



Client Action Plan

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Joy's School of Dance

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Situation Summary

Joy's School of Dance (JSOD) is a Christian dance studio located in Waco, Texas, and is dedicated to passing on a passion for dance to the next generation of dancers in the Greater Waco area. JSOD has always been known for their long time commitment to serving Waco through the art of dance. This has previously been accomplished through award recognition and word of mouth. The studio uses social media, specifically Instagram and Facebook, but lacks a marketing scheme (consistent logo, font, colors, and information) that tailors every social network together to be a source of information for parents and Wacoans. Joy's School of Dance is in need of a consistent presence and branding across all social networks.

Target Audience

This will target the greater Waco community, specifically targeting young families with young children and families of teen girls preparing to try out for drill teams and pom squads.

This is because JSOD is located and has a presence in Waco as Waco's BEST. It also has already served many girls that are currently on drill teams and pom squads.

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Objectives

This objective will help Joy's School of Dance grow a social media presence with a centralized marketing scheme. JSOD hopes to achieve the following objectives...

1. By January 2026, the studio will grow their following by 150 followers on Instagram
2. By January 2026, the studio will have a streamlined social media network with consistent branding – this includes Instagram, Facebook, and LinkedIn.
3. By January 2026, the studio will have a consistent presence on all social networks. They will have a schedule for social media marketing, and have a plan set to maintain that schedule.

Key Message

The key message highlights the professionalism and joyful community that JSOD fosters that makes it the BEST in Waco.

“Joy’s School of Dance is a studio that fosters a community of joy through dance education. The studio offers a variety of styles under professionally trained dance educators.”

Media Strategy & Tactics

Strategy: Tailor the marketing scheme to be centralized for all social networks. This will include consistent branding (colors, font, font size), and the usage of different videos, graphics, and carousels of pictures.

Tactics:

1. Post with the logo and an “about us” caption that is pinned on all the pages
2. Create a consistent schedule of posts (stories on X day, Reels on Y day, etc)
3. Stories that feature students that have dance opportunities in the real world
4. Posts and stories that feature “where our alumni are now”

Evaluation

Success will be measured by tracking social media insights, the success of specific posts and stories, and the process of streamlining/consistency in branding and posting across the different social networks.

References

1. <https://jsodwaco.com>
2. Parents of JSOD Students (primarily middle school students)
3. JSOD Instagram Insights/analytics