative captions, not taking advantage of trending words or hashtags
- Content - Informative and personable content performs the best, quotes and photos without dancers perform the worst
- Target Audience - more family directed, lots of tiny tutu posts
- Interaction – little to no interaction, more call to actions needed, response to comments is needed
- Post organization – too many posts in one day from same event, random posts, needs timely and organized schedule
- Types of content – photos of babies, toddlers, families, Ms. Lisa's Dance commercial
- Utilization of features – not utilizing stories, highlights, polls, needs more shareable posts

Takeaways from @mslisasdancestudio



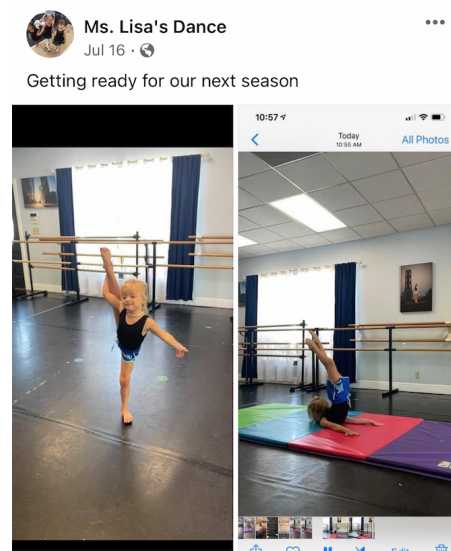
Facebook Caption Example

# BRAND VOICE

The brand voice for Ms. Lisa's Dance is positive, loving, and happy, but needs work on projecting a strong business presence. The posts are encouraging, include lots of heart emojis, and show kids having fun and working hard in the studio. The voice on Facebook tends to be more professional and informative and directed to families while the voice on Instagram tends to be more playful and less planned. Below are examples of the client's posts on Instagram and Facebook.



*Instagram Tone Example*



*Facebook Tone Example*

# TONE

The tone is motivating and aims to be attractive and welcoming with happy and exciting posts. There is a need for more engaging posts that contain relevant information. The client needs more of an informative voice and tone to effectively reach the desired target audience. The tone on Instagram is less organized and doesn't have a sense of purpose. The voice is inconsistent on both Instagram and Facebook.

# INDUSTRY ANALYSIS

There are many dance studios in the Tampa Bay area as well as the surrounding areas. Having an acrobatics program is very enticing to students and parents due to the fact that many kids are interested in that type of program. Yelp.com has a list of top 10 acrobatics just in Tampa Bay alone, which is unusual for that many acrobatic studios to be in one place. (Yelp, 2021.) Most studios hold classes for ages 3-18, but something Ms. Lisa's Dance has that most studios don't have is her ability to teach babies starting at just 10 months old. She holds a lot of "Mommy and Me" classes which bring in a lot of prospective clients for her (Marzani, 2016.)

Everyone has their niche here in the Tampa Bay dance community that they use to market their studio. For example, DanceBox Studio, located on MacDill, holds many adult classes and markets them very well on social media. Due to its popularity, it is suggested you book your spot in advance, so that your spot is secured. (Dancebox, 2021.) Another example is New Level Dance Company, which has an aerial arts program that they are very well known for (Yelp, 2021.) Other niches include strictly ballet studios, hip hop studios, salsa/flamenco studios, and more.

Many current popular dance trends include the use of specific moves like "the woah," or specific dances like "renegade." Following and involving your business in these specific trends can be helpful for the client and draw attention to her studio. Especially with the impact of COVID-19 and studios being closed, it is important to stay connected with your audience.

The Dance Industry found that in 2020 the revenue loss for New York City dance organizations was nearly \$24 million. Only 8% of dance organizations in the US have insurance that can help offset the pandemic losses (The Dance Industry, 2021.) Although there were a lot of closures, the world of virtual and pre-recorded classes was introduced. If the client could improve on marketing these types of classes on social media, her profits would improve.

The challenging part of this process is keeping those customers as they grow older and turning them into competitive talented dancers. As kids grow up and see the variety of options for studios, they want to go to the "best" one. For this capstone I plan on using social media to market to specific demographics so the client can show off why they are the best.

Dance Academy USA states, there are also many enrichment benefits that can come from enrolling your child in dance class. These benefits include improved classroom performance, self-esteem, physical wellness promotion, and social well being. (Dance Academy USA, 2018.)

# PRIMARY RESEARCH

For the primary research that was conducted for this plan, both current dance studio owners and a group of dance moms were interviewed. The main research objective for the dance mom interviews was to get a glimpse into why these parents decided to enroll their children in Ms. Lisa's Dance in the first place. There were 8 participants in these interviews and they were asked a series of questions about what they liked about Ms. Lisa's Dance, and what they wished to see more of on social media. The interview audience included dance moms that fell into the age range of 40-55. They all are moms of female students that attend Ms. Lisa's Dance and their children's ages range from 12-18.

A key takeaway from these interviews was that Ms. Lisa's Dance is located in a convenient and central location. Many interviewees stated that they lived nearby or were in close proximity to a school their children attended. Another key takeaway was that word of mouth is extremely important. Many moms said they signed their children up because they heard from a friend that it was a great studio for little kids. A relevant quote from the interviews was, "I could enroll my daughter at the age of 2 and no other studios around the area offered that."

A third takeaway was that Ms. Lisa's teachers also have a great reputation as being personable, motivating, and helpful. Parents are looking for role models for their kids at that age and Ms. Lisa's teachers are great examples of that, according to this survey. On the negative side, there is definitely a feeling associated with Ms. Lisa's social media accounts that they could be improved and utilized better. Many moms said that they wished to see more informative content in the posts so they could stay up to date.

There were also many insights that were gained from two studio owner interviews. The owners are located in Lansing, NY, and St. Pete, FL and specialize in tap, jazz, ballet, hip-hop, and acrobatics. The two owners were interviewed through google survey and were asked about their own social media strategy and how they retain and attract new followers. A relevant quote from one owner states, "posting high quality photos and videos, making sure my captions are clear and correct, and using hashtags is how I keep followers engaged." The other owner had a strategy of communicating with their followers and posting frequently to keep hold of their attention. These strategies could potentially attract more older dancers and bring their attention towards Ms. Lisa's Dance, which is ultimately the client's main goal.



# SOCIAL MEDIA LISTENING

Listening to the conversation around Ms. Lisa's Dance and the Tampa Bay Dance Community.

Social searchers results for:

"Tampa Dance Studios"

Mentions: 336

Users: 170

Sentiment: 4:1

## KEYWORDS

The main key words used include:

dance, tampa, studio, in tampa, dance studio, the best, this past week. Utilizing these specific words in the client captions can create more traction for posts.

## HASHTAGS & USERS

Popular hashtags that were found are

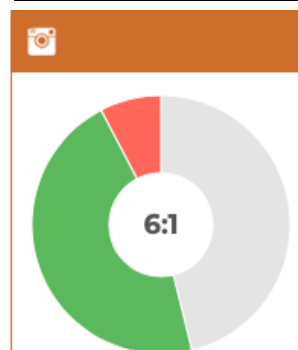
#tampa, #tampadance,

#tampadancestudios, #florida, #dancer.

Popular users include

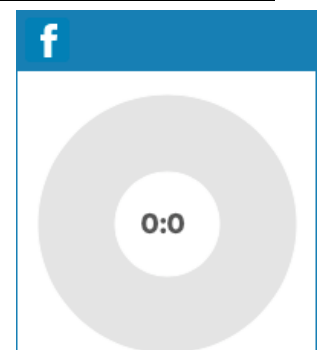
"karlanddimarconorth" "visit Florida" "vin solutions" and "iamlaayes"

## SENTIMENT



Sentiment for Instagram

46.2% positive, 7.7%  
negative



Sentiment for Facebook

100% neutral

# COMPETITIVE ANALYSIS-

## BRANDON SCHOOL OF DANCE ARTS

*Instagram - 1,063 posts, 2,752 followers*

*Facebook-1,610 likes*

- **Offering ballet, tap, jazz, contemporary, lyrical, hip-hop, flamenco, Acro**
- **Ages 18 mos-18 yrs**
- **Post Frequency - posts daily**
- **Appearance - colorful profile, younger and older kids, lots of pink**
- **Feature Use/Extras - comp highlights, saved stories, reels, lives**
- **Social Media Listening - 4:1 sentiment, family-friendly environment, beautiful facility, good location**

### WHY I CHOSE THIS COMPETITOR

---

This studio was chosen as a competitor because they are very popular in the Tampa/Brandon area. They have a lot of students and very talented teachers. They have two locations and win many competitions in the Tampa Bay region.

### INTERACTION/ENGAGEMENT

---

The average amount of likes this studio receives is in the 100-200 range. The calculated engagement rate is 7.26%. Although this engagement rate is high, they could improve with responding to comments.

### BEST PERFORMING CONTENT AND WHY

---

Their best performing content is their professional competition photographs. A reason why this content could be performing better is the quality of the photo, the skill level of the dancer, and the fact that the event they attended was big, and received lots of attention.

### LANGUAGE/HOW THEY'RE ENGAGING

---

The tone for their Instagram and Facebook is motivating and follows along with current trends. They use relevant captions along with appropriate emojis which makes them look appealing. They are using CTA language and are hash-tagging multiple words per post.

# COMPETITIVE ANALYSIS-

## NEW LEVEL DANCE COMPANY

*Instagram - 626 posts, 2,662 followers*

*Facebook-2,134 likes*

- **Offering ballet, tap, jazz, contemp, lyrical, hip-hop, improv, Acro, silks, Lyra**
- **Ages 18 mos-18 yrs**
- **Post Frequency - 1-2 times a week**
- **Appearance - color scheme aligns with studio colors, a lot of wording**
- **Feature Use/Extras - use FB to interact with community & support**
- **Social Media Listening - 4:1 sentiment, open registration, professional training, variety of classes**

### WHY I CHOSE THIS COMPETITOR

---

This studio was chosen as a competitor because of their competitive acrobatic and cirque training programs. They have a lot of highly qualified instructors and produce very successful and talented dancers. They also perform well and attend the same competitions as the client.

