



**INGRAM**  

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**SCHOOL OF DANCE**

1307 W Cypress Ave • Orange, Texas • 77630  
409.886.8226 • [www.ingramschoolofdance.com](http://www.ingramschoolofdance.com)



## ***Situation Analysis***

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Dancing is a historical tradition. Dancing does not leave behind any physical artifacts, therefore it can not be determined when dance became a tradition for the human race. What we do know is that dance has been a part of ancient rituals, spiritual gatherings, and social events from the earliest moments of human existence. Dance has also been a way for people to communicate a sense of pleasure, expression, interaction, and performance through music. To this day, dance still remains to be one of the most expressive forms of communication and an important part of our culture.

There is a considerable amount of forms and types of dance, but our main focus is ballet. Ballet has been around since the 15th century and is recognized as its own art form. It has evolved and changed throughout different movements of art and music, nevertheless it has traditionally remained graceful and highly technical. It wasn't until the 19th century that tutus and tip-toe ballet (pointe) became a custom. In the late 19th century, Marius Petipa's *The Nutcracker*, *The Sleeping Beauty*, and *Swan Lake* (by Petipa and Lev Ivanov) represented classical ballet by showcasing classical technique including: pointe work, high extensions, precision of movement, balance, and turn-out. For this, tights and shorter tutus were worn to reveal the level of difficulty of their movements and footwork. Ballet is recognized across the globe and has been the foundation of techniques for many other dance genres.

Ingram School of Dance has upheld the traditions of ballet by keeping tights, leotards, and skirts in their required wardrobe for practices. Ingram has been dedicated to bringing quality and affordable dance instruction to Orange since 1933. The biggest problem Ingram faces is getting their name out into the community. Since Ingram has been around for quite some time, it is known to many in the city of Orange without any advertisements or promotions. However, it has competitors in the Golden Triangle, such as Lorna Badon and Rose Thayer who have advertised more than Ingram. Therefore, Ingram needs expose themselves more to the community.

Ingram offers gymnastics, tap, jazz, lyrical, ballet, and pointe. Ages 3 and up are welcome to take classes at the studio. Although the students are the ones taking the classes, they are not our target audience. At younger ages, parents usually make decisions for their children. Also, the parents are the ones who pay for tuition. This makes our target audience the parents. We will also be targeting teenagers and adults who are interested in dance themselves.

Our main objective is to increase the number of students at Ingram School of Dance. To be recognized by our target audience, we will be updating our website, place our ads and flyers in a variety of places that pertain to our target, and distribute our business cards with a budget of \$2,500. We will create ads that appeal to both the children and their parents, as well as teens. Our ads will spread the word that Ingram is a family-friendly studio and a fun and exciting way to spend time. Since the history of dance and customs is important to Ingram, we want the continuing history of Ingram to be important and known to our customers. Our big idea and slogan "Bringing Dance to You Since 1933," does just that. The slogan will be placed on a variety of advertisements.

### References:

<http://en.wikipedia.org/wiki/Ballet>  
<http://www.pbt.org/community-engagement/brief-history-ballet>  
<http://www.biztree.com/doc/dance-school-business-plan-D11954>



## ***Research***

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Ingram School of Dance has around 200 dancers in its studio, this includes mostly children and teens. The ages range from 3 years old to 18 years old, however the biggest group of dancers are 1st graders through 3rd graders, high school dancers then make up the rest of the population. So our largest target audience would be 6 to 8 year olds, and their parents. Our main focus in advertisement would emphasis in a fun environment for kids and for their parents as well. Advertising for the parents will have to consist of how dancing will benefit their children in the present as well as the future. Kids will be able to use up their energy into something that will benefit them. Dancing will not only be something that the kids do after school, it becomes a place where children will learn discipline and development through art form. For the kids, our advertisements would show that Ingram Dance Studio is a great place to meet new friends and wear tutus, along with having fun dancing to their favorite songs. Now to target the second most population in the dance studio, which would be teenagers, our main focus would be that it's "cool" to dance and that everyone is doing it. For teenagers, it is a place where you can be yourself, make new friends, and express yourself in a different way. Because Ingram is located in a small community it would not be difficult to send out advertisements wherever people are. However, Ingram has mainly gotten its popularity by word of mouth, the city of Orange has a close knit group of people that it has gotten so incredibly popular without sending out any advertisements. That being said, Ingram would like to raise even more awareness around the city, by having visual advertisements throughout the city.



## ***SWOT Analysis***

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**Strength:** Established in 1933, Ingram School of Dance is one of the oldest dance schools in all of Texas. Ingram has shown that throughout its 81 years of being in business, it still remains to be one of the best dance schools in Southeast Texas. Its consistency of being a prestigious dance school has given Ingram a highly regarded reputation. Ingram has been a proud member of the Dance Masters of America as well as the South Texas Association of Dance Teachers. It has brought up generations of dancers throughout its years, and is conveniently located in the “Old Orange” district in the Orange, Texas.

**Weaknesses:** Ingram School of Dance’s location proposes some problem, as Orange is a small town and only has a limited audience compared to if it were located in a bigger city such as Houston. Ingram also only has one location, where as studios these days are beginning to offer multiple locations to reach a wider audience range. Ingram School of Dance is also not a large studio and expansion is not a direct possibility, so there are limitations.

**Opportunity:** Students will get the opportunity to learn different styles of dancing and the fundamental techniques behind each style. Ingram will always accept new students, and will encourage them to try out every kind of dance that they offer. Ingram offers tap, ballet and pointe, jazz/hip hop, acro-gymnastics, lyrical, and a flip flop workshop.

