

CASE STUDY

Dance by Design Studios uses Jackrabbit Dance to Grow Enrollment

How a multi-site dance studio realized 736% overall student growth by integrating dance studio software with their website.

BACKGROUND

Dance by Design Studios opened in New Braunfels, TX in 2014 with 30 students.

As a former professional dancer, owner Carolyn Wells knew she wanted to open and grow a dance studio that would provide the best dance experience for her children, while allowing her to maintain a healthy work-life balance.

"It had always been a dream to open up my studio and when I found out I was having a little girl, it was time to start putting this dream into place. Everything just fell into place with a space becoming available and I signed the lease when she was 3 days old and we opened the doors when she was 6 weeks old."

Carolyn Wells, owner of Dance by Design Studios

Jackrabbit Dance

GOALS

Opening a new business while starting a family was challenging. From day one, Dance By Design's growth strategy included supportive instructors, an office administrator and dance studio software.

SOLUTIONS

1

Cloud-based software

From the beginning, it was important to find software that allowed Carolyn to be away from the dance studio and effectively manage everything from afar. Jackrabbit Dance allowed her to log in from anywhere, anytime to make sure the business was always moving forward. Whether it was being able to complete a task away from the studio or delegate to someone else, she knew she could always have a pulse on the studio.

2

Class offerings online

Referrals are a great marketing resource but Carolyn understood the power of being online. Having everything on her website for parents to see class options by day, age, or genre made her program accessible to any families looking to dance at her studio. This was especially helpful in encouraging students to take multiple classes and was easily accomplished with Jackrabbit's class listings table feature.

ACHIEVEMENTS



286% increase in first year of business

Their very first year in business alone brought in 286% student growth with one location.



736% overall student growth

From starting with 30 students in 2014 to having over 600 students to close out the 2021-22 dance season, Dance by Design experienced 736% overall growth in the 8 years they have been open and they are still experiencing growth.



Additional dance studio locations

Heading into their biggest recital ever, they have two locations and looking to expand their space to accommodate more classes and more enrollments.



Healthy work/life balance

With steady enrollment growth by integrating Jackrabbit Dance online registration into her studio's website, Carolyn takes an entire month off in the summer to maintain a healthy work-life balance.

Jackrabbit Dance