



GROWTH GUIDE 2021



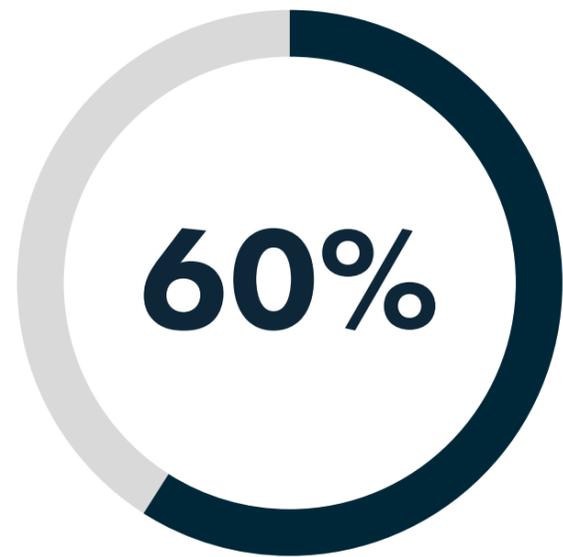
ClassForKids
Play The Long Game

Make Your Classes Easy to Book.

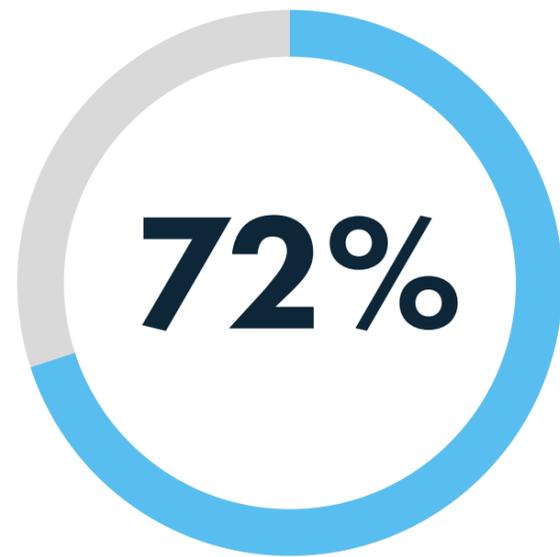
Consider Current parent behaviours and the latest payment trends to best suit your customers needs.

Make Your Classes Easy to Book

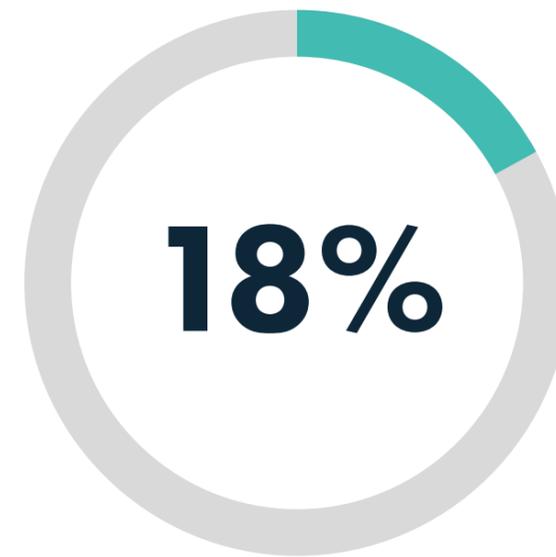
Did you Know?



Percentage of bookings from **Facebook**.



Percentage of bookings made on **mobile**.



Percentage of bookings from **Google**.



8pm - 10pm are **busiest booking times**.

Make Your Classes Easy to Book



Book now with the “Contact us” Facebook button

60% of bookings happen on a social media platform. Let parents book your classes with ease.

TIP: Letting parents book straight from your Facebook page makes it simple to turn their interest into a new customer.



Optimise for Google

18% of new bookings come from a Google Search. The winners in this space are making sure that they come top of the search when parents type in 'football classes in my area'.

