

BalletRox

Presented by: Ciara Hunt,
Alexandra Kanners, Kelly Angelica
Liok, and Bethany Karp



Marketing & Society

Table of Contents

3	Client Description
5	Problem Definition & Goals
6	Environmental Analysis
7	Secondary Research
13	Primary Research
21	Competitive Positioning
22	Proposed RCT
24	Potential Marketing Material
30	Looking Ahead

Client Description



BalletRox is a **non-profit organization** founded in 1992 by Anthony Williams who is the first African American male dancer in Boston's Premier Ballet Company.



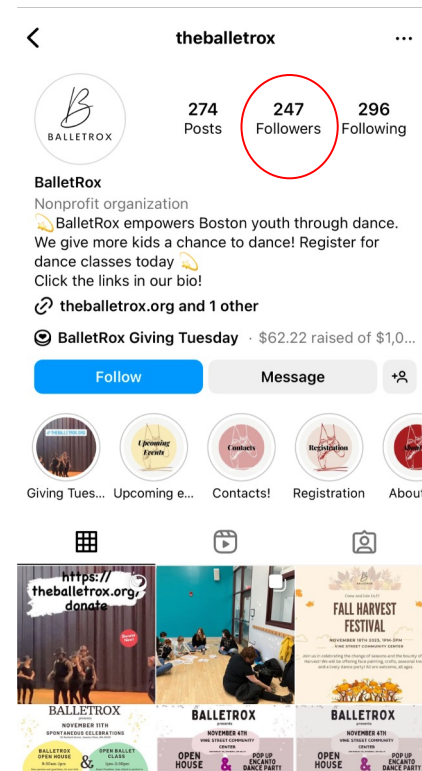
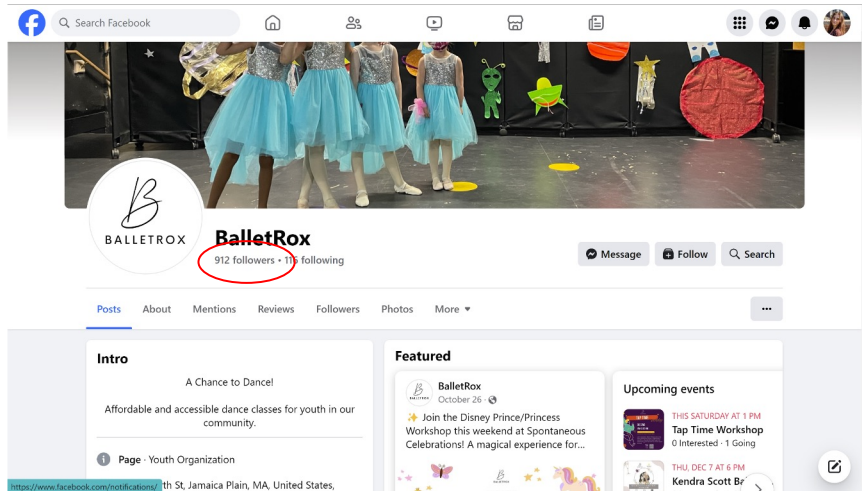
The organization **supports low income children and provides them with access to dance classes** and general dance education.



Client Description

Currently, BalletRox uses **Instagram** and **Facebook**.

However, they reported low social media interaction/engagement and growth.



Problem Definition & Goals



BalletRox is struggling to engage their audience, especially through social media.



Better engage the target market.



Increase participation within the organization.

Environmental Analysis

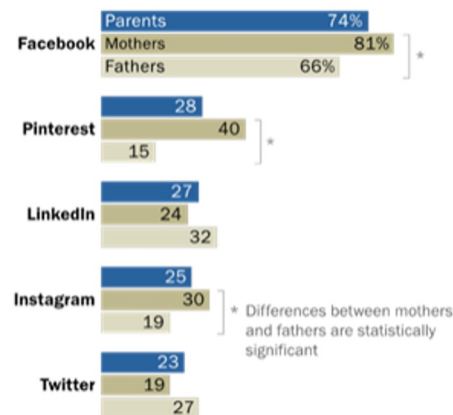
Strengths: <ul style="list-style-type: none">→ Solid in-person sense of community→ Equal opportunity for all children→ Passionate instructors	Weaknesses: <ul style="list-style-type: none">→ Lack of online community; weak social media presence/engagement→ Unsure how to communicate/market to target market
Opportunities: <ul style="list-style-type: none">→ Wider range of participants→ Affordable→ Scholarship availability	Threats: <ul style="list-style-type: none">→ Urbanity Dance→ Boston Ballet School→ Hyde Park Dance Academy

Secondary Research

Why Are Parents Important?

Parents Use a Range of Social Media Platforms; Facebook Tops the List

Among all internet users, the % of parents who use each social media platform



Source: Pew Research Center surveys, Sept. 11-14 and 18-21, 2014. N=1,597 internet users ages 18+. The margin of error for all internet users is +/- 2.9 percentage points. Parents in this survey were defined as those with children under age 18.

PEW RESEARCH CENTER

Confirming our previous conceptions:

👤 “It is common knowledge that parents play an important role in the sports participation decision of their children.” (McDonald et al., 2002; Yang et al., 1996).


This confirms that BalletRox should be focusing on marketing efforts towards parents and not the children.


Further, we found that social media indeed is an effective method to reach parents. The most popular social media website is Facebook by far:

- 🌐 83% of parents use social media
- 📘 74% of parents use Facebook
- 📷 25% of parents use Instagram

Why Use Social Media?

Generally, we also looked at how parents are influenced to make decisions for their children.

