

# 10 ways to market your class based business

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# Welcome to 10 ways to market your class based business

**We're so excited you're here and ready to market and grow your amazing business!**

Building an engaged audience is essential for any small business, you need to be attracting potential customers to start, grow and scale. Start with knowing your ideal customer so you can make sure that your marketing is targeted towards their needs.

Marketing is an amazing way to engage with your potential customers, demonstrate your expertise and most importantly to be of assistance to them and it doesn't need to be costly or have huge budgets behind it to be successful, consistency is key and also regularly reviewing what is working for your audience so you can focus more on what is connecting with them.

We are here to support amazing entrepreneurs to build their amazing businesses, having a business that is making you an income to support your life and dreams is incredible. We would love you too to have the balance and freedom in your life to help you follow your passions and build a life that you love.

Building your best business is about being creative, learning new skills, belonging to a community, spreading kindness and having a positive impact on the world!



THAT'S WHY WE'VE CREATED THIS PRINTABLE TO  
GIVE YOU SOME IDEAS TO HELP YOU MARKET  
YOUR CLASS BASED BUSINESS

**Thanks so much for downloading our printable we are excited to support you to grow your business**

*The Sensory Sessions*

# 10 IDEAS

**use social media** - social media is a game-changer for marketing class-based businesses. It's cost-effective, accessible, and offers an incredible way to connect with your target audience. Whether you run baby classes, yoga sessions, or dance workshops, social media helps you showcase the value of your offerings to potential clients.

One of its biggest advantages is its ability to build trust and community. By sharing photos, videos, and testimonials, you create an authentic presence that allows people to see the impact of your classes. Platforms like Instagram and Facebook let you show behind-the-scenes moments, highlight success stories, and engage directly with followers, building strong relationships over time.

Social media also gives you powerful tools to target your ideal audience. Paid ads can help you reach people in your local area or with specific interests, ensuring your promotions are seen by those most likely to attend your classes. Meanwhile, organic posts, stories, and reels can boost visibility and word-of-mouth referrals.

Most importantly, it's a two-way street. You can listen to feedback, answer questions, and build a loyal base of customers who feel valued and excited about your classes. With the right strategy, social media can transform your business and help it thrive

**Success is not the key to happiness.**

**Happiness is the key to success.**

If you love what you are doing, you will be successful.

**Albert Schweitzer**

# 10 IDEAS

**run a webinar, talk or training** - to connect with your audience, help them and demonstrate your knowledge to potential customers by teaching them something useful. In our businesses we've taught about child development, business skills to young people and taught introduction type classes for new customers. This is a great way to meet new people online or in person and helping them so they can see the value in your paid programmes

**create a printable or handout** on a topic that is really interesting to your audience, we've created printables on topics that include tips on playing at home during lockdown, share ideas on development, instructions on creating a relaxing space for doing classes at home, whisky tasting tips, colouring sheets, kids business ideas and the brilliant thing is that once you've created them you can promote them often, use them as a leadmagnet to help you build your email list or create a series which you can sell to your audience as an additional income stream.

**promote class trials** to allow your audience to try one class before committing to booking a block or a term. We asked our audience early on if having the opportunity to try was helpful and they said that it gave them confidence to check out whether their child would like it before committing to a longer block. Where you can support your customer's buying decision with offering trials or taster days. Paid class trials have converted into bookings better for us than free trials so please don't feel like you need to give a trial away for your potential customer to value it.

# 10 IDEAS

**send a regular email newsletter** to support and connect with your audience regularly. Collecting email addresses and building your list is a really effective way to market your business and it has been a game changer for us!

We focus a lot on list building, creating value for our potential customers and connecting with them and email is a great way to do this. There are

**ask your current customers for referrals**, your customers are likely to know others like them who could also be an ideal customer and use your product or service. Give your customer easy ways to mention your business to others through encouraging them to post images online, referral leaflets and bonus schemes, give them something to recognise their referral, bonus content or access to a resource works well. It is a very easy and cost effective way to get new customers.

**ask your current customers for testimonials** and post them regularly! Marketing is about telling people about your business and testimonials from clients are a great way for you to build the know, like and trust factor. How often do you look for reviews before you buy from a company you've not used before? Make it really easy for a new customer to decide. You can ask for feedback by email, in person, little videos, post it on your page, have a testimonial section on your website, include them on your sales page and share them regularly.

# 10 IDEAS

**holding a contest or a giveaway** is a great way to increase your reach, build your audience and connect with potential customers who are interested in your product or service. Giveaway posts create a lot of interest, shares tags on your social pages which can increase your reach. If you are using social media to promote your giveaway just make sure that you check the rules for the network you are using so that your post doesn't get removed.

**paid advertising** networks like google, Facebook, pinterest and instagram offer you the opportunity to target your ideal customers and connect with them either through your content or by introducing them to your product or service. Knowing your ideal customer really well is key here so that your targeting the right people, for example as a kids sports class provider your idea customer might need to live within a geographical area, have a child of the right age who enjoys being active and has the income to spend on sessions. Your ideal customer isn't everyone in a city and being really specific with your target market can help your conversion. Please review any ads you have running really regularly, run some different options and change images or text when you notice what your audience is responding to.

**networking** is a really helpful way to connect with other businesses making the life of a small business owner easier! Maybe look for businesses who have the same target market as you and connect with them, share resources, create offers together or run an event. Meet some other business owners online or in person and get good at telling people what you do and support others as you grow and scale too. Review your networking efforts to make sure it benefits your business.

# NEXT STEPS

**We hope that you find these 10 ideas helpful.**

We've used them to market in person and online classes with great success, the growth of your business depends on marketing. Don't be scared of communicating with your audience, embrace it and do things that feel fun for you.

Please remember to regularly review your marketing efforts, do more of what is working for you and less of what is not. Don't try and do everything, that only leads to overwhelm, be selective and measure your efforts.

**If you would like support with starting, growing or scaling your business we'd love to help and support you!**

*The Sensory Sessions*

If you have any questions please email us at:  
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