### INTERACTION/ENGAGEMENT

---

There are little to no comments on their Facebook or Instagram, but when there are comments, they do not respond. The average amount of likes they receive is in the 50-100 range. The calculated engagement rate is 3.75%.

### BEST PERFORMING CONTENT AND WHY

---

Their best performing content is their behind the scenes photos from competition and their acrobatics master classes. This could be because they draw a lot of attention to their competitions and bring in extremely talented acrobats to teach their workshops.

### LANGUAGE/HOW THEY'RE ENGAGING

---

Use of CTA language sometimes, but are very competition driven. They frequently promote their competition team and instructors. They include contact information in the posts so it is easily accessible to people that want it.



# COMPETITIVE ANALYSIS-

## DANCE EXTREME ACADEMY

*Instagram - 950 posts, 1,363 followers*

*Facebook-1,813 likes*

- **Offering ballet, tap, jazz, contemp, lyrical, hip-hop, mommy and me, modern**
- **Ages 18 mos-18 yrs**
- **Post Frequency - 2-3 times a week**
- **Appearance - red and white color scheme, very professional**
- **Feature Use/Extras - bio tells age and location, FB more family oriented**
- **Social Media Listening - 3:2 sentiment, good prices, qualified instructors**

### WHY I CHOSE THIS COMPETITOR

---

The studio was chosen as a competitor due to the fact that they are known for amazing dancers, a stunning building, and doing very well at competitions. They are also one of the largest studios in the Tampa Bay and surrounding areas.

### INTERACTION/ENGAGEMENT

---

The average amount of likes they receive is in the 50-100 range. The calculated engagement rate is 7.3%. They could improve with interaction with followers, but overall have plenty of call to action posts.

### BEST PERFORMING CONTENT AND WHY

---

Their best performing content is their master class promotion posts. A reason why this content could be performing better is that they offer the class to all dancers and instead of the instructor being a teacher at their studio, it is a guest choreographer that they bring in.

### LANGUAGE/HOW THEY'RE ENGAGING

---

They are very informative with their posts and often times have important additional information in the photo/video. They use CTA language almost every post and are more student-directed. All contact information is included in the post.

# SWOT ANALYSIS



**STRENGTHS** - plenty of content that shows what Ms. Lisa's Dance offers, location, options for classes, broad age ranges, unique offerings, talented dancers, great teachers

**WEAKNESSES** - lack of calls to action, needs strong informative captions that tell something about the content being posted, interaction with comments and followers, frequency of posting and being a part of the conversation, using current followers to reach potential clients, current captions lack wording and contain too many emojis

**OPPORTUNITIES** - utilizing polls, stories, IGTV, reels, FB/IG live, marketing interactions with other businesses/parents, student take-overs, partner with South Tampa Mom/School/FB group

**THREATS** - many dance studios in the Tampa area that offer highly competitive dance for ages 10 and up, many of the same programs offered at each studio, pricing of competitive dance is very high

# SITUATION ANALYSIS

- Follower growth – reaching new audiences using current followers
- Influencer report – finding followers with extended reach
- Volume of posts – daily posting, but not overloading
- Reach audience- expanding into new age categories where #'s are low
- Total engagement – boosting interaction, communicating on social media, creating call to action posts
- Engagement per follower – watching engagement that each post generated, growing from there

## *What is the next step for Ms. Lisa's Dance?*

This report tells us that Ms. Lisa's Dance needs to create more awareness on social media. Finding clients with connections to the community could be beneficial for the client and could also grow her audience reach and create relationships. Majid et al., (2019), Chwialkowska, (2019) and Pang et al., (2018), all stress the importance of relationships when it comes to social media marketing. Lisa and her team can differentiate themselves from the competition by interacting with customers online, posting shareable content, and expanding into new age categories that could grow the business. Utilizing features like reels, lives, polls, and highlights will also bring the client success because these features will increase the total engagement while starting a conversation. According to Melnik, 2020, staying on top of "ever-evolving" trends, tools, and features on social media is crucial (Melnik, 2020.) When building relationships on social media, a simple poll or getting someone's opinion could start a customer relationship and get them into the studio. Paying attention to who engages with what posts could lead to future opportunities and growth.

# GOALS AND OBJECTIVES



Current objectives: (Objectives met within first 3 months of plan)

- Increase followers: create awareness for Ms. Lisa's Dance
- Create content: Post entertaining and informative content on a daily basis
- Improve communication: Increase engagement rates by 5%
- Engage with followers: create content that sparks a conversation
- 2-3 new students a month for Ms. Lisa's Dance

Making dancers and parents more aware of Ms. Lisa's Dance is where to begin. The percentage growth this plan is proposing is to increase audience growth by 10% each month. Ensuring the client has a recognizable and informative business presence on social media is important for gaining new followers, but making sure the posts are entertaining and will elicit a response is critical. This is where creating content and improving communication comes in. Attracting potential clients and reeling them in with creative and intriguing content will result in new followers and increased engagement rates. In the end, the business needs to profit off of the plan's strategies and at some point see conversions.

# AUDIENCE RESEARCH

Ms. Lisa's demographics reports show that her largest audience is in the 25-34 age range. According to the client's Facebook insights that were drawn from the content audit, within that audience, 89.8% are female. With this proposal, the client wants to attract more older dancers, therefore the target audience is 13-17 year old females that reside in Tampa, FL.

Malvani & Way, 2019, discusses how 45% of teens report being online "almost constantly," and how they are frequently catching on to viral video challenges. Due to the rising popularity of Tik Tok, there has been an increase in the popularity of using existing moves and music, but adding something to make it your own. If the client could have a teacher or student spark a viral video that received lots of attention, this could ultimately start a viral dance trend and be credited to the client. If students at Ms. Lisa's Dance learned a short routine, and got their friends to post it on reels or instagram and tag @mslisasdancestudio, this would be a great way to attract new clients in the target audience age range.

After conducting a study with 55 interviews with teens discussing the social media platforms they use, Malvani & Way discover that status updates, walls, feeds, followers, and hashtags have become the norm. (Malvani & Way, 2019.) People, especially teens, are used to updating their profiles multiple times a day, which also means they are on social media multiple times a day. This gives the client more of a chance to reach the intended audience by using popular hashtags, keywords, or even just posting to their story.

After using word tracker and Google trends, there is a lot of traction when searching "tampa dance." Things that people are searching for the most are dance studios in Tampa, dance classes in Tampa, salsa dancing in Tampa, adult classes in Tampa, and hip hop classes in Tampa. Using these keywords and hashtags will bring awareness to the studio's profile and hopefully result in conversion.



# AUDIENCE RESEARCH

When it comes to media preferences for ages 13-17, Len-Rios et al., explore how the world suggests that the optimal way to interact with adolescents is through social media. The article goes into how marketers believe that maintaining relationships with youth can be very beneficial for your brand. (Len-Rios et al., 2016.) The most favorite platforms used by teens have been found to be YouTube (77%), Instagram (63%), and Facebook (50%) according to Statista (Statista, 2021.) The client can infer from these results that watching videos, and looking at visual content, is something they look for when using social media.

Maintaining long-term relationships with the customers is important because the client is looking to train dancers from age 3 to age 18. If you start to build a relationship when they start out on social media, you have a higher chance of keeping them as a client. Based on the evidence of the content audit, the types of social media users that are looking at Ms. Lisa's Dance can be assumed to be young moms looking for dance classes for their children. The client is looking to keep this group, but also shift in the direction of attracting older students for her studio. According to Yoo et al., 2020, there is content-oriented social media and user-oriented social media. Due to the fact that adolescents are so focused on social relationships, posting user oriented content would be most beneficial. (Yoo et al., 2020.)

To effectively attract the specific target audience, the benefits of dance need to be explored. According to the National Dance Education Organization, dance helps children mature physically, emotionally, socially, and cognitively. It can foster social encounter, interaction, and cooperation. This may be enticing to the client's target audience due to the fact that teens often desire to be a part of a social group. (NDEO, 2021.) Also, the development of social media in the target audience is important to look at. At this target age, gaining social acceptance is key. The Internal Communication Association states that receiving feedback and opportunities for self-presentation are two good examples of how being involved in dance videos on social media is beneficial to this age group. (ICA, 2017.)

# TARGET AUDIENCE



Ms. Lisa's Dance desired target audience for Instagram and Facebook platforms:

## DEMOGRAPHICS

---

The demographics for the target audience include females ages 13-17 and young moms that live in the Tampa Bay region. The rationale behind this is that Lisa is looking to attract more older dancers to build up her competition programs while keeping her most popular current audience engaged.

## PSYCHOGRAPHICS

---

Ms. Lisa's Dance is looking for students with an interest in dance/acrobatics, a strong work ethic and positive attitude, and motivation to enhance their dance training. She is also looking for moms who want to sign their child up for baby classes.

## BEHAVIORAL TARGETING

---

Ms. Lisa's Dance is looking for people who log onto social media platforms multiple times a week, spend time watching dance or acrobatic content, and who are available M-F nights after school or work.

# BUYER/AUDIENCE PERSONA (13-17)



This is Delilah. She is 14 years old and attends Plant High School in Tampa, FL. She is a freshman and has prior dance experience, but is looking to dance somewhere that is closer to her house and school. She loves jazz and hip-hop, but has never taken acrobatics before and thinks it would be something she would be really good at since she is super flexible. Delilah loves going on Instagram and watching @acrobaticarts videos because she thinks it looks so cool. She also likes to watch reels on Instagram because she is very passionate about dance and there is a lot of amazing content out there. She wants to audition for her high school dance team so she can meet new friends -

and continue doing what she loves, but she wants to get back in the studio first. On the way home from school one day she sees Ms. Lisa's Dance and asks her mom if she could try classes there. She immediately goes on Instagram and Facebook to check them out and see if they are any good. She also notices they have an acro and tumbling program. Her mom says the location is convenient, the business has good reviews, and the prices are in line with the dance studios in that area. The next day Delilah goes to school and starts telling her friend that she is so excited that her mom said yes to signing her up for classes at Ms. Lisa's. She starts following @mslisasdancetampa and can't wait to be a part of a studio again.