 “Individuals are susceptible to social influence because humans learn to rely on others' perceptions and judgments as sources of evidence.” (Seng & Keat, 2014).

 “The present perspective on social media is that people use it for creating, accessing, and spreading information via WOM [word of mouth] to various types of others, be it known ‘strong ties’ or ‘weak ties’ in their networks or unknown strangers.” (Appel et al., 2019).

It is shown that word of mouth through social media is a vital way to grow an organization.

If BalletRox participants engage in social media this will likely increase participation for their in-person events.

Additional Ways to Reach Parents

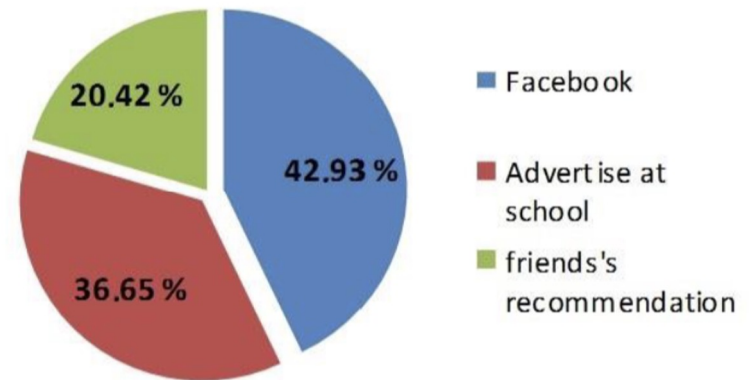
A study analyzing parents of children in sports clubs in 2016 found that the most useful tools for promoting the sports clubs are:

Facebook advertising (42.93%)

Promoting the activities at school (36.65%)

Recommendations or word of mouth (20.42%)

(Strava, 2017).



Importance of an Omnichannel Approach

While BalletRox has reported a good amount of engagement to in-person events, they are struggling online.



“Reports from industry sources have shown that consumers respond better to integrated marketing campaigns.” (Appel et al., 2019).



“There is the need for organizations to use integrated marketing communications to promote the sales of their goods and services, as this will influence the consumers more than just using one of the components of planned communication.” (Asemah et al., 2012).

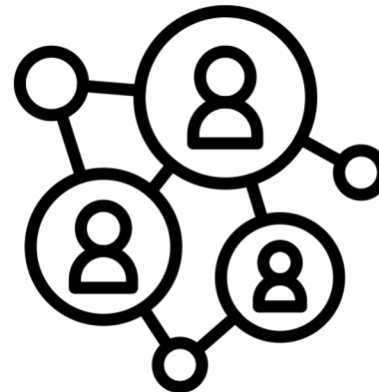
If BalletRox integrates their in-person and online events they could increase their engagement.

Building Online Community

“Businesses that create communities that satisfy both relational and transactional needs will reap the benefits of greater customer loyalty and may gain important insights into the nature and needs of their customer base.” (Armstrong et al., 1996)

How to Build an Online Community:

1. Take advantage of existing audience (in-person)
1. Engage with people in your social circle
1. Establish one common goal



Primary Research

In-Depth Interview

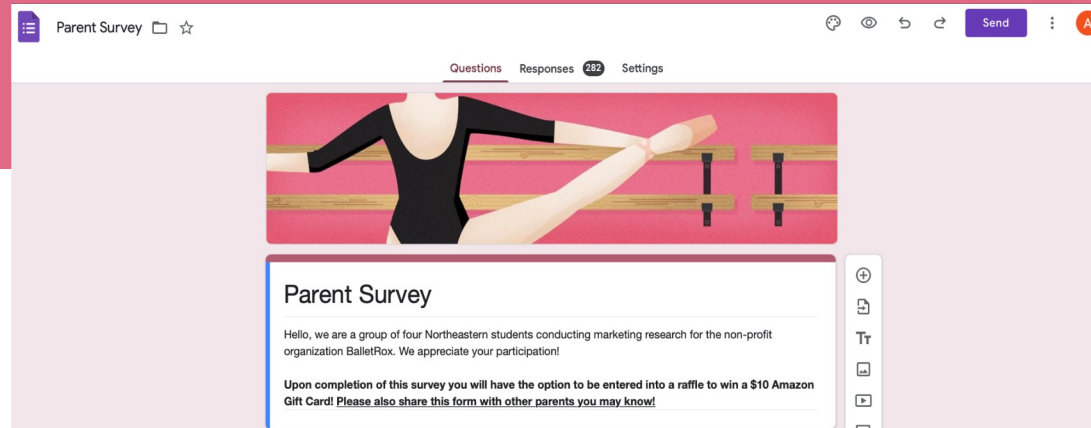
Provided insights into the sense of community that is present in-person but lacking online:

“The community is a really important part of BalletRox. I think it’s important that they keep that, especially for the little kids. For my son this is a fun thing that he does where he connects with people with a shared passion that all sections of the community come together. I think that's something about BalletRox that we really treasure.”

“Personality and charisma from the teachers gets lost in their social media. I think being able to incorporate that into their social media would be awesome.”

“I like seeing people from BalletRox. Seeing the people who work there, I feel more connected to the organization.”