TIP: Don't spend a fortune. Focus any ads on keywords and classes you need to fill. Direct parents straight to your class and booking information site.



Make your website a seamless experience

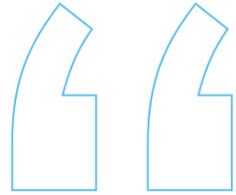
Avoid broken web-journeys to keep all potential customers engaged from start to finish. With limited time, and high expectations, are you overwhelming your customers or are you giving them what they need to know?

TIP: Imagine you are a parent who is trying to make a booking, and regularly check your website and social media for working links. You'd be surprised at how many booking buttons or links on websites lead to nowhere (or have out of date/irrelevant information).

Invest in Your Classes.

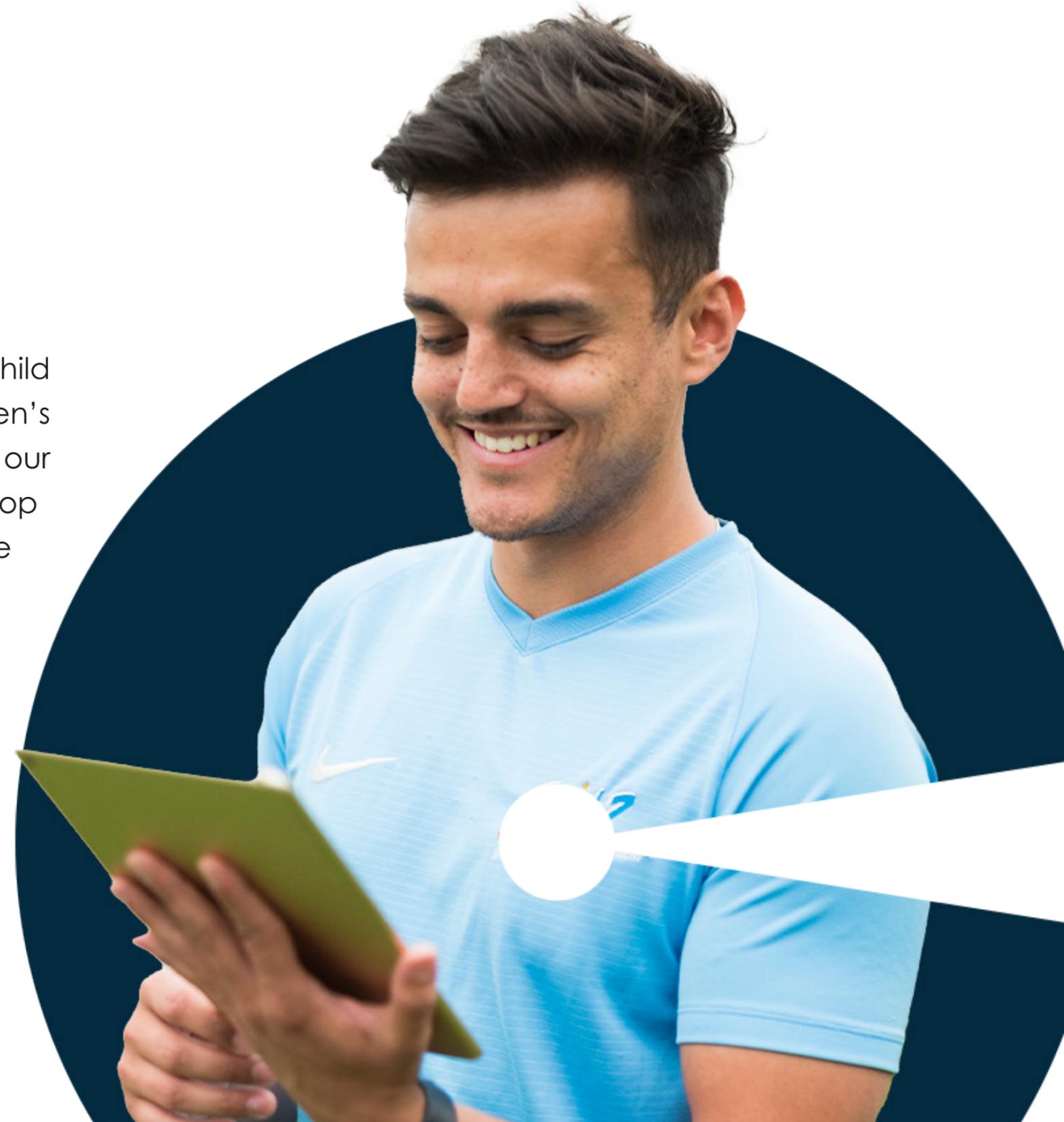
Having confidence to deliver great classes and experiences that resonate with your customers. Having the confidence to do it your way.

