







Grow Your Business Online

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An online presence is a great way to let potential customers know your business exists and allows your current families to find out more about your business, check out what you offer, and contact customer service when it's convenient for them.

Jackrabbit makes it easy to provide registration options online! We've pulled together tips to create or improve your website and additional recommendations to maximize your online presence with social media.

Things to Consider

	How and where do your potential customers shop and consume information? What social media do they use? Can you reach your target audience through current students, their parents, or both?
	What online platforms do you want to use to offer your customers the ability to register online? Online options include email, websites, Facebook, and other social media.
	Do you have a website as part of your online presence? The cost of a website can be low for a basic Do It Yourself (DIY) site to several thousand dollars for a more robust site that requires ongoing maintenance.
	How do you make your youth activity center stand out from the competition? Check out these blogs to learn what our clients consider website must-haves. <ul style="list-style-type: none">• Blog: Website Must-Haves Ranked by Jackrabbit Class Users• Blog: What Should Your Dance Studio Website Include?
	Does your website quickly communicate the value of your class offerings and how they can fulfill a need or provide a novel experience?
	What is the easiest way customers can find classes on your website? Will they look for classes by type, level, or age, for example?



Are the costs of your classes and events clear and fit your target audience? If your prices are too low, customers may feel the quality is less than your competitors (other youth activities).

**Expand/Collapse
All**

- ✓ Get Set Up to Go Online
- ✓ Things to Do
- ✓ Online Enrollment & Payment Options
- ✓ Additional Online Options
- ✓ Offer Your Families the Jackrabbit Plus Experience



We are here to help! **Schedule a Call with an Integration Specialist** or email us at onlinereg@jackrabbitech.com if you have any questions.