Survey



Procedure: Conducted using Google Forms

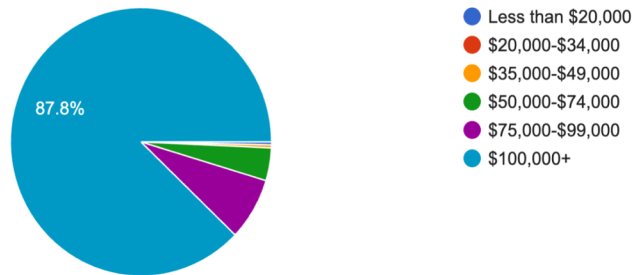
Sample Size: 283 parents

Sampling Method: Convenience, reached out to parents of friends and online parent groups

Limitations: Mainly reached parents of college-aged kids, an older demographic may respond differently than younger parents. Answers were reflective of past experiences, not necessarily with children currently enrolled in dance classes. 88% of respondents reporting having an income of \$100,000 or more.

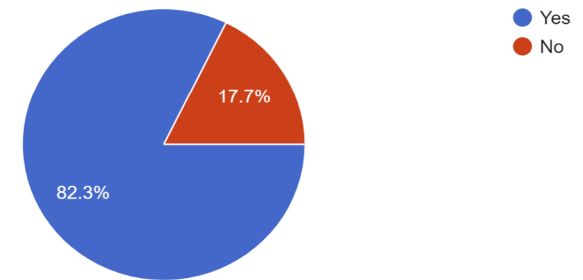
Annual Household Income Level

279 responses



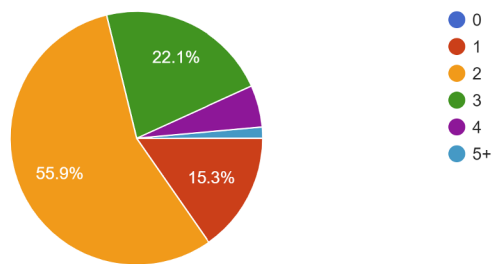
Have your children ever participated in dance classes?

282 responses



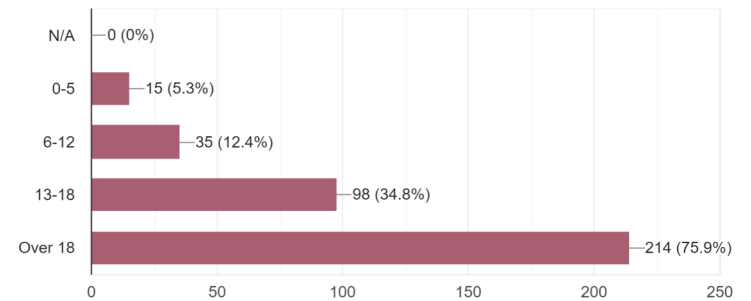
How many children do you have?

281 responses



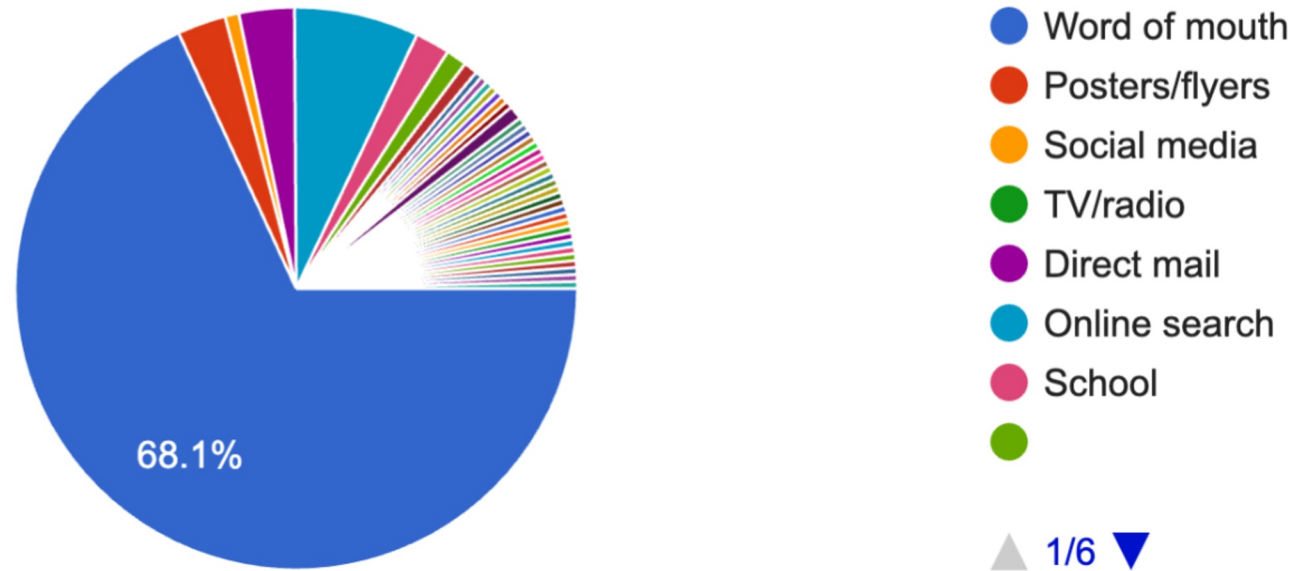
How old are your children?

