

ELEVATE Partner Marketing Guide

1. MARKETING STEPS

1. Promote your program

- Post your Facebook and Instagram content.
- Send your initial email to your community encouraging potential ELEVATE students to enquire.

2. Respond to enquiries

- Once a student or parent enquires, send them the ELEVATE Prospectus.
- The prospectus outlines course options, features, and benefits in a compliant format.

3. Enrolment stage

- Once the student decides to enrol, send them the ELEVATE Enrolment Page.
- This page contains everything they need:
 - The course Prospectus
 - The Timetable
 - Course Fees
 - The Online Enrolment Form

4. Empowerdance setup

- If your studio prefers, you can send Empowerdance a list of student contacts (name, email, and phone number).
- Our team will then handle all the administrative setup and communication directly with each student.
- Once they're enrolled and ready to start, we'll notify you by email.

2. MARKETING YOUR ELEVATE COURSES

When marketing your ELEVATE courses, the goal is to build excitement and awareness.

To ensure program success:

- Educate your community about what ELEVATE is.
- Explain how it benefits your students academically, practically, and professionally.

Empowerdance provides comprehensive Marketing Guidelines to make promotion simple and stress-free.

You won't need to create materials from scratch — everything is ready for you to use. Your Marketing Guidelines Include:

- Student Prospectus
- Student Handbook
- Poster
- Social media images, videos, and captions
- Email templates
- Website copy

3. IMPORTANT REMINDERS

ELEVATE must always appear in ALL CAPITAL LETTERS.

Empowerdance is written as one word.

No alterations may be made to any provided marketing materials.

Do not create or publish your own materials — all Empowerdance assets must remain unchanged.

Random spot checks are conducted regularly to ensure compliance with branding and messaging standards.

Non-compliance will result in immediate termination of your agreement.

If you need additional marketing resources or have ideas tailored to your studio, contact us at hello@empowerdance.com.au — we'd love to help bring your vision to life!

Final Reminders

- **Always use the approved ELEVATE and Empowerdance logos.**
- **Ensure all social posts are submitted for approval prior to publication.**
- **Keep your messaging consistent and professional.**

