

Social Media Marketing is Here to Stay

Social media marketing is a more recent addition to the marketing budget of gymnastics schools but none the less a very, important one. Leading companies around the world are pouring more and more of their advertising dollars and time into social media. Why? Because it works! Small businesses have to follow the lead of these companies if they want to be successful. They need a strong online presence to keep up with their competitors. Social media marketing must address specific needs while reaching, engaging, and converting new customers with funny, educational, or informative campaigns. Many gymnastics school owners may not feel equipped to handle Facebook, Twitter, Instagram, Snapchat, and e-blasts. This is not their specialty and they may feel it is too challenging or consumes too much of their time. In a case like that, it might be a good idea for them to hire a Social Media Marketer or they must choose to delve right in and learn it all. Either way social marketing, in this day and age, is necessary. Below is your social media tip for the month. If you would like to share any tips with your peers around the country go to the Tumblebear Connection Facebook page and post them. Keep an eye out for another tip next month.

Your Monthly “Top Tip” for Social Media Marketing

1. Create More Video Content for Facebook, Facebook Live, Twitter, Instagram...

Viewers LOVE video — they're much more likely to click and view a brief video clip than to read a text-based post. Have you tried Facebook Live yet? Easy to use... go to your page, click on “Post”, and then click on the “Go Live” tab below. Facebook Live announces to a large percentage of your friends and fans when you go live, and will hold you at the top of their newsfeeds while you are live and up to 30 minutes after. Whoo hoo! ***Keep it light and short: Viewers want to be entertained and they don't want to focus on a video for more than 30-60seconds (depending on content). Sticking with these guidelines will help boost engagement.***

Note: Speaking of video... did you know studies show you can get video into Facebook newsfeeds much easier if you just upload it to Facebook instead of using a link from YouTube? Having a YouTube account for your business is important and helps with your Google search engine ranking but when it comes to video... use it separate.



Bernadette Lopez works as Patti Komara's Administrative Assistant at Patti's All-American Gymnastics and Tumblebear Connection in Dyer, Indiana. She is also heavily involved with the marketing of both companies and is the Social Media and Website

Manager for both as well. For the past six years, Bernadette has been consulting with gyms across the United States. She helps gym owners and managers improve their websites and learn how to use social media and marketing ideas to increase revenue. ***Need help with your business marketing, website design, social media, and e-blast campaigns? Bernadette offers one-hour phone consultations to help you meet your marketing goals. Please contact her at 219-765-5604 or bernsheely@yahoo.com for more details and availability. Please visit Tumblebear.com for information on her two books - #186 - Maximize Facebook for Your Gymnastics and Dance School and #187 – How to Drive Your Profits with Effective Email Marketing for Gym and Dance Schools. Plus, over 100 products authored and created by Patti Komara to help your gymnastics school, coaches, marketing team, and customer service team be the best they can be. Additional products available from Patti include: year-long lesson plans, progression sheets and award systems, best-selling #500 Fast Track Preschool Training System, and custom wooden position hand stamps. All products come with a 30-day money back guarantee.***