282 responses



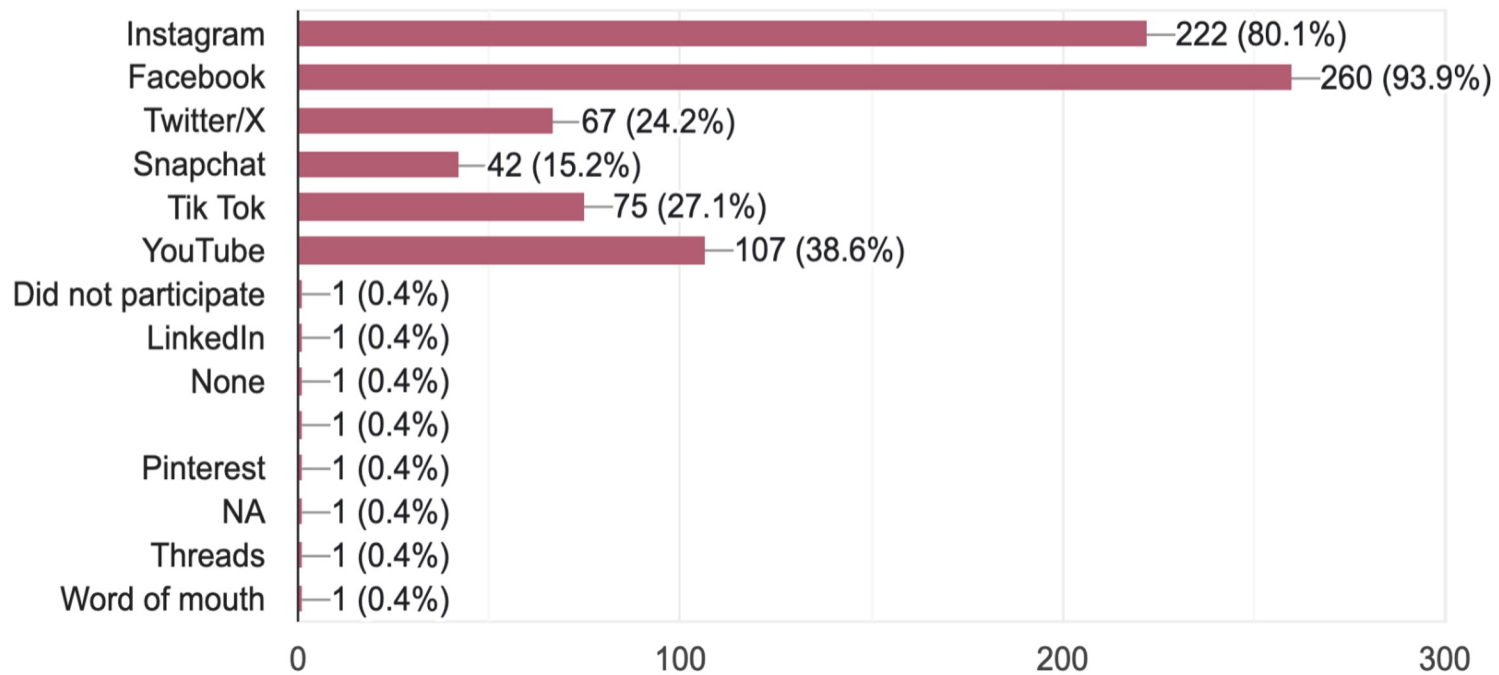
How did your child find out about the dance classes they participated in?

251 responses



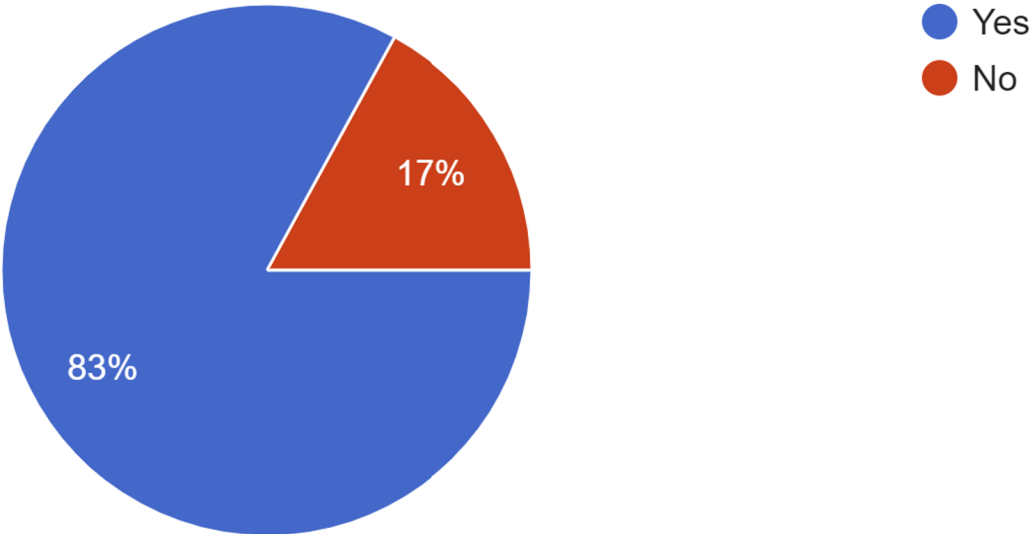
What social media platforms do you use?