# BUYER/AUDIENCE PERSONA-MOM



This is Amy. She is 30 years old and just moved to Tampa Bay. She loves social media, playing with her daughter, and the beach. Amy is looking to sign her 10 month old daughter up for dance classes. As she looks on Google, she notices most studios in Tampa don't offer dance classes for her daughter's age. She hears from one of her new co-workers about Mommy and Me classes that are offered at Ms. Lisa's Dance. Amy instantly searches them on Facebook, and finds information on how to sign up. The Facebook page leads her to the website and she is pleased with the amount of options and times they have for these types of classes. She decides to try out a Tuesday, 10AM class with Ms. Lisa the next week.

Amy and her daughter enjoyed the Mommy and Me class so much. She feels her daughter will gain social skills, enhance her motor movement, and have so much fun dancing and playing games in the class with Ms. Lisa. During the class she takes lots of pictures and posts them on her Facebook tagging Ms. Lisa's Dance. All of her friends like and comment right away about how cute her daughter is. She signs up and pays monthly for Mommy and Me classes and will definitely be recommending Ms. Lisa's Dance to her new friends she makes in the following months. She also gives them a 5-star review on google. Amy had a great experience that benefited her family as well as the client.

## CHANNEL PURPOSE

The selected social media platforms that will be proposed to the client include Facebook and Instagram. After performing a content audit and conducting secondary research, these were identified as the main platforms people use for informative and entertaining content. Auxier & Anderson state that 76% of teens are on Instagram, with Facebook steadily declining (Auxier & Anderson, 2021.)

The rationale behind picking these two platforms is that Facebook can be used to target the student's parents. 69% of adults say they use Facebook as it remains to be one of the most dominant platforms for that age group (Auxier & Anderson, 2021.) By selecting these two platforms, the client will be able to reach both the most popular existing target audience, as well as the new target audience sought out with this plan.

## CHANNEL VALUE

The value that the client's followers will gain is high quality content that is not only informative and engaging, but also highly entertaining. To differentiate from the competition, the content produced for the client will elicit a response from the specific target audience. Followers will be able to build relationships with the client and feel that their input is valued.

Ashley & Tuten, 2018, go into detail about which content strategies work best and how they relate to consumer engagement. Some of their examples are fresh and frequent content and incentives for participation (Ashley & Tuten, 2018.) An incentive for participation that the client could use is, during the first week of classes, to post on instagram a video of a dancer doing a trick and tag @mslisasdancetampa. The trick with the most likes will receive a free Ms. Lisa's Dance t-shirt.

Chwialkowska conducted a study that revealed customer-centric content strategies are most effective at encouraging user responses (Chwialkowska, 2019.) Parents want to see their kids enjoying classes and learning new things. The story that will be communicated to followers is that the client is a professional dance studio that has many different programs where you can make new friends, receive high quality dance training, and create memories that last a lifetime.

# STRATEGIES AND TACTICS

- **Objective #1: Increase followers (each month increase audience growth by 10%)**
  - Strategy: use content that will create more traction and attract more followers
  - Tactic 1: tag #tampadance, #dancestudiosintampa, and #dancer to become part of popular trends and conversations
  - Tactic 2: ensure all details are listed in the post and have photos and videos of competitive dancers
- **Objective #2: Create content (increase posting rate by 50% within 3 months)**
  - Strategy: creating activity on a daily basis
  - Tactic 1: post daily on Instagram and Facebook
  - Tactic 2: utilize all features when posting (i.e use of reels, highlights, stories)
- **Objective #3: Improve communication (every month increase communication by 10%)**
  - Strategy: engage with followers more effectively
  - Tactic 1: designate an employee who will be responsible for managing social media communication
  - Tactic 2: respond to all reviews, comments, and direct messages within one hour
- **Objective #4: Engage with followers (each week increase engagement rate by 5%)**
  - Strategy: create content that will start a conversation with followers
  - Tactic 1: create posts that elicit a response (giveaways/contests)
  - Tactic 2: create CTA captions that drive followers to website (i.e click link in bio for more information, or call us at 813-253-5472)
- **Objective #5: 2-3 new students a month for Ms. Lisa's Dance**
  - Strategy: get as many potential clients as we can into the studio for a class
  - Tactic 1: hold master classes every 3 months that are open to the public
  - Tactic 2: make first class free so they are more enticed to try it out
- **Objective #6: Find out how people are discovering Ms. Lisa's Dance**
  - Strategy: Introduce a "How did you hear about us form"
  - Tactic 1: have clients fill out form when signing up for classes
  - Tactic 2: include many options in the form (i.e social media, word of mouth, website, other)



# BUDGET

The monthly budget for Ms. Lisa's Dance social media accounts has been set at \$175 per month. Client will pay employee \$25 per hour while running accounts.

## \$100.00

### **FB/INSTAGRAM ADS**

---

The client will spend approximately \$25 a week on promotional content on Facebook and Instagram. This includes boosting posts, promoting, etc. There will be approximately 2 promoted posts and pricing will be allocated equally.

## \$25.00

### **SM MANAGEMENT**

---

The client will use the social media management tool "Later," for optimizing efforts, driving results, and being able to manage multiple platforms from one place.

## \$50.00

### **GIVEAWAYS/PRIZES**

---

The client will hold giveaways and award prizes to followers that are tagging Ms. Lisa's Dance on Facebook and Instagram. This could include gift cards, \$ off tuition, etc.



# EVALUATION



Below is information on methods and Key Performance Indicators.

- **Objective #1: Increase followers**
  - Metric 1: measure response rates to new content
  - Metric 2: number of new followers each month
  - Metric 3: measure brand awareness across platforms
  - Metric 4: measure post reach
  - Metric 5: measure every mention Ms. Lisa's Dance receives
  - Method: Facebook and Instagram Analytics
- **Objective #2: Create Content**
  - Metric 1: number of content posts per month
  - Metric 2: post performance rates
  - Method: Facebook and Instagram Analytics
- **Objective #3: Improve communication**
  - Metric 1: follower response rate
  - Metric 2: monitor response times to follower communication
  - Method: Use Later platform to look at insights and engagements
- **Objective #4: Engage with followers**
  - Metric 1: measure likes, shares, and comments
  - Metric 2: track website visits
  - Metric 3: measure engagement rate
  - Metric 4: measure ratio of shares per post to # of overall followers
  - Metric 5: measure # of people who shared posts relative to # of unique views
  - Method: Use Later and insights to calculate results
- **Objective #5: 2-3 new students a month for Ms. Lisa's Dance**
  - Metric 1: measure attendance for master classes
  - Metric 2: measure amount of people who try a class vs the amount that sign up
  - Method: Use studio attendance logs and sign in sheets for calculating results
- **Objective #6: Find out how people are discovering Ms. Lisa's Dance**
  - Metric 1: record "How did you hear about us form" results
  - Metric 2: analyze results to find out what is working best and what needs improvement
  - Method: Use Excel sheet to keep track of results

SEP.21



| SUN                                   | MON                                     | TUE               | WED   | THU                                   | FRI                                   | SAT                       |
|---------------------------------------|---|-------------------|---|---------------------------------------|---------------------------------------|---------------------------|
|                                       |   |                   | COUNTDOWN<br>TIL CLASSES<br>START - 6       | COUNTDOWN<br>TIL CLASSES<br>START - 5 | COUNTDOWN<br>TIL CLASSES<br>START - 4 | ABOUT MS.<br>LISAS DANCE  |
| COUNTDOWN<br>TIL CLASSES<br>START - 2 | COUNTDOWN<br>-1 LABOR DAY<br>EXCITEMENT | WELCOME<br>BACK!  | BACK TO<br>WORK<br>WEDNESDAY<br>(COMP KIDS) | TECH<br>THURSDAY                      | DANCER OF<br>THE WEEK                 | MS. TWINKLE<br>TOES PROMO |
| SUNDAY<br>MOTIVATION                  | TEACHER<br>HIGHLIGHT                    | TUMBLE<br>TUESDAY | WORK<br>WEDNESDAY<br>(STORY)                | TECH<br>THURSDAY                      | DANCER OF<br>THE WEEK                 | INTRODUCE<br>MASTER CLASS |
| POST<br>TRICK/TECH<br>REEL            | STUDENT<br>STORY<br>TAKEOVER            | TUMBLE<br>TUESDAY | WORK<br>WEDNESDAY<br>(STORY)                | TECH<br>THURSDAY                      | DANCER OF<br>THE WEEK                 | CONTEST                   |
| WINNER<br>ANNOUNCEMEN<br>T            | BOOST ABOUT<br>MS. LISAS<br>DANCE       | TUMBLE<br>TUESDAY | WORK<br>WEDNESDAY<br>(STORY)                | TECH<br>THURSDAY                      |                                       |                           |

