

# Summer Marketing Ideas

Musikgarten  
Coaching Live

presented by  
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Summer is an ideal time to get new families into your studio because sessions are shorter. But there are still a multitude of other options during the summer that vie for a child's participation (especially activities that may not occur during school year! Swimming lessons, VBS, vacations, sports camps)

First steps:

1. Decide which curriculum(s) you are going to offer for each age level
2. Decide your summer schedule. More offerings?  
Fewer?
3. Start marketing/advertising by the first of March!

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### *My Musical World*



Lorna Heyge  
Audrey Sillick



### *Nature's Music for 2's and 3's*



Songs and Dances for Young Children  
The Rhythm and Music of Nature



## Brand NEW for 2017

### *Playing Outdoors*



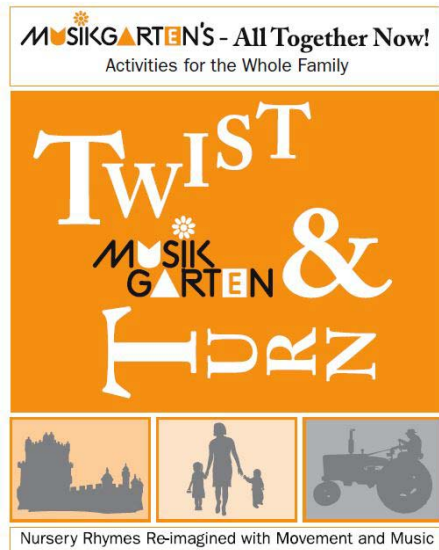
### *What Do You Hear?*



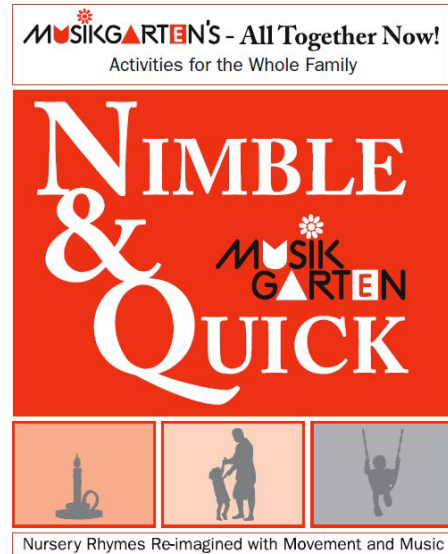
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### *Twist & Turn*



### *Nimble & Quick*



### Activity from *Twist & Turn*



#### **1 Oliver Twist**

Oliver Twist  
Can't do this  
Touch his knees,  
Touch his toes,  
Clap his hands,  
And around he goes.

#### **Recorded Movement Rhyme**

**Note:** The intent of this composition is to suggest four contrasting movements: walk, twist, turn around, and tap. Listen carefully and plan movements that seem appropriate to you. Consider the following possibility:

Jaunty beginning music – walk through the room sprightly  
Back and forth sounds – make twisting movements  
Whistle sound, celeste descending sounds – turn around  
Steady ticking – stop and tap some body part

- Speak the rhyme expressively.
- Try various movements: walk, twist, turn around, tap body parts (knees, toes). Use the following chant:

Oliver twist can't do this.	Walk, walk, walk, walk.
Oliver twist can't do this.	Twist, twist, twist, twist.
Oliver twist can't do this.	Turn, turn, turn, turn.
Oliver twist can't do this.	Tap, tap, tap, tap.
- Invite all to join you in moving to the recording.

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## *Summer*



## *Neighborhood Community*



## *Seashore*



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Decide what your summer schedule will be! How many weeks do you want to take off (your own family vacations or special events)

-Suggest doing a minimum of 6 weeks. Consider only offering classes on Tuesday, Wednesdays and/or Thursdays so you have a four-day weekend (so will your families! Less conflicts!)

-Will you offer more morning classes (teachers are off during the summer)? Fewer evening classes (families often enjoy outdoor playtime more frequently in the summer) ?

-Find out when school is out in your community/city. Maybe start 1-2 weeks after school is out.

-Fewer activities in August! Consider doing a July/August session (but again, check the starting date for schools!)

-Ideas from Amy Johnson of Union Colony Children's Music (Greeley, CO) has a "Nature Trail Day Camp" from 9-12 for one week and is for 5-10 yr olds. An alternate camp for same ages/time frame is "Around the World in Five Days". Camp includes music dancing,

food, crafts (hire someone to teach the art/crafts portion of the camp).

They also have a Jungle Camp for 3-5 yr olds, for 3 days from 9:30-11:30.

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## MARKETING:

1. Advertise at festivals/children's events by having a hands-on booth.
2. Local Parent/Family Magazines
3. Facebook ads and postings
4. Email reminders to past and present families
5. Offer discounted price to current families if they register for summer. They help "carry" the newbie's!
6. At The Music Factory (Springfield, IL), for several years we've offered 6 weeks of classes, and families can sign up & pay for only weeks they can attend (indicate on enrollment form); minimum of four classes.
7. Offer new families a coupon where if they register for fall at same time, the summer session is discounted. Or

vice-versa, new families in summer get a coupon for discount if they continue in the fall!

8. Reach out to nearby camps and churches, YMCAs, and day care centers offering summer programs. Camp directors are always looking for local, affordable activities; they may bring you new students by the busload! If space is an issue at your studio, take your Musikgarten to the camp and be sure to supply take-home information.

9. Go outside! Plan and promote a few classes “al fresco” – have parents meet you at a local park or under a shady tree near your studio (of course, get permission if it’s not your property.) Ask families to bring picnic blankets or beach towels, and water bottles. Encourage children to listen to the music of nature, like birds singing and leaves blowing in the breeze. You can even have an impromptu summer parade!