277 responses



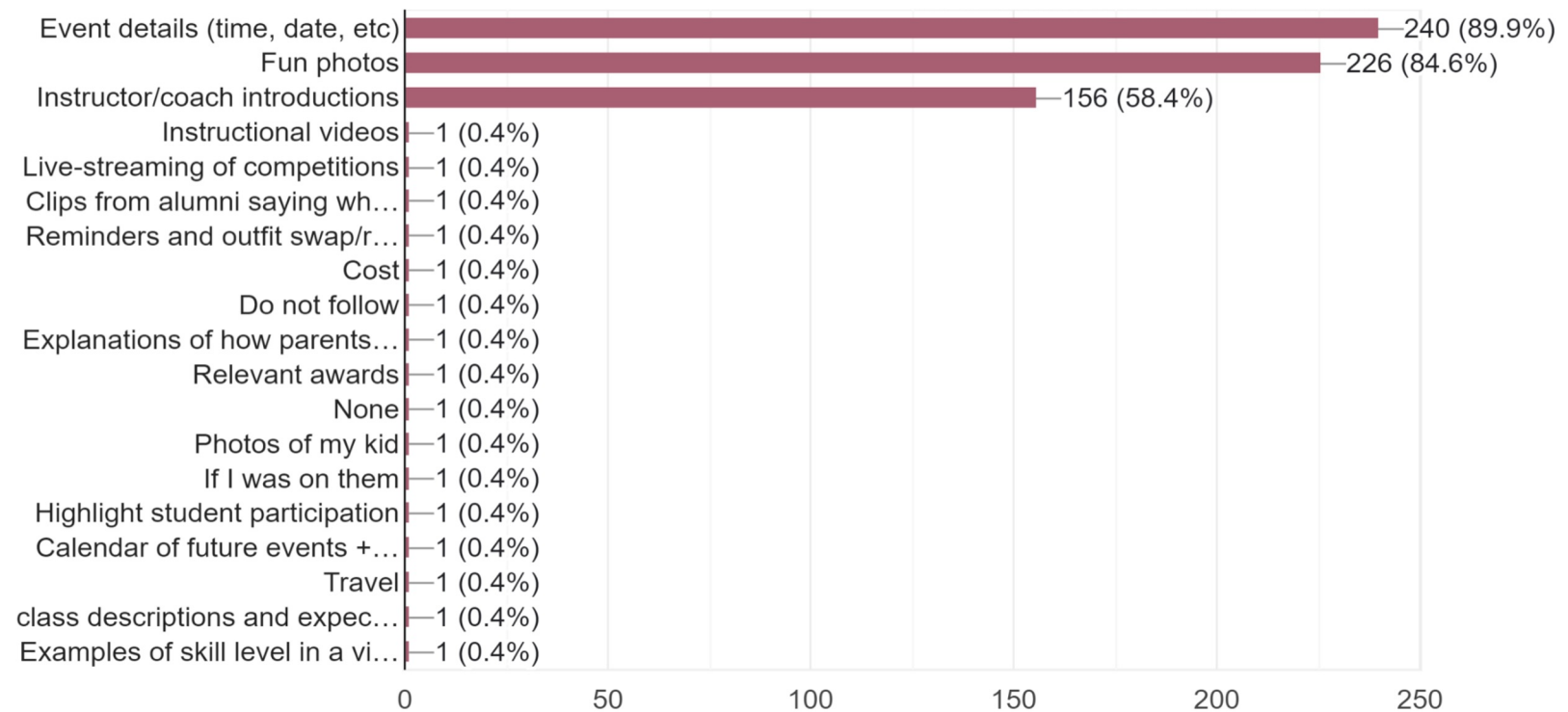
Do you follow organizations/teams that your child participates in on social media?

282 responses

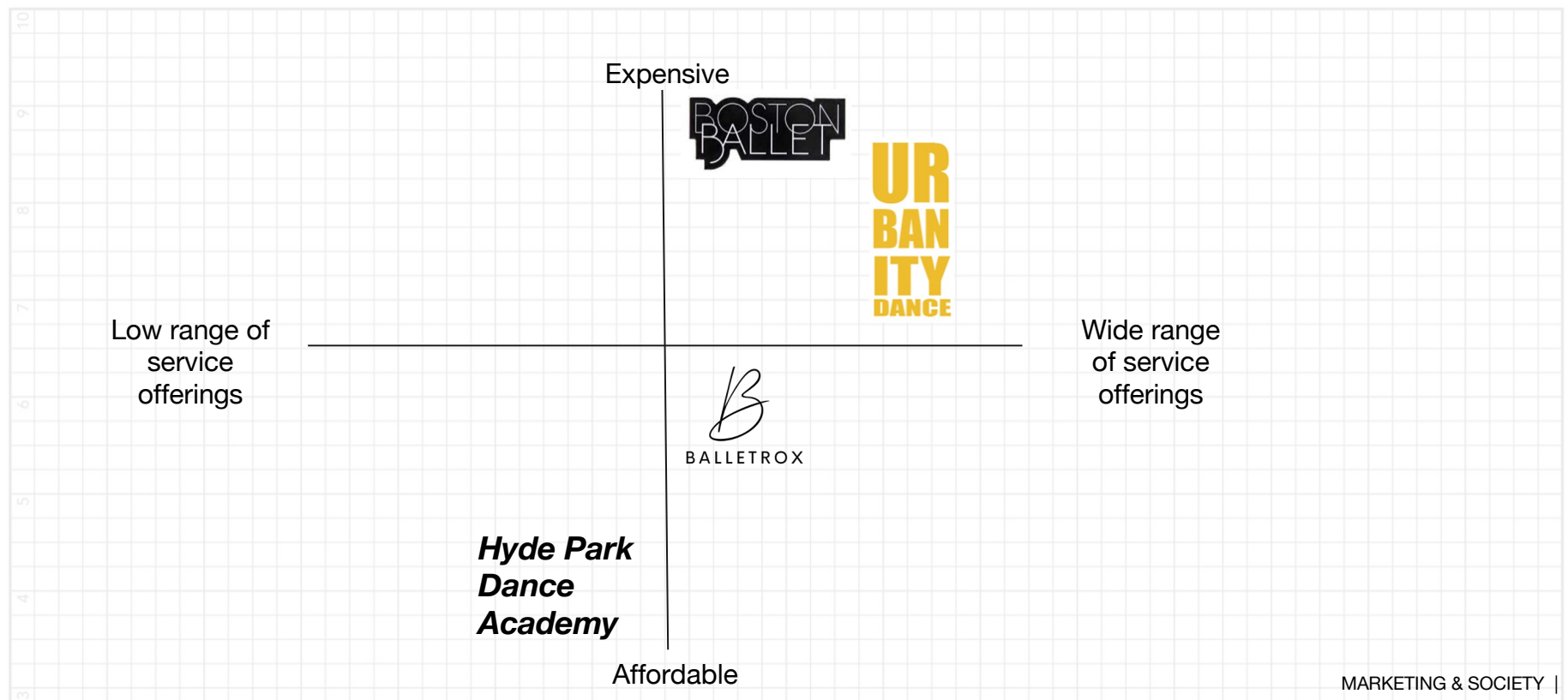


What content would you like to see on these organizations' social media?