| Date/Time            | Platform                     | Format  | Theme/Purpose                           | Visual Description  | Caption   | Original/Curated<br>/Boosted/Ad |
|----------------------|------------------------------|---|---|---|---|---------------------------------|
| 9/1/21 @<br>4:30pm   | Facebook<br>and<br>Instagram | Story-<br>Engaging/Ent<br>ertaining/Info<br>rmative                   | Countdown until fall<br>classes begin   | Photo of students<br>dancing in class, big "6"<br>in the middle of the<br>photo | In 6 more days we will be back in the studio! Registration is still open! Click the link in our bio to register! #tampadance #dancestudiosintampa #dancer   | Original                        |
| 9/2/21 @<br>6:30pm   | Facebook<br>and<br>Instagram | Post-<br>Engaging/Ent<br>ertaining/Info<br>rmative                    | Countdown until fall<br>classes begin   | Photo of students<br>dancing in class, big "5"<br>in the middle of the<br>photo | Only 5 more days until fall classes begin! We can't wait to have our students back in the studio! Registration is still open! Click the link in our bio to sign up! #tampadance #tampadanceclasses #dancestudio #mommyandme #tintytumblers #dancestudiosintampa   | Original                        |
| 9/3/21 @<br>2:30pm   | Facebook<br>and<br>Instagram | Post-<br>Engaging/Ent<br>ertaining/Info<br>rmative                    | Countdown until fall<br>classes begin   | Video of students<br>dancing in the studio                                      | We can't wait for our students to be back loving what they do! Only 4 more days until fall classes begin! Call the studio today to sign up! 813-253-5472 #tampadance #tampadanceclasses #dancestudio #mommyandme #tintytumblers #dancestudiosintampa  | Original                        |
| 9/4/21 @<br>11:00am  | Facebook<br>and<br>Instagram | Sponsored/P<br>romotion-<br>Engaging/Ent<br>ertaining/Info<br>rmative | About Ms. Lisa's Dance                  | Team Competition<br>Picture with Comp<br>Teachers and Ms. Lisa                  | Ms. Lisa's Dance is a competitive and recreational dance studio that is still enrolling students! Offering many styles of dance including tap, jazz, ballet, contemporary, acrobatics, tiny tumblers and more! Ages 10mos-Adult are welcome to sign up! Call 813-253-5472 or register online at mslisasdancestudio.com #tampadance #dancestudiosintampa #dancer | Original                        |
| 9/5/21 @<br>1:30pm   | Facebook<br>and<br>Instagram | Story-<br>Engaging/Ent<br>ertaining/Info<br>rmative                   | Countdown until fall<br>classes begin   | A big number 2 and<br>wording in MLD colors<br>(pink and black)                 | Fall classes are only 2 days away! Register for your class spot today! #tampadance #dancestudiosintampa #dancer   | Original                        |
| 9/6/21 @<br>12:30pm  | Facebook<br>and<br>Instagram | Post-<br>Engaging/Ent<br>ertaining                                    | Labor day and classes<br>start tomorrow | Meme of excited dancer  | Us when we realize that classes start tomorrow!!! Happy Labor Day everyone! The studio is open today! Come on in and register. #tampadance #dancestudiosintampa #dancer   | Curated                         |
| 9/7/21 @<br>1:30pm   | Facebook<br>and<br>Instagram | Post-<br>Engaging/Ent<br>ertaining                                    | Welcome Back Dancers!                   | Welcome back in big<br>writing  | Welcome Back Dancers!! We are so excited that you are here! Share your first day of dance moments with us and tag @mslisasdancestudio :) #tampadance #tampadanceclasses #dancestudio #mommyandme #tintytumblers #dancestudiosintampa  | original                        |
| 9/8/21 @<br>4:30pm   | Facebook<br>and<br>Instagram | Post-<br>Engaging/Ent<br>ertaining                                    | Back to work/ Work it<br>Wednesdays     | Comp kids working hard<br>in technique class                                    | We are back in the studio and getting ready for the upcoming competition season! Auditions for our elite competitive team are still open! Accepting all ages. Visit mslisasdancestudio.com :) #tampadance #tampadanceclasses #dancestudio #ballet #dancestudiosintampa  | original                        |
| 9/9/21 @<br>4:30pm   | Facebook<br>and<br>Instagram | Story-<br>Engaging/Ent<br>ertaining                                   | Technique Thursday                      | Older kids from<br>competition  | Our senior elite team performing at one of our regional competitions from last year! Call 813-253-5472 to reserve your class spot today :) #tampadance #dancestudiosintampa #dancer   | original                        |
| 9/10/21 @<br>3:30pm  | Facebook<br>and<br>Instagram | Story-<br>Engaging/Ent<br>ertaining                                   | Dancer of the week                      | Picture of winning<br>dancer  | Our first dancer of the week for the 21-22 season is Dylan! She is a part of our senior elite competitive team and has impressed all of us this week with her hard work. #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original                        |
| 9/11/21 @<br>11:30am | Facebook<br>and<br>Instagram | Sponsored/P<br>romotion-<br>Engaging/Ent<br>ertaining/Info<br>rmative | Ms. Twinkle Toes<br>Promotion           | Picture of Ms. Twinkle<br>Toes  | Did you know that the same Ms. Twinkle Toes your child dances with in class is available for purchase? Includes Ms. Twinkle Toes herself, a CD with 8 class songs, and more! Limited amount available! Stop in and purchase today. #tampadance #tampadanceclasses #dancestudio #mommyandme #tintytumblers #dancestudiosintampa                                  | original                        |
| 9/12/21 @<br>11:00am | Facebook<br>and<br>Instagram | Story-<br>Engaging/Ent<br>ertaining                                   | Sunday Motivation                       | quote from online   | Some Sunday motivation for you all! We hope everyone is having a great weekend. #tampadance #dancestudiosintampa #dancer  | Curated                         |

Tumble Tuesday: Showing off Acrobatic Skill  
Work Wednesday: Showing off trick or routine  
Tech Thursday: Showing off ballet technique

|                   |                        |   |  |  |  |          |
|-------------------|------------------------|---|--|--|--|----------|
| 9/13/21 @ 4:30pm  | Facebook and Instagram | Post- Informative   | Teacher Highlight                              | Picture of Ms. Emily                                     | Teacher Highlight of the month! Ms. Emily has been a part of Ms. Lisa's Dance for 5 years and teaches our junior and senior elite competitive teams! When we asked her why she loves being a part of Ms. Lisa's Dance, she responded with "I love the passion and dedication that the students at Ms. Lisa's have! It is truly something special." We love you Ms. Emily! #tampadance #dancestudiosintampa #dancer #teachersdancetoo | original |
| 9/14/21 @ 6:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Tumble Tuesday                                 | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 9/15/21 @ 6:30pm  | Facebook and Instagram | Story- Engaging/Ent ertaining                             | Work It Wednesday                              | Little dancer doing heel stretch                         | Sapphire Team member Harper working hard for #workitwednesday! We love our minis! Click the link in our bio to register for classes! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa  | original |
| 9/16/21 @ 4:30pm  | Facebook and Instagram | Story- Engaging/Ent ertaining                             | Technique Thursday                             | Senior dancer turning video                              | Our dancers were on fire in technique class tonight! #tampadance #dancestudiosintampa #dancer  | original |
| 9/17/21 @ 4:30pm  | Facebook and Instagram | Story- Engaging/Ent ertaining                             | Dancer of the week                             | Picture of winning dancer                                | Congratulations to this weeks dancer of the week, Katie! Katie is a part of our junior elite team and has stepped it up this week in her classes! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 9/18/21 @ 12:30pm | Facebook and Instagram | Sponsored/P romotion- Engaging/Ent ertaining/Info rmative | Master class promotion                         | Picture of master class instructor                       | CALLING ALL TAMPA DANCERS!! *MASTER CLASS ALERT* We are so excited to welcome Olivia Schmeideke to the studio October 16th! This is an opportunity you do not want to miss!! Ages 10 and up 1:00-2:30 \$25 per dancer! Click the link in our bio to register or call 813-253-5472! #tampadance #tampamasterclass #dancestudiosintampa #dancer #guestchoreographer #tampa   | original |
| 9/19/21 @ 2:30pm  | Instagram              | Reel- Entertaining  | Dance trend                                    | Video of two students doing a dance to renegade          | Happy Sunday! Check out our students new moves! We want to see yours too! Record yourself doing this dance, but have fun and make it your own!! Don't forget to tag @mslisasdancetampa :) #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa #tiktok #reels #renegadedance   | original |
| 9/20/21 @ 3:30pm  | Facebook and Instagram | Story- Engaging/Ent ertaining/Info rmative                | student story takeover                         | pictures of what dancers do in a day                     | Our senior elite team member, Serena, is here to take over our instagram for a day! Check back throughout the day to see what she is up to! Remember registration is currently open for the fall season :) Call 813-253-5472 today :) #tampadance #dancestudiosintampa #dancer   | original |
| 9/21/21 @ 4:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Tumble Tuesday- tumbling pass from competition | dancer tumbling at competition                           | Happy Tumble Tuesday Everyone! Throwback to last year's Starpower competition! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 9/22/21 @ 4:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Work It Wednesday                              | junior dancer leaping                                    | Diamond team member Milania reaching for the stars on #workitwednesday! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa   | original |
| 9/23/21 @ 6:30pm  | Facebook and Instagram | Story- Entertaining                                       | Technique Thursday                             | world of dance TV show partnering tricks                 | Some motivation for this weeks #techniquethursday! #worldofdance #tampadance #commercialdance #jlo #derekhough #wodseason5 #rolemodels #hardwork #talent   | Curated  |
| 9/24/21 @ 3:30pm  | Facebook and Instagram | Story- Engaging/Ent ertaining                             | Dancer of the week                             | Picture of winning dancer                                | Congratulations to this weeks dancer of the week, Julia Walker! Julia is a part of our mini elite competitive team. Great job Julia! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original |
| 9/25/21 @ 12:30pm | Facebook and Instagram | Post- Engaging/Ent ertaining                              | contest  | Dancer doing jump outside                                | Contest challenge alert!!! Hey Dancers!! We hope you are enjoying the sunshine! Post yourself dancing outside enjoying the day and tag @mslisasdancetampa for a chance to win \$25 off of October tuition! Winner will be announced Sunday night at 7pm! We can't wait to see what our dancers come up with! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original |
| 9/26/21 @ 1:00pm  | Facebook and Instagram | Story   | contest  | don't forget!  | Don't forget to submit your dance challenge photos! Stay tuned for our winners tonight :) #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 9/26/21 @ 7:00pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | contest  | Milania winning contest                                  | Our first dance contest winner of the 2021-2022 season is Milania Capo! Great job, Milania! Stay tuned for our dance next challenge :) #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original |
| 9/27/21 @ 12:30pm | Facebook and Instagram | Sponsored/P romotion- Engaging/Ent ertaining/Info rmative | boost post from 9/4                            | Team Competition Picture with Comp Teachers and Ms. Lisa | Ms. Lisa's Dance is a competitive and recreational dance studio that is still enrolling students! Offering many styles of dance including tap, jazz, ballet, contemporary, acrobatics, tiny tumblers and more! Ages 10mos- Adult are welcome to sign up! Call 813-253-5472 or register online at mslisasdancetudio.com #tampadance #dancestudiosintampa #dancer  | Original |
| 9/28/21 @ 4:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Tumble Tuesday                                 | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 9/29/21 @ 4:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Work It Wednesday                              | Senior team stretching- oversplits                       | Some serious stretching happening in the studio tonight! Click the link in our bio to register for classes! #workitwednesday #techniquematters #flexibility #tampadance #dancestudiosintampa   | original |
| 9/30/21 @ 6:30pm  | Facebook and Instagram | Post- Engaging/Ent ertaining                              | Technique Thursday                             | tiny tot ballet class                                    | Our little dancers working on their technique for #techniquethursday! How cute are these little ones! We love our baby classes :) #tampadance #tampadanceclasses #dancestudio #mommyandme #tinytumbler #dancestudiosintampa  | original |