Invest in Your Classes

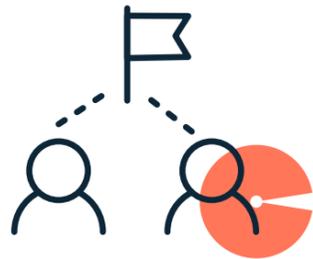


Our approach to coaching is different, because we focus on the child rather than football. At Skillz, we theme our classes around children's characters or their favourite footballers, and we will do it alongside our syllabus which includes all individual aspects of football to help develop them as an overall footballer. The children love our sessions, they come running through the door because we take the time to speak to them to find out their interests. For example, one week we might have a football session based around superheroes and the next week it may be around dinosaurs, and that really does capture their imagination and helps with their learning.

- **Ashley**, Managing Director, Skillz



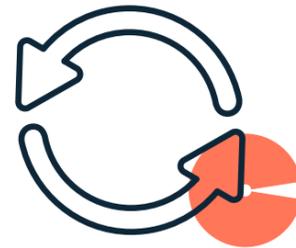
Invest in Your Classes



Understand & get to know your competition.

Having a **good understanding of football clubs** will allow you to take the good bits and avoid the bad. Don't just look at their websites and prices, check social media and ask your own customers about their experiences with them.

TIP: What is your Unique Selling Point? Discovering this will allow you to put your own stamp on your football club, classes, teaching style, and branding, and ultimately encourage more sign ups.



Regularly review & revamp your programme.

Being aware of new coaching techniques and what's happening in your industry is **key to staying relevant**. Let this inspire creativity and make your club even more attractive.

TIP: Look at your data and respond to it. You'll be able to see which classes are full, which ones are needing a boost and where potential opportunities for new classes may lie.



Back your football club's culture.

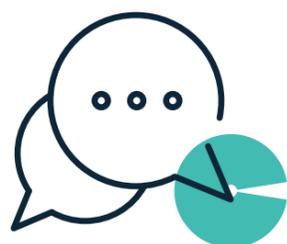
Being self-assured in your club's vibes will help you shine. You will begin to attract the right type of customer who's really going to thrive in the environment you've created.

TIP: Formalise your Core Values and Brand. This will provide clarity on what people can expect from you and your club. Values truly are the foundation of your business and usually start with YOU.

Engage With Your Parents.

Understand that communication is the key to success and make the most of your customer relationships.

Engage With Your Parents



Communication is a two way street.

No matter how busy you may be, **make the effort to keep parents informed** about the great things that are going on at your club. Sustain and build those long-term relationships.

TIP: Parents want to know how their child is progressing, and what they're doing. Consider issuing a friendly newsletter and post regular Facebook updates, photos and videos that engage your followers. They will appreciate this!



Welcome feedback with a smile.

This is a perfect opportunity for you to learn about what you're doing right, what you can do more of and what you can do a lot better.

TIP: Asking for feedback is equally as important as smiling when you receive it. Involve parents in business decisions that might affect them. Thinking about taking online payments? Why not ask if your parents would prefer it before you decide ...



Turn your biggest supporters into advocates.

Parents are rooting for you to do well. **Channel their good-will into active support** and let them make your club even more of a success.