267 responses



Competitive Positioning



Proposed RCT



Social Issue: The COVID-19 pandemic has interrupted children's social development due to lack of social interaction during their primitive years. We will be investigating how hobbies and face-to-face interaction can aid children in building essential social and communication skills.



Hypothesis: If children aged 5-12 years old attend BalletRox dance classes for a period of 6 months, they will develop enhanced social skills. Their ability to develop social skills will be stronger compared to children who alternatively attended swimming practice instead of BalletRox or did not participate in any extracurricular activity.



Sample size: 90 children total (obtained out of 200 children who filled out a survey) aged 5-12 years old split into 3 groups of 30 each. Of these 90 children, 30 will participate in swimming practice after school.

Proposed RCT



Intervention control: 30 children attending BalletRox dance classes and 30 children who do not participate in any extracurricular activities.



Setting: An elementary school classroom so children are familiar with the environment and do not focus on the setting rather on the children around them. A natural setting will yield more accurate results.



Measurable outcomes: When observing BalletRox participants we would look out for specific positive social interactions between children such as: eye contact, initiating and continuing conversation, being social and smiling. The behaviors observed, both positive and negative will be coded for using a scale provided by a child behavior professional.

Potential Marketing Material

Implementing a **cohesive** brand style will help consumers view BalletRox as a professional and trustworthy organization. At the same time, they should employ their own photos to establish a sense of community.



Streamline social media posts



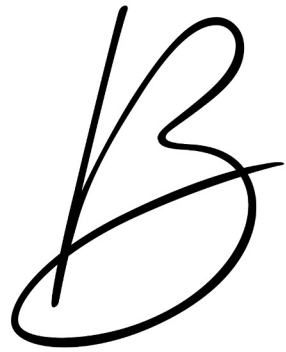
Regularly update event schedules



Post fun photos during class (with parental consent)



Employ an omnichannel approach



BALLETROX

Style Guide

2023 - 2024



Logo Placement

Typically the logo should be placed in one of the four corners on the edge of the margins, about 1.5 inches long, and with plenty of white space surrounding it.

In Canva, this translates to a width of 110 px.



white space



Color Palette

Promotional materials should include one or more of these colors, as well as black or white.



#e06985

CMYK: C=8, M=73, Y=29, K=0



#389fad

CMYK: C=74, M=20, Y=30, K=0



Typeface



It is recommended to stick to one or two typefaces for all promotional materials to establish a cohesive brand image.