Tumble Tuesday: Showing off Acrobatic Skill  
 Work Wednesday: Showing off trick or routine  
 Tech Thursday: Showing off ballet technique

| SUN                        | MON                           | TUE                  | WED                          | THU                 | FRI                      | SAT                                   |
|----------------------------|-------------------------------|----------------------|------------------------------|---------------------|--------------------------|---------------------------------------|
|                            |                               |                      |                              |                     | 1<br>DANCER OF THE WEEK  | 2<br>PROMOTE MASTER CLASS             |
| 3<br>POST TRICK/TECH REEL  | 4<br>TEACHER HIGHLIGHT        | 5<br>TUMBLE TUESDAY  | 6<br>WORK WEDNESDAY (STORY)  | 7<br>TECH THURSDAY  | 8<br>DANCER OF THE WEEK  | 9<br>PROMOTE MASTER CLASS             |
| 10<br>CONTEST              | 11<br>CONTEST ANNOUNCEMENT    | 12<br>TUMBLE TUESDAY | 13<br>WORK WEDNESDAY (STORY) | 14<br>TECH THURSDAY | 15<br>DANCER OF THE WEEK | 16<br>MASTER CLASS                    |
| 17<br>SUNDAY MOTIVATION    | 18<br>STUDENT STORY TAKEOVER  | 19<br>TUMBLE TUESDAY | 20<br>WORK WEDNESDAY (STORY) | 21<br>TECH THURSDAY | 22<br>DANCER OF THE WEEK | 23<br>WEAR YOUR COSTUME TO DANCE WEEK |
| 24<br>POST TRICK/TECH REEL | 25<br>HALLOWEEN WEEK PICTURES | 26<br>TUMBLE TUESDAY | 27<br>WORK WEDNESDAY (STORY) | 28<br>TECH THURSDAY | 29<br>DANCER OF THE WEEK | 30<br>CONTEST                         |
| 31<br>HAPPY HALLOWEEN POST |                               |                      |                              |                     |                          |                                       |

# OCT.21



| Date/Time         | Platform               | Format                          | Theme/Purpose        | Visual Description   | Caption  | Original/Curated/Boosted/Ad |
|-------------------|------------------------|---------------------------------|----------------------|--|--|-----------------------------|
| 10/1/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining     | Dancer of the week   | Picture of winning dancer  | Our first dancer of the week for November is Clara Burkhardt! Clara is a senior at Ms. Lisa's Dance and is an amazing role model for all of our dancers! Click the link in our bio to reserve your spot today!<br>#tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original                    |
| 10/2/21 @ 12:30pm | Facebook and Instagram | Promotion/Sponsored-Informative | master class boost   | Picture of master class instructor                                       | CALLING ALL TAMPA DANCERS!! *MASTER CLASS ALERT* We are so excited to welcome Olivia Schmedieke to the studio October 16th! This is an opportunity you do not want to miss!! Ages 10 and up 1:00-2:30 \$25 per dancer! Click the link in our bio to register or call 813-253-5472! #tampadance #tampamasterclass #dancestudiosintampa #dancer #guestchoreographer #tampa   | original                    |
| 10/3/21 @ 1:30pm  | Instagram              | Reel-Entertaining               | Dance trend          | Video of two famous dancers choosing which style of dance they like best | Happy Sunday! Watch these familiar dancers choose their favorite styles of dance! We want to know yours too! Post your dance preference videos and tag @mslisasdancetampa :) #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa #tiktok #reels   | curated                     |
| 10/4/21 @ 4:30pm  | Facebook and Instagram | Post-Informative                | teacher Highlight    | Ms Morgan highlight  | Ms. Morgan has been a teacher at Ms. Lisa's Dance for 4 years and has loved every second of it! Outside of teaching, Morgan coaches the University of Tampa Spartan Scarlets dance team! She loves motivating her students and helping them achieve their goals! We are so thankful for you Ms. Morgan! #tampadance #dancestudiosintampa #dancer   | Original                    |
| 10/5/21 @ 6:30pm  | Facebook and Instagram | Story-Engaging/Entertaining     | Tumble Tuesday       | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original                    |
| 10/6/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining     | Work It Wednesday    | Niveuh doing leg extension in her solo at comp                           | Niveuh killing her solo onstage at Platinum Dance Competition! Call the studio at 813-253-5472 to register for classes! #tampadance #tampadanceclasses #dancestudio #workwednesday   | original                    |
| 10/7/21 @ 6:30pm  | Facebook and Instagram | Post-Engaging/Entertaining      | Technique Thursday   | Older kids in comp ballet class  | Our junior elite team working hard in ballet class with Ms. Ashley! Call 813-253-5472 to register for classes today :) #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa  | original                    |
| 10/8/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining     | Dancer of the week   | Picture of winning dancer  | This weeks dancer of the week is Avery Walker! Avery has impressed all of us this week with her hard work and dedication, Great job Avery!<br>#tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original                    |
| 10/9/21 @ 12:30pm | Facebook and Instagram | Promotion/Sponsored-Informative | master class boost   | Picture of master class instructor                                       | CALLING ALL TAMPA DANCERS!! *MASTER CLASS ALERT* We are so excited to welcome Olivia Schmedieke to the studio October 16th! This is an opportunity you do not want to miss!! Ages 10 and up 1:00-2:30 \$25 per dancer! Click the link in our bio to register or call 813-253-5472! #tampadance #tampamasterclass #dancestudiosintampa #dancer #guestchoreographer #tampa   | original                    |
| 10/10/21 @ 1:30pm | Facebook and Instagram | Post-Engaging/Entertaining      | contest              | Dancer doing jump outside  | Contest challenge alert!!!! Hey Dancers!! We hope you are having a long great weekend! This contest is for our mini dancers! Anyone 10 and under can post your best dance photo or video and tag @mslisasdancetampa for a chance to win \$25 off of November tuition! Winner will be announced Monday night at 1pm! We can't wait to see what our minis come up with! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer | original                    |
| 10/11/21 @ 1:00pm | Facebook and Instagram | Post-Engaging/Entertaining      | contest announcement | Reagan winning contest   | Happy Columbus Day everyone! Our mini contest winner of our dance challenge is Reagan! Great job, Reagan! Thanks to everyone that submitted! Keep an eye out for more challenges coming soon :) #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original                    |
| 10/12/21 @ 6:30pm | Facebook and Instagram | Story-Engaging/Entertaining     | Tumble Tuesday       | famous dancer tumbling   | Some Tumble Tuesday motivation! #aerial #tumbling #tampadance #tampaacrobatics   | curated                     |

Tumble Tuesday: Showing off Acrobatic Skill

Work Wednesday: Showing off trick or routine

Tech Thursday: Showing off ballet technique



|                    |                        |  |                                 |  |  |          |
|--------------------|------------------------|--|---------------------------------|--|--|----------|
| 10/13/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Work It Wednesday               | senior dancer doing turns at competition         | Yes, Allie!! (twister emoji) Registration is still open for this season! Click the link in our bio to register! #workitwednesday #tampadance #dancestudiosintampa #dancer  | original |
| 10/14/21 @ 6:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Technique Thursday              | junior ballet class                              | Our junior dancers working hard in ballet class! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer #ballet #techniquematters  | original |
| 10/15/21 @ 4:30pm  | Facebook and Instagram | Post-Engaging/Entertaining             | Dancer of the week              | Picture of winning dancer                        | Congratulations to this weeks dancer of the week, Ava! Ava is in our mommy and me tumbling class and Ava got her forward roll this week! Congrats Ava! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer #mommyandme #tinytumblers #babydance   | original |
| 10/16/21 @ 11:30am | Facebook and Instagram | Post-Engaging/Entertaining             | Master class today              | Picture of Olivia in class                       | Today is the day! Our dancers are learning and growing so much from Ms. Olivia! #tampamasterclass #dancestudiosintampa #dancer #guestchoreographer #tampa  | original |
| 10/17/21 @ 2:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Sunday dance motivation         | video of Autumn Miller dancing                   | Some Sunday inspiration for our dancers! Hope everyone is enjoying their weekend. #tampadance #dancestudiosintampa #dancer   | curated  |
| 10/18/21 @ 3:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | student story takeover          | pictures of what dancers do in a day             | Our senior elite team member, Jalene, is here to take over our instagram for a day and show you what life is like as a competition member at Ms. Lisa's Dance! #tampadance #dancestudiosintampa #dancer  | original |
| 10/19/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Tumble Tuesday                  | dancer tumbling                                  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 10/20/21 @ 4:30pm  | Facebook and Instagram | Post-Engaging/Entertaining             | Work It Wednesday               | mini hip hop                                     | Kylie killing it in her hip hop class today with Mr. Jessie! #workitwednesday! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa  | original |
| 10/21/21 @ 6:30pm  | Facebook and Instagram | Post-Engaging/Entertaining             | Technique Thursday              | mini tap   | This weeks #techniquethursday is our tappers working on their tap technique! Call 813-253-5472 to sign up for tap today! #tap #tampadance #commercialtapdance #hardwork #talent  | original |
| 10/22/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Dancer of the week              | Picture of winning dancer                        | Congratulations to this weeks dancer of the week, Hannah! Hannah is on our senior elite competitive team and has been a great role model for our younger dancers. #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 10/23/21 @ 1:30pm  | Facebook and Instagram | Post-Engaging/Entertaining/Informative | Wear your costume to dance week | halloween costumes last year at the dance studio | Happy Saturday Dancers!! Don't forget its wear your costume to dance week! We are so excited to see our dancers in their halloween costumes! #tampadance #dancestudiosintampa #dancer #halloween   | original |
| 10/24/21 @ 3:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | dance trick                     | video of a dancer tumbling on the beach          | One of our dancers Lani tumbling on the beach! Happy Sunday Dancers! We are still accepting registration! Click the link in our bio to register today :) #tampadance #dancestudiosintampa #dancer  | original |
| 10/25/21 @ 4:30pm  | Facebook and Instagram | Post-Engaging/Entertaining/Informative | costumes                        | Dancers in costumes                              | How cute are our dancers in their Halloween costumes?! We're having so much fun in the studio during this Halloween week! Don't forget to wear your costumes and tag @mslisasdancetampa! #tampadance #tampa #dancestudiosintampa #halloweenweek #costumes  | original |
| 10/26/21 @ 4:30pm  | Facebook and Instagram | Post-Engaging/Entertaining             | Tumble Tuesday                  | dancer tumbling                                  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 10/27/21 @ 6:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Work It Wednesday               | Junior team kick                                 | Yes ladies! #workitwednesday #techniquematters #flexibility #tampadance #dancestudiosintampa   | original |
| 10/28/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | technique Thursday              | Ms. Olivia dancing                               | #TechniqueThursday brought to you by Ms. Ollivia #teachersdancetoo #tampadance #dancestudiosintampa #dancer  | original |
| 10/29/21 @ 4:30pm  | Facebook and Instagram | Story-Engaging/Entertaining            | Dancer of the week              | Picture of winning dancer                        | Congratulations to this weeks dancer of the week, Eva! Eva is one of our Acrobats and has been working super hard this week. #tampadance #dancestudiosintampa #tampa #dancer #tampadancer #acrobatics #acrobaticartstampa  | original |
| 10/30/21 @ 12:30pm | Facebook and Instagram | Post-Engaging/Entertaining/Informative | contest                         | Dancer stretching outside                        | Contest challenge alert!!! Hey Dancers!! We hope you are enjoying your weekend! This contest is for our junior and seniors dancers! Anyone 10 and over can post yourself stretching outside and tag @mslisasdancetampa for a chance to win \$25 off of November tuition! Winner will be announced Tuesday night at 7pm! We can't wait to see what you come up with! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer | original |
| 10/31/21 @ 2:30pm  | Facebook and Instagram | Post-Engaging/Entertaining             | Halloween                       | Halloween movie picture                          | Happy Halloween Dancers! Have fun and stay safe! #tampadance #tampadanceclasses #dancestudio #mommyandme #tinytumblers #dancestudiosintampa #halloween   | curated  |

