

*Ingram*  
*School of Dance*

# *Situation Analysis*

- History of dance and ballet
- About Ingram School of Dance
- Problem: getting name out into community
- Competitors: Golden Triangle Area, Lorna Badon and Rose Thayer
- Target audience
- Main Objective & Advertisement

# *Research*

- Types of audience
- Age range
- Types of advertisements
- When to advertise
- Where to advertise

# *SWOT Analysis*

- Strength: 81 years experience, good reputation, and local
- Weakness: Far from big cities, not enough exposure
- Opportunities: Different styles of dances
- Threats: Competitors

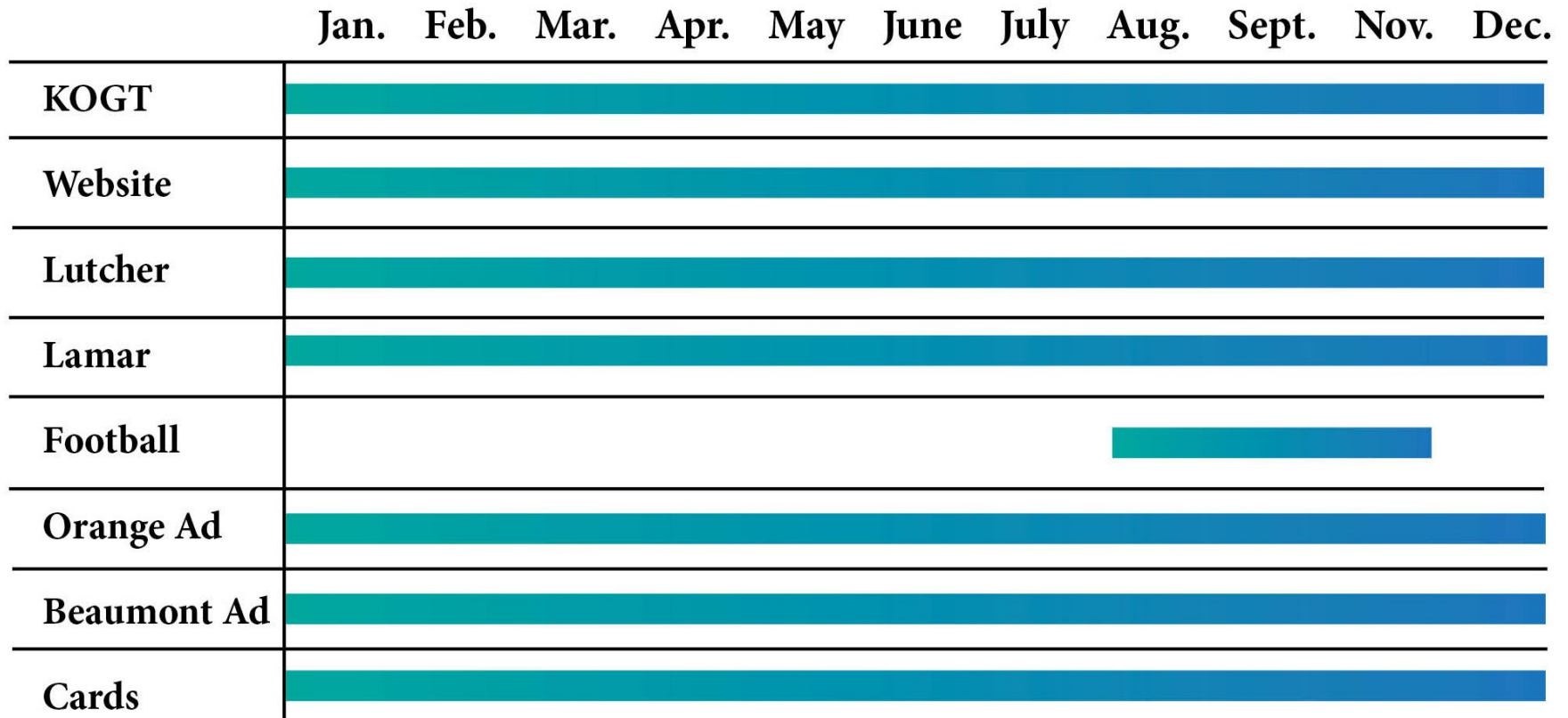
# *Objectives*

- Appeal to parents, children and teens
- Increase number of students taking dance
- General promotion of studio's benefit
- 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

# *Strategies*

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



# Advertising Creative



**INGRAM**  
SCHOOL OF DANCE

"Bringing Dance to You Since 1933"

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

1307 W Cypress Ave | Orange, TX 77630 | 409.886.8226



**INGRAM**  
SCHOOL OF DANCE

**Pam Simon**  
Owner/Instructor  
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# *Advertising Media*

- Knowing your customer
- Push demand
- Pull demand
- Make personal information public

# *Promotion Tool*

- Promote Ingram
- Signs
- Print
- Commercial
- Advertisement
- Direct mail
- Public Relations Firms
- Internet
- AR Advertising

# *Evaluation*

- New students: registration
- Registration form
  1. Are you a new student?
  2. How did you hear about us?
- Football season (ad): August to November
- Last day to register: November 21st