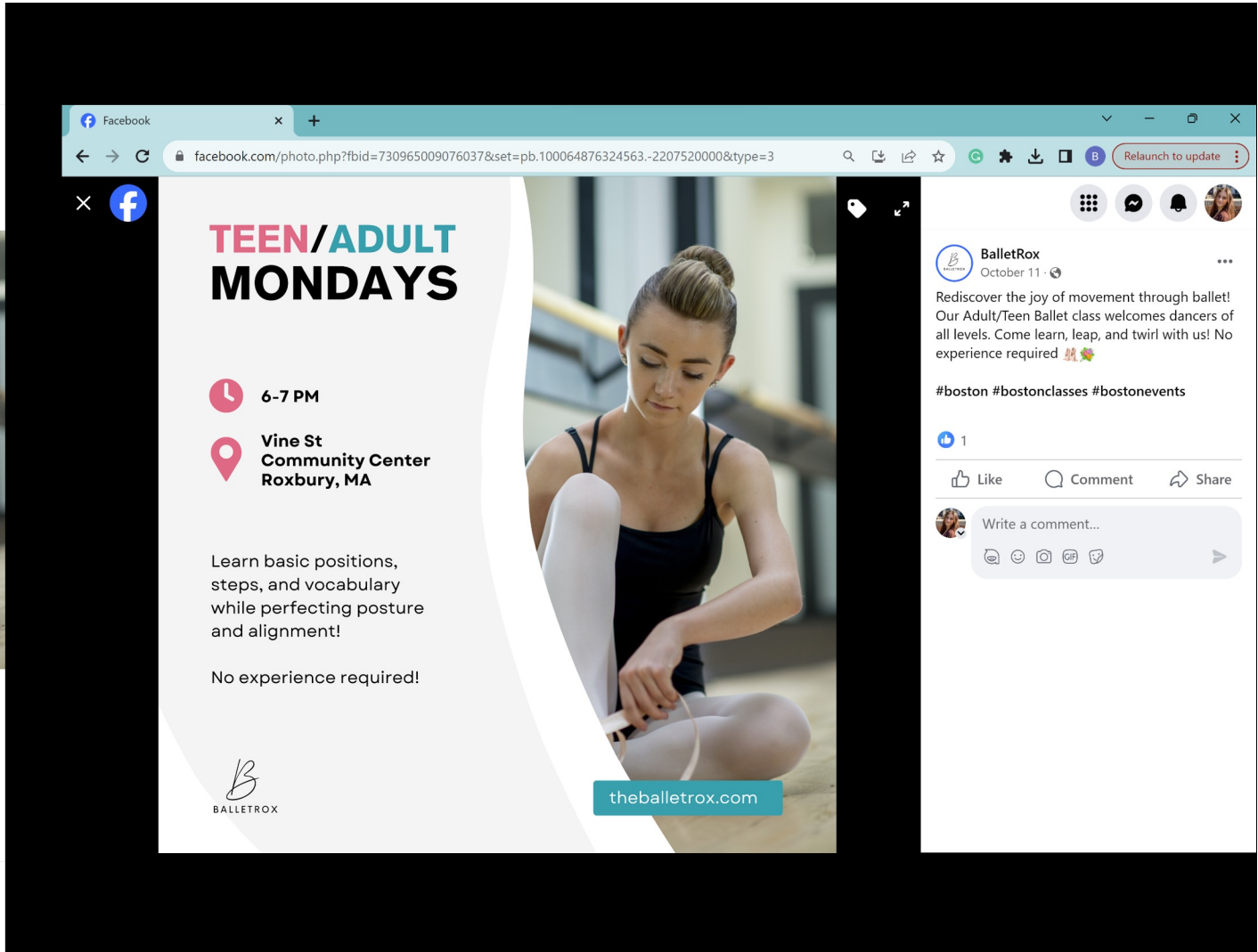
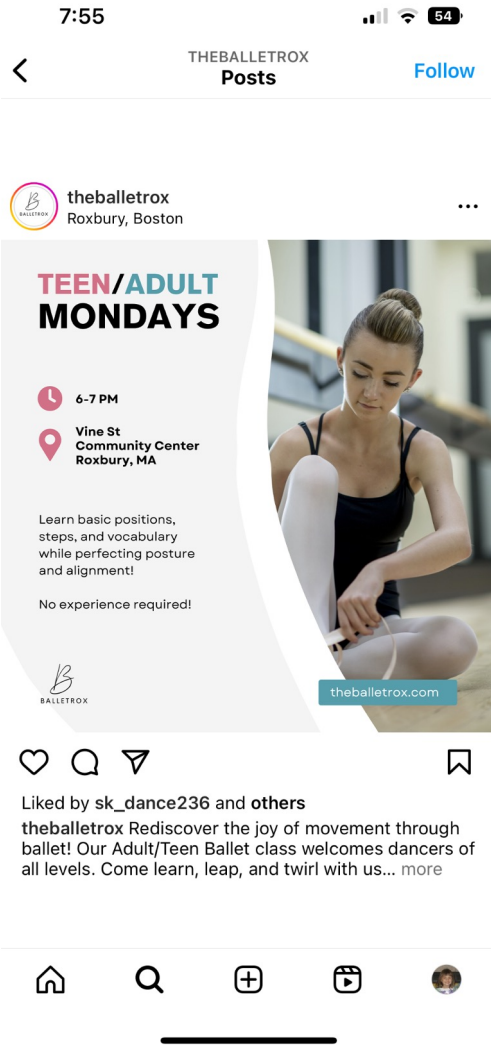
In Canva, for body text, use a sans serif, such as Garet. For headlines, use a bolder sans serif, such as Akzidenz-Grotesk.