Tumble Tuesday: Showing off Acrobatic Skill  
 Work Wednesday: Showing off trick or routine  
 Tech Thursday: Showing off ballet technique

# NOV.21



| SUN   | MON                                    | TUE                     | WED                                | THU   | FRI                         | SAT                                      |
|---|--|-------------------------|------------------------------------|---|-----------------------------|--|
|   | 1<br>TEACHER<br>HIGHLIGHT              | 2<br>TUMBLE<br>TUESDAY  | 3<br>WORK<br>WEDNESDAY<br>(STORY)  | 4<br>TECH<br>THURSDAY                           | 5<br>DANCER OF<br>THE WEEK  | 6<br>MS. TWINKLE<br>TOES PROMO           |
| 7<br>POST<br>TRICK/TECH<br>REEL                                     | 8<br>STUDENT<br>STORY<br>TAKEOVER      | 9<br>TUMBLE<br>TUESDAY  | 10<br>WORK<br>WEDNESDAY<br>(STORY) | 11<br>TECH<br>THURSDAY<br>VETERANS DAY<br>STORY | 12<br>DANCER OF<br>THE WEEK | 13<br>START<br>PROMOTING<br>HOLIDAY SHOW |
| 14<br>POST<br>TRICK/TECH<br>REEL                                    | 15<br>MONDAY<br>MOTIVATION             | 16<br>TUMBLE<br>TUESDAY | 17<br>WORK<br>WEDNESDAY<br>(STORY) | 18<br>TECH<br>THURSDAY                          | 19<br>DANCER OF<br>THE WEEK | 20<br>BOOST<br>PROMOTING<br>HOLIDAY SHOW |
| 21<br>POST<br>TRICK/TECH<br>REEL                                    | 22<br>CLOSED-<br>STRETCH<br>CHALLENGE! | 23<br>TUMBLE<br>TUESDAY | 24<br>STUDIO<br>CLOSED POST        | 25<br>HAPPY<br>THANKSGIVING                     | 26<br>STRETCH<br>CHALLENGE  | 27<br>CONTEST                            |
| 28<br>SILLY "US<br>WHEN WE<br>HAVE TO GET<br>BACK IN THE<br>STUDIO" | 29<br>HAPPY<br>HANNUKAH<br>POST        | 30<br>TUMBLE<br>TUESDAY |                                    |   |                             |  |

| Date/Time         | Platform               | Format                                   | Theme/Purpose              | Visual Description                                | Caption   | Original/Curated<br>/Boosted/Ad |
|-------------------|------------------------|--|----------------------------|---|---|---------------------------------|
| 11/1/21 @ 4:30pm  | Facebook and Instagram | Post-Informative                         | Teacher Highlight          | Picture of Ms. Micheala                           | Teacher Highlight of the month! Ms. Micheala has been a part of Ms. Lisa's Dance for 7 years and teaches our junior and senior elite competitive teams! A fun fact about her is that she is a Tampa Bay Buccaneers Cheerleader! We love you Ms. Michaela! #tampadance #dancestudiosintampa #dancer  | original                        |
| 11/2/21 @ 6:30pm  | Facebook and Instagram | Post-Informative/Engaging                | Tumble Tuesday             | dancer tumbling                                   | This weeks tumble Tuesday is also our contest winner! Congratulations Alex! #aerial #tumbling #tampadance #tampaacrobatics  | original                        |
| 11/3/21 @ 6:30pm  | Facebook and Instagram | Post-Entertaining, Engaging              | Work It Wednesday          | Julia and harper duet partnering trick            | Julia and Harper working on their duo for #workitwednesday! We love our minis! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa   | original                        |
| 11/4/21 @ 4:30pm  | Facebook and Instagram | Story-Entertaining                       | Technique Thursday         | senior dancer jumping                             | Our senior dancers were on fire in technique class tonight! Call 813-253-5472 to register today :) #tampadance #dancestudiosintampa #dancer   | original                        |
| 11/5/21 @ 4:30pm  | Facebook and Instagram | Story-Informative/Engaging               | Dancer of the week         | Picture of winning dancer                         | Our dancer of the week this week is Brock Hudson! He is working super hard in hip hop and loving every minute of it Click the link in our bio to sign up for boys hip hop and tumbling! #boysdancetoo #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original                        |
| 11/6/21 @ 12:30pm | Facebook and Instagram | Promotion/Sponsored-Engaging/Informative | Ms. Twinkle Toes Promotion | Picture of ms. Twinkle toes                       | Ms. Twinkle Toes is our original teddy bear that was designed by Ms. Lisa herself! The dancers love dancing with her in class and they are also available for purchase! This includes Ms. Twinkle Toes herself, a CD with 8 class songs, and more! Limited amount available! Stop in and purchase today. #tampadance #tampadanceclasses #dancestudio #mommyandme #tinytumblers #dancestudiosintampa | original                        |
| 11/7/21 @ 1:30pm  | instagram              | Reel-Entertaining                        | Dance trend                | Video of two students doing a tik tok/reels dance | Happy Sunday! Check out our students doing a dance they learned on reels! We want to see yours too! Record yourself doing this dance, but have fun and make it your own!! Don't forget to tag @mslisadancetampa :) #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa #tiktok #reels  | original                        |
| 11/8/21 @ 4:30pm  | Facebook and Instagram | Story-Entertaining/Engaging              | student story takeover     | pictures of what dancers do in a day              | Our junior elite team member, Izzy, is here to take over our instagram for a day! Check back throughout the day to see what she is up to! #tampadance #dancestudiosintampa #dancer  | original                        |
| 11/9/21 @ 4:30pm  | Facebook and Instagram | Post-Engaging/Entertaining               | Tumble Tuesday             | dancer tumbling                                   | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics   | original                        |
| 11/10/21 @ 6:30pm | Facebook and Instagram | Post-Engaging/Entertaining               | Work It Wednesday          | Junior dancer turning                             | Sapphire Team member Mary working hard for #workitwednesday! We love our juniors! Call 813-253-5472 to reserve your spot today! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa  | original                        |
| 11/11/21 @ 4:30pm | Facebook and Instagram | Story-Entertaining                       | Technique Thursday         | minis in ballet                                   | Mini's killing it in ballet right now! Click the link in our bio to reserve your spot today :) #techniquethursday #tampadance #dancestudiosintampa #dancer  | original                        |
| 11/12/21 @ 5:30pm | Facebook and Instagram | Story-Informative/Engaging               | Dancer of the week         | Picture of winning dancer                         | Congratulations to this weeks dancer of the week, Kate Johnson! Kate is a part of our recreational team and has stepped it up this week in her classes! Great job Kate! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original                        |