**Threats:** Ingram School of Dance has other nearby competitors, such as Lorna Badon Dance Studio and Rose Thayer Dance studio that are also located in Orange, Texas. Lorna Badon and Rose Thayer both have a dance team, which Ingram currently does not have, that appeals to a broad spectrum of our target audience.



**Objectives**

Appeal to parents of children between the ages of 3 and 10 as well as teens and adults who are interested in taking dance, ages 16+

Increase the number of students who take dance from Ingram School of Dance by 15%

General promotion of the studio's benefits to members of the Golden Triangle area

Continue the Ingram School of Dance legacy for years to come

**Budget: \$2,500**

KOGT Online Banner Ad.....	\$400
Website Fees .....	\$300
Lutcher Theater Program Ad .....	\$400
Lamar Dance Team Calendar .....	\$100
Football Program Ad.....	\$250
Orange Leader Ad .....	\$450
Beaumont Enterprise Ad .....	\$500
Business Cards.....	\$100

**Timeline: January 1, 2015 - December 31, 2015**

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Nov.	Dec.
<b>KOGT</b>											
<b>Website</b>											
<b>Lutcher</b>											
<b>Lamar</b>											
<b>Football</b>											
<b>Orange Ad</b>											
<b>Beaumont Ad</b>											
<b>Cards</b>											

## ***Strategies***

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### **Marketing Objective**

Reaching out to our target audience with the distribution of ads through local media outlets.

- We will put our ads out through kogt.com
- We will place ads in local high school football programs
- We will take out ads in local newspapers to reach parents
- We will maintain our website so information is readily available
- We will keep business cards on hand

We believe it is key that we stay local with our advertisements.

We plan to target parents of children who are interested in fine arts. Parents who are interested in fine arts are more likely to put their child in dance rather than sports. We will take ads out in the Lutcher Theatre Program to achieve reaching this specific group of parents.



## *Advertising Creative*

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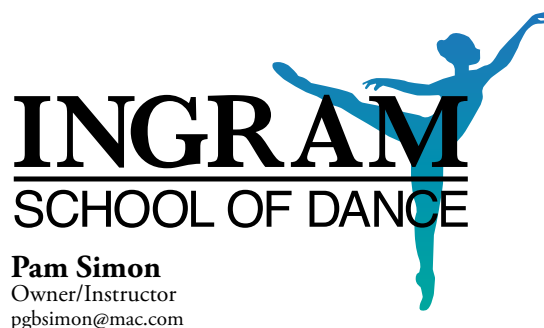
At Ingram School of Dance we have had a long standing history with the community since Miss Mary Alice Ingram Callahan opened the studio back in 1933. The big idea of this campaign, “Bringing Dance to You Since 1933” emphasizes the main selling point of a long lasting history and continuing on that legacy. This slogan will be included on the website and on the various forms of advertisements.



Visit us at  
[www.ingramschoolofdance.com](http://www.ingramschoolofdance.com)  
to see what our studio has to offer,  
or check us out on Facebook  
for more information

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Print Ad



1307 W Cypress Ave | Orange, TX 77630 | 409.886.8226

Business Card

## ***Advertising Media***

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All of our advertisements will include our name, Ingram School of Dance, location, phone number, and website. We will also be incorporating the slogan and big idea of this campaign, "Bringing Dance to You Since 1933" in our advertisements to show the appeal of taking from Ingram School of Dance.

We believe having our ads distributed through local media outlets will ensure we reach our demographic. Since we are targeting parents of children, we are using a more traditional way of advertising to our target audience. Our target audience is more likely to read a newspaper rather than hear our ad on Pandora radio.

Having our ads in high school football programs targets our entire demographic, not only parents. Teens who desire to take dance will view our ads through this outlet as well as parents of children. By taking out an ad for the Lamar Dance Team Calendar we are not only targeting fans of the Lamar Dance Team but also college aged students who may be interested in taking dance from Ingram.

Business cards are our way of supplementing word of mouth advertisement. A lot of Ingram's success has come from word of mouth. Every little kid wants to do what his or her friend is doing! Business cards give parents a chance to spread the word and leave something behind so that the future family is more likely to follow up.

Keeping our website up ensures that information is readily available.

Through this media plan, we believe we will achieve our goal of increasing Ingram's students by 15%.



## ***Promotional Tools***

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Print ads are the main promotional tool used in our campaign for Ingram. Coming in second would be online promoting through social media. Social media is a free and great way to promote Ingram. Currently, Ingram operates a Facebook page. Our plan is for Ingram to expand their social media presence by creating a Twitter and Instagram account to appeal to social media users in order to spread the word. Ingram also has a YouTube account and will continue to post videos so interested students may watch them to see what Ingram has to offer.



## ***Evaluation***

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The effectiveness of the Ingram School of Dance Campaign will be evaluated based on how many new students sign up for classes during the campaign. We will monitor the registration numbers until the last day to sign up.

To register, students must fill out registration forms. On these forms, we will include two questions to help us monitor the effectiveness of our campaign:

1. Are you a new or returning student?
2. If new, how did you hear about us? Ex. flyers, business cards, ads, friend, etc.

This way we know how many new members we gained from our campaign and what strategy worked more than others.

Since all of our ads except for football will be distributed year round, the most crucial part of the campaign and evaluation will be during football season. Football advertising will be from August to November, in which our advertising will be most needed because registration ends in November.