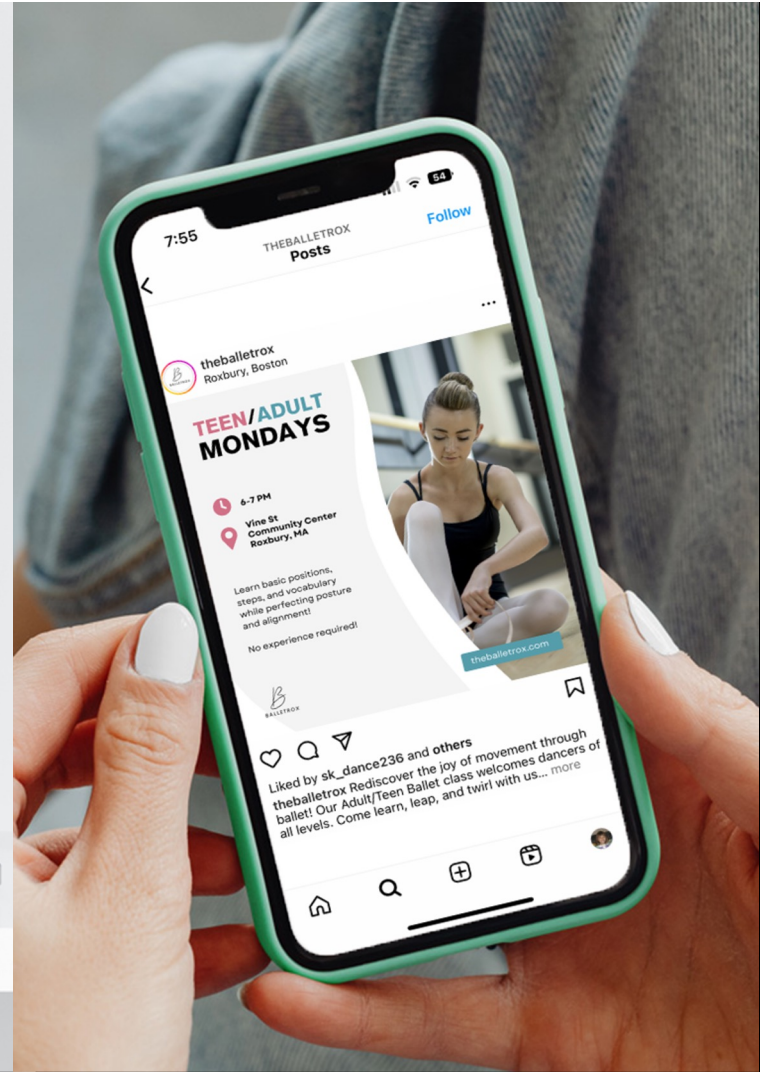
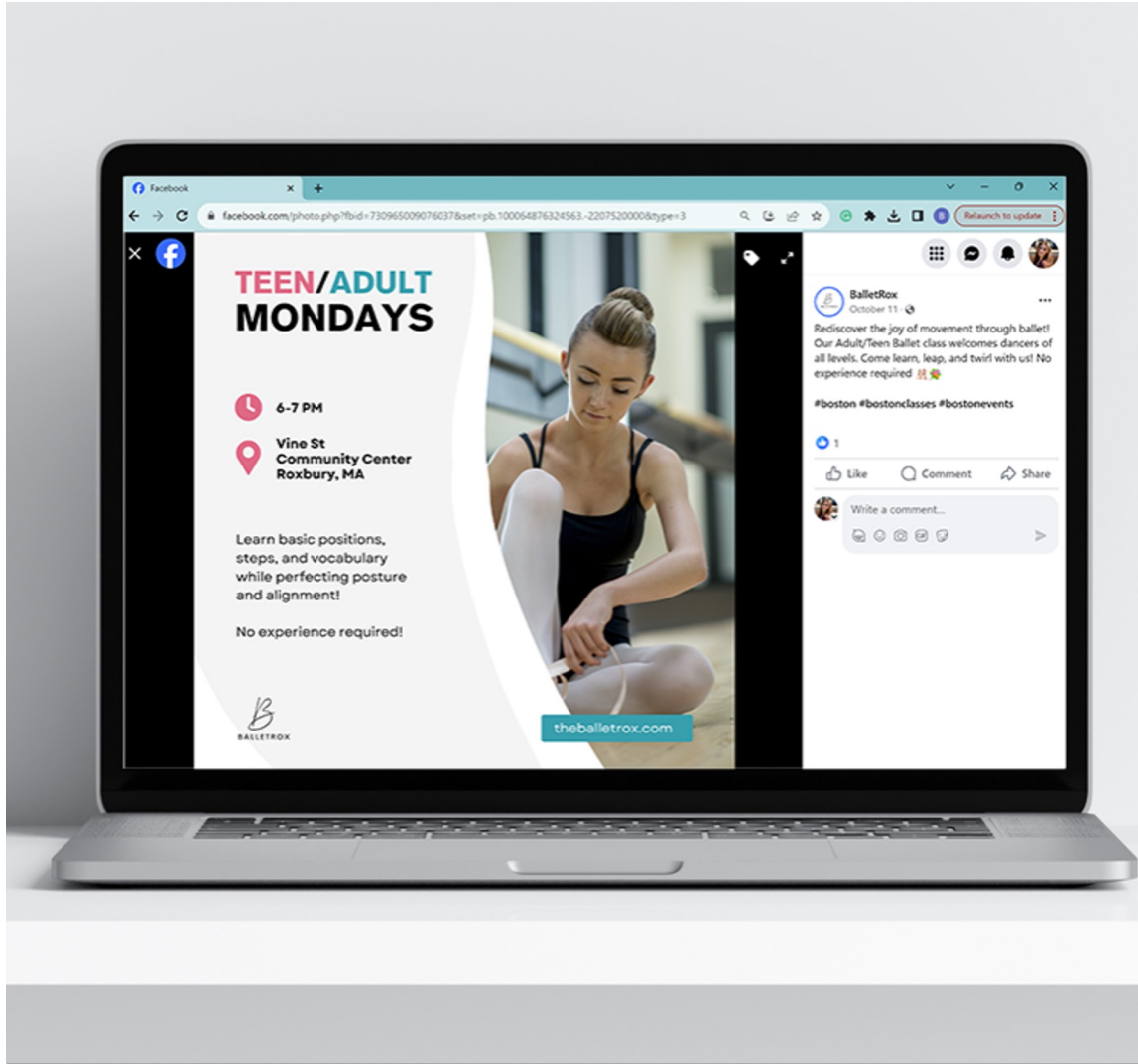
Garet

Suitable for body text.

Akzidenz-Grotesk

Suitable for headings.





Ad Testing

“This one [compared to BalletRox’s original post] is clearer and easier to read for sure... This ad makes the organization look more professional.”

-David, BalletRox parent




TEEN/ADULT MONDAYS


🕒 6-7 PM

📍 Vine St Community Center Roxbury, MA

Learn basic positions, steps, and vocabulary while perfecting posture and alignment!

No experience required!


 theballetrox.com



TEEN/ADULT BALLET MONDAYS
6-7PM

VINE STREET COMMUNITY CENTER
ROXBURY, MA

Learn basic positions, steps, and vocabulary while perfecting posture and alignment.

No experience required!

 Scan here to register!

 @balletroxboston
 @theballetrox theballetrox.org







Looking Ahead

Main takeaway:

- BalletRox needs to build a sense of community online that is congruent with their in-person engagement



Recommended Tactics:

-  Promote social media during in-person events and classes to create a stronger sense of community online.
-  Maintain a solid content posting schedule across Instagram and Facebook featuring teachers/children.
-  Use teachers as ‘ambassadors’ since they consistently interact with parents.
-  Implement an omnichannel marketing strategy.

Thanks for listening!