Tumble Tuesday: Showing off Acrobatic Skill

Work Wednesday: Showing off trick or routine

Tech Thursday: Showing off ballet technique

|                       |                              |  |                                     |  |  |          |
|-----------------------|------------------------------|--|-------------------------------------|--|--|----------|
| 11/13/21<br>@ 12:30pm | Facebook<br>and<br>Instagram | Promotion/Sponsored-Informative        | Holiday show                        | Holiday picture  | We are so excited to announce the date of our annual holiday show! This year our Holiday show will be on December 4th at Jefferson High School! We are ready to start working on our dances and celebrate the holiday season! #tampadance #tampadanceclasses #dancestudio #mommyandme #tinytumblers #dancestudiosintampa   | original |
| 11/14/21<br>@ 2:30pm  | Facebook<br>and<br>Instagram | Story-Entertaining                     | Benefits of dance                   | Curated post about benefits that can come from dancing | There are so many amazing benefits that can come from dancing! It starts with one class and leads you down an amazing road! Call the studio to register today :) 813-253-5472 :) #tampadance #dancestudiosintampa #dancer  | curated  |
| 11/15/21<br>@ 3:30pm  | Facebook<br>and<br>Instagram | Story-Engaging                         | Monday motivation                   | quote  | Monday Motivation! Let's have a great week in the studio dancers! #tampadance #dancestudiosintampa #dancer   | curated  |
| 11/16/21<br>@ 4:30pm  | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining             | Tumble Tuesday                      | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 11/17/21<br>@ 4:30pm  | Facebook<br>and<br>Instagram | Story-Entertaining/Engaging            | Work It Wednesday                   | mini dancer kicking at competition                     | Legs for days! We miss being on stage! #workitwednesday! Visit our website mslisasdancetampa.com to sign up for classes! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa  | original |
| 11/18/21<br>@ 6:30pm  | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining             | Technique Thursday                  | hip hop tech   | We love our hip hop teacher Mr. Jessie! Our juniors learning some hip hop technique for this weeks #techniqueThursday! #hiphopdance #tampadance #commercialdance #rolemodels #hardwork #talent   | original |
| 11/19/21<br>@ 4:30pm  | Facebook<br>and<br>Instagram | Story-Engaging                         | Dancer of the week                  | Picture of winning dancer                              | Congratulations to this weeks dancer of the week. Great job Justina! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original |
| 11/20/21<br>@ 1:30pm  | Facebook<br>and<br>Instagram | Promotion/Sponsored-Informative        | holiday show                        | Holiday picture  | We are so excited to announce the date of our annual holiday show! This year our Holiday show will be on December 4th at Jefferson High School! We are ready to start working on our dances and celebrate the holiday season! #tampadance #tampadanceclasses #dancestudio #mommyandme #tinytumblers #dancestudiosintampa   | curated  |
| 11/21/21<br>@ 1:30pm  | Instagram                    | Reel-Entertaining                      | teaching a reels tutorial           | student teaching a dance on reels                      | Want to learn this dance? Learn it from dancer Niveuh and tag @mslisasdancetampa #tampadance #dancestudiosintampa #tampa #dancer #tampadancer #reels #tiktokdance #tiktok  | original |
| 11/22/21<br>@ 2:30pm  | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining/Informative | closed! Introduce Stretch challenge | dancer stretching on break                             | ** Dance Challenge Alert!!** During the holiday break, we will be having a stretch challenge! Dancers can enter once a day to win a \$25 giftcard! Post a picture of yourself stretching and tag @mslisasdancetampa to be entered! Winner will be announced December 1st :) Get stretching dancers! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer | original |
| 11/23/21<br>@ 12:30pm | Facebook<br>and<br>Instagram | Story-Engaging/Entertaining            | Tumble Tuesday                      | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |
| 11/24/21<br>@ 3:30pm  | Facebook<br>and<br>Instagram | Story-Engaging/Entertaining            | closed! Stretch challenge           | dancer stretching on break                             | Dancer Tara participating in our stretch challenge! Winner will be announced December 1st! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer  | original |
| 11/25/21<br>@ 3:30pm  | Facebook<br>and<br>Instagram | Story-Engaging/Entertaining            | closed! Stretch challenge           | reminder of stretch challenge                          | Don't forget to submit your stretch challenge entries! Winner will be announced December 1st! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 11/25/21<br>@ 2:30pm  | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining             | Happy Thanksgiving!                 | family picture   | Happy Thanksgiving Everyone! We are so thankful for all of you! <3 #tampadance #dancestudiosintampa #dancer  | original |
| 11/26/21<br>@ 4:00pm  | Facebook<br>and<br>Instagram | Story-Engaging/Entertaining            | closed! Stretch challenge           | dancer stretching on break                             | Dancer Milania participating in our stretch challenge! Winner will be announced December 1st! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 11/27/21<br>@ 12:30pm | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining             | closed! Stretch challenge           | dancer stretching on break                             | Dancer Avery participating in our stretch challenge! Winner will be announced December 1st! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer   | original |
| 11/28/21<br>@ 2:30pm  | Facebook<br>and<br>Instagram | Post-Engaging/Entertaining             | silly full picture                  | meme   | Us when we realize we have to get back into the studio tomorrow! #tampadance #dancestudiosintampa #dancer  | curated  |
| 11/29/21<br>@ 3:30pm  | Facebook<br>and<br>Instagram | Story-Engaging                         | Monday motivation                   | quote  | Monday Motivation! Let's have a great week in the studio dancers! #tampadance #dancestudiosintampa #dancer   | curated  |
| 11/30/21<br>@ 6:30pm  | Facebook<br>and<br>Instagram | Story-Engaging/Entertaining            | Tumble Tuesday                      | dancer tumbling  | Happy Tumble Tuesday Everyone! #aerial #tumbling #tampadance #tampaacrobatics  | original |

Tumble Tuesday: Showing off Acrobatic Skill  
Work Wednesday: Showing off trick or routine  
Tech Thursday: Showing off ballet technique

# DELIVERABLES

Instagram and Facebook Post (Informative, Promoted)



CALLING ALL TAMPA DANCERS!! \*MASTER CLASS ALERT\* We are so excited to welcome Olivia Schmiedeke to the studio October 16th! This is an opportunity you do not want to miss!! Ages 10 and up 1:00-2:30 \$25 per dancer! Click the link in our bio to register or call 813-253-5472! #tampadance #tampamasterclass #dancestudiosintampa #dancer #guestchoreographer #tampa

Photo by Olivia Schmiedeke

Facebook Sponsored Post (Informative)



Sponsored  
[More options](#)  
[Like Page](#)

CALLING ALL TAMPA DANCERS!!  
\*MASTER CLASS ALERT\* We are so excited to welcome Olivia Schmiedeke to the studio October 16th! This is an opportunity you do not want to miss!! Ages 10 and up 1:00-2:30 \$25 per dancer! Call 813-253-5472 to register!  
#tampadance #tampamasterclass  
#dancestudiosintampa #dancer  
#guestchoreographer #tampa



[mslisasdancetampa.com](http://mslisasdancetampa.com)

Ms.  
Lisa's  
Dance  
Studio

Call  
the  
studio  
to  
register

[Contact Us](#)  
[11 Comments](#) [7 Shares](#)  
[40](#)  
[Like](#)  
[Comment](#)



# DELIVERABLES

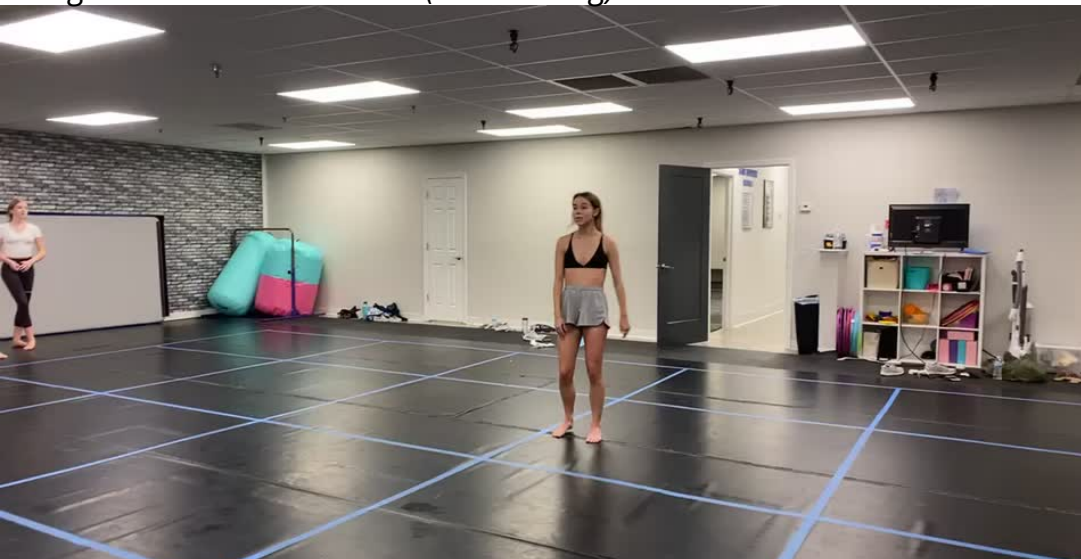
*Instagram and Facebook Post (Engaging)*



Contest challenge alert!!! Hey Dancers!! We hope you are enjoying the sunshine! Post yourself dancing outside enjoying the day and tag @mslisasdancetampa for a chance to win \$25 off of October tuition! Winner will be announced Sunday night at 7pm! We can't wait to see what our dancers come up with! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer

*Photo by Morgan Wohkittel*

*Instagram and Facebook Post (Entertaining)*



Our dancers were on fire in technique class tonight!  
Call to register today :) 813-253-4572  
#techniquethursday #tampadance  
#dancestudiosintampa #lovewhatyoudo #passion

*Video by Morgan Wohkittel*

# DELIVERABLES

## *Instagram and Facebook Post (Informative)*

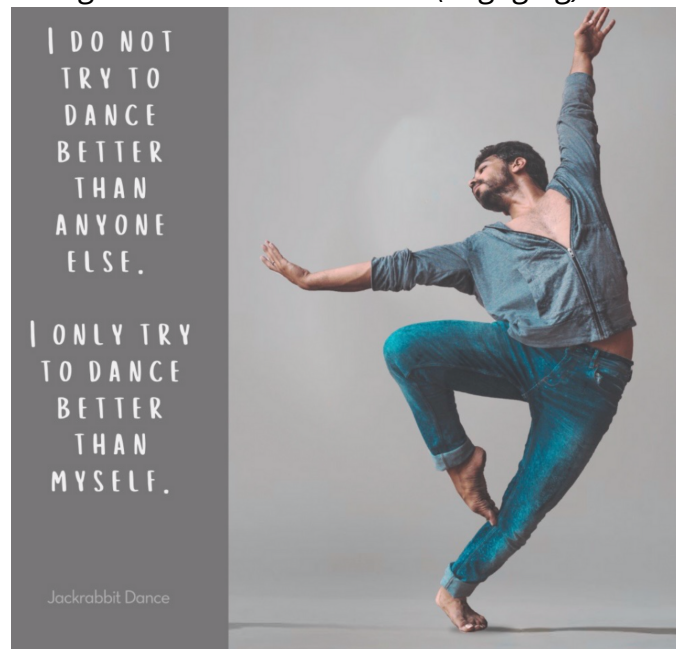


This month's teacher highlight is Ms. Emily! She has been a part of Ms. Lisa's Dance for 5 years and teaches our junior and senior elite competitive teams! When we asked her why she loves being a part of Ms. Lisa's Dance, she responded with "I love the passion and dedication that the students at Ms. Lisa's have! It is truly something special." We love you Ms. Emily!