TIP: Social Proof is powerful; parents will trust and value the opinion of their friends, family and peers. If you haven't asked for Facebook or Google review, then DO!

Spread the Word.

Learn how to market your club to the right people, the right way. The real opportunity starts with YOU!

Spread the Word



Get Clever with Targeted ads

Parents all hang out on social media. **Use Facebook Ads to your advantage** by targeting your message to a specific audience that best fits your business.

TIP: Read this **blog post!** It explains how to master Facebook Advertising in 3 simple steps.



Give rewards for referrals

Successful clubs are built over time. At the heart is happy kids. The secret to growth isn't really a secret ... it's just one parent telling a group of friends about your classes. This is the **network effect**.

TIP: Consider running an ongoing "incentive scheme" for parents to encourage motivation to spread the word, and let your current customers turn their networks into your next group of happy kids.



To list or not to list

There are a large number of **free listing sites available**. It can be tempting to add your club to every site in the hope that you pick up some new customers, but it might not be the best way to grow.

TIP: Make sure you take control of your listings, and if you do have a central booking and management system, direct customers to book there, rather than through the listing. Keep it simple in one place.

Keep Them Hooked.

Future-proof your business. Get the most out of your current customers and never leaving anyone behind. Wonder why customers leave?

Keep Them Hooked



68%

Customers think you don't care about them.

Don't give them a reason to think this!



Customer dissatisfied with service



Customer moves to another football club



Customer is looking for something a little different



Customer stops activity

Keep Them Hooked



Get them while they're hot!

If you offer trials or run camps, **make sure you stay on top of your customer database and follow up quickly** with an offer to book further classes. Don't leave anyone behind.

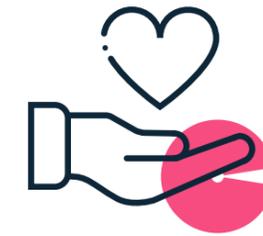
TIP: Make sure new customers also get "first dibs" on any spaces available. It will give you the best chance at converting their interest into full bookings and is a great good-will gesture.



Keep your waiting lists keen.

Never treat waiting lists as a safety net in terms of bookings. **Be mindful that interest may wane** and many of them may already be attending another club. It's worth keeping their interest peaked.

TIP: Reinforce their reasons for joining your waitlist by adding them to a marketing newsletter, reminding them of all the great things happening at your club, and giving them the chance to join camps, events, and workshops.



Encourage long-term commitment.

As a club owner, you should be **thinking of ways to make it harder for your customers to leave**. Get them even more invested with additional revenue streams and opportunities, such as branded merchandise and annual memberships.

TIP: If you seek income security, consider switching to a monthly subscription payment plan. This will make it more affordable for parents, they only need to set it up once and will encourage them to stick around longer.

Check Your Success

Make Your Classes Easy to Book

- I have a “book now” button on my Facebook page
- My Google ranking is looking good!
- The customer experience on my website is seamless

Spread The Word

- I know what other club are doing
- I use my data to influence any programme changes.
- I have created a culture I’m really proud of.

Invest In Your Classes

- My adverts are reaching all the right people
- I reward my customers for their referrals
- All enquiries from listing sites are directed to one place to book

Keep Them Hooked

- My customers are regularly kept up-to-date
- I ask for feedback: I want to know how my club is doing!
- I actively ask for reviews to build my reputation.

Engage With Your Parents

- I remember to follow up with all customers, past or present
- Those on my waiting lists are still kept in the loop!
- I give my customers reason to hang around for longer!

Was this Helpful?

Want to know how to achieve long-term, sustainable growth for your football club? Great Get in touch with one of our friendly business coaches- they'd love to hear from you.

GET IN TOUCH



ClassForKids has been game changing. We have all the money upfront and know our cash flow in advance, so we are much more organised. It's simple for parents to use and we have more time on our hands to think about advertising and growth. I would say to other companies - **DO IT!**

- Ashley, Skillz