#tampadance #dancestudiosintampa  
#dancer #teachersdancetoo

*Photo by Emily Landry*

## *Instagram and Facebook Post (Engaging)*



Monday Motivation! Let's have a great week in the studio dancers! #tampadance #dancestudiosintampa #dancer

*Photo by Jackrabbit Dance*

# DELIVERABLES

## *Instagram and Facebook Post (Engaging)*



**\*\*Dance Challenge Alert!!\*\*** Ms. Lisa's Dance will be having a stretch challenge during the holiday break! Dancers can enter once a day to win a \$25 giftcard! Post a picture of yourself stretching and tag @mslisasdancetampa to be entered! Winner will be announced December 1st :) Get stretching dancers! #tampadance #dancestudiosintampa #tampa #dancer #tampadancer

*Photo by Emily Landry*

## *Instagram and Facebook Story (Entertaining)*



This weeks #techniquethursday is our tappers working on their tap technique! #tap #tampadance #commercialtapdance #hardwork #talent

*Photo by Morgan Wohkittel*

# DELIVERABLES

*Instagram and Facebook Post (Entertaining)*



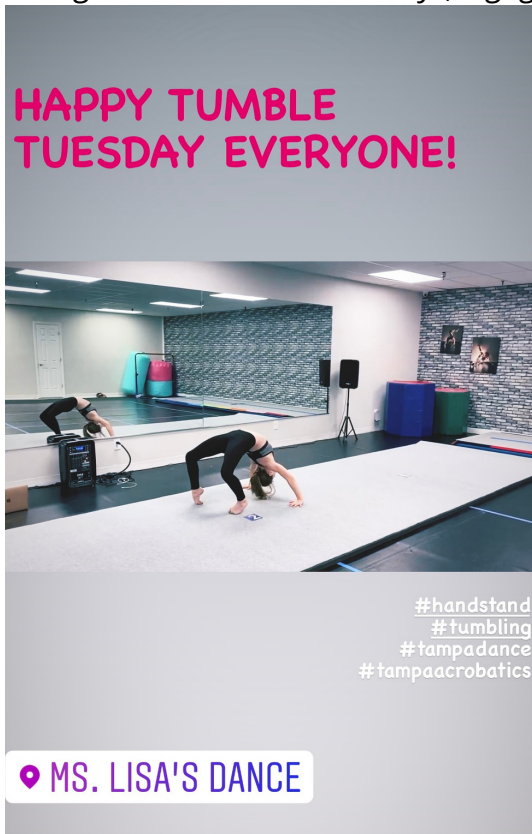
Crystal team perfecting their small group lifts for #workitwednesday! We love our seniors! #tampadance #tampadanceclasses #dancestudio #dancestudiosintampa

*Video by Morgan Wohkittel*



# DELIVERABLES

*Instagram and Facebook Story (Engaging)*



Happy Tumble Tuesday Everyone!  
#handstand #tumbling  
#tampadance #tampaacrobatics

*Video by Morgan Wohkittel*

*Instagram and Facebook Story (Engaging)*



Senior Elite Team member Allie  
working hard for  
#workitwednesday! #tampadance  
#tampadanceclasses #dancestudio  
#dancestudiosintampa

*Photo by Morgan Wohkittel*

# REFERENCES

- Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, 32(1), 15-27.
- Auxier, B., & Anderson, M. (2021, April 9). Social media use in 2021. Pew Research Center: Internet, Science & Tech. <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>.
- Chwialkowska, A. (2019). The Effectiveness of Brand- and Customer-Centric Content Strategies at Generating Shares, 'Likes', and Comments. *Journal of Promotion Management*, 25(2), 270-300. <https://doi-org.esearch.ut.edu/10.1080/10496491.2018.1443307>
- Jackrabbit Dance. Dance studio management software - the industry leader. (2021, June 16). Retrieved August 12, 2021, from <https://www.jackrabbitdance.com/>
- de Lenne, O., Vandenbosch, L., & Eggermont, S. (2018). Showing Off Success on Social Media: The Relationships between Facebook and Instagram Use, the Internalization of Professional, Social, Sexual and Romantic Ideals and Adolescents' Well-being. *Conference Papers -- International Communication Association*, 1-44.
- Len-Ríos, M. E., Hughes, H. E., McKee, L. G., & Young, H. N. (2016). Early adolescents as publics: A national survey of teens with social media accounts, their media use preferences, parental mediation, and perceived Internet literacy. *Public Relations Review*, 42(1), 101-108. <https://doi-org.esearch.ut.edu/10.1016/j.pubrev.2015.10.003>
- Majid, S., Lopez, C., Megicks, P., & Lim, W. M. (2019). Developing effective social media messages: Insights from an exploratory study of industry experts. *Psychology & Marketing*, 36(6), 551-564. <https://doi-org.esearch.ut.edu/10.1002/mar.21196>
- Marziani, C. (2016, November 16). Ms. Lisa's dance Studio interview with Lisa SCHMIEDEKE. The BDancewear Blog. <http://blog.bdancewear.com/ms-lisas-dance-studio-interview-with-lisa-schmiedeke/>.
- Malvini Redden, S., & Way, A. K. (2019). How social media discourses organize communication online: a multi-level discursive analysis of tensions and contradictions in teens' online experiences. *Communication Quarterly*, 67(5), 477-505. <https://doi-org.esearch.ut.edu/10.1080/01463373.2019.1668440>
- Melnik, A. (n.d.). 8 social media features you should be using ... but probably aren't. PR 20/20. <https://www.pr2020.com/blog/7-social-media-features-you-should-be-using-but-probably-arent>.

# REFERENCES

- Dancebox Tampa. No hassle: No judgement just dance! Dancebox Studio | Dance Studio South Tampa | Dance Education. (n.d.). <https://www.danceboxtampa.com/adult-classes/>.
- Pang, A., Shin, W., Lew, Z., & Walther, J. B. (2018). Building relationships through dialogic communication: organizations, stakeholders, and computer-mediated communication. *Journal of Marketing Communications*, 24(1), 68–82. <https://doi-org.esearch.ut.edu/10.1080/13527266.2016.1269019>
- National Dance Education Organization. "Philosophy Underlying the Standards for Dance in Early Childhood." *Philosophy, Early Childhood Standards - National Dance Education Organization*, [www.ndeo.org/content.aspx?page\\_id=22&club\\_id=893257&module\\_id=55419](http://www.ndeo.org/content.aspx?page_id=22&club_id=893257&module_id=55419).
- Published by Statista Research Department, & 28, J. (2021, January 28). U.S. teens: Most popular social media Apps 2019. Statista. <https://www.statista.com/statistics/199242/social-media-and-networking-sites-used-by-us-teenagers/>.
- Study of Branded Social Content and Consumer Engagement. *Psychology & Marketing*, 32(1), 15–27. <https://doi-org.esearch.ut.edu/10.1002/mar.20761>
- Team, The Studio Director. "18 Dance Studio Industry Stats for 2020." *The Studio Director*, 21 Jan. 2021, [www.thestudiodirector.com/blog/dance-studio-industry-stats/](http://www.thestudiodirector.com/blog/dance-studio-industry-stats/).
- Yelp. THE best 10 dance Studios in Tampa, FL - last Updated July 2021. Yelp. (n.d.). [https://www.yelp.com/search?cflt=dancestudio&find\\_loc=Tampa%2C%2BFL](https://www.yelp.com/search?cflt=dancestudio&find_loc=Tampa%2C%2BFL).
- International Communication Association. *The Development of Social Media Practices among Pre-Teens (Age 8-12): An Impression Management Perspective*. (2017). *Conference Papers -- International Communication Association*, 1–31.
- Dance Academy USA. Top 5 benefits of Enrolling your kids in Dance School: Cupertino, CA. Dance Academy USA. (2018, September 2). <https://www.danceacademyusa.com/2015/10/24/top-5-benefits-of-enrolling-your-kids-in-dance-school/>.
- Yelp Top 10 BEST acrobatics in Tampa, FL - last Updated July 2021. Yelp. (n.d.). [https://www.yelp.com/search?find\\_desc=acrobatics&find\\_loc=Tampa%2C%2BFL](https://www.yelp.com/search?find_desc=acrobatics&find_loc=Tampa%2C%2BFL).
- Yoo, W., Paek, H.-J., & Hove, T. (2020). Differential Effects of Content-Oriented Versus User-Oriented Social Media on Risk Perceptions and Behavioral Intentions. *Health Communication*, 35(1), 99–109. <https://doi-org.esearch.ut.edu/10.1080/10410236.2018.1545169>

# APPENDICES

## Social Media Marketing for Dance Studios (Owner Interviews)

- How often do you post on your studio's social media account?
- What social media platforms do you use for marketing your studio?
- Do you have any specific strategies when marketing your studio?
- Do you market to the parents or students? If both, please explain.
- What are some of the impacts social media has on your studio?
- Are there any times of year where you post more than usual?
- What kind of content strategies are most effective and why?
- What kind of content formats are most effective and why?
- How do you engage and retain followers on social media?
- How do you measure social media marketing efforts?

## Ms. Lisa's Dance - Social Media (Mom Interviews)

- How did you hear about Ms. Lisa's Dance?
- What motivated you to enroll your child in classes at Ms. Lisa's Dance?
- Was there anything specific that attracted you to this studio?
- What are some things you like about Ms. Lisa's Dance?
- How often do you see Ms. Lisa's Dance on social media?
- Which social media platform do you see posts from Ms. Lisa's Dance on the most?
- What kind of content would you like to see on social media platforms from Ms. Lisa's Dance?
- What types of promotional content would you like to see on social media platforms for Ms. Lisa