

# **Increase your school holiday program bookings with email**

INCLUDES A PRINTABLE CHECKLIST, 4  
EMAIL TEMPLATES AND TOP TIPS

# WHAT'S INSIDE?

- Printable checklist
- Step-by-step email structure
- 4 email templates
- Top tips

# INTRODUCTION

**Do you want to boost your school holiday program bookings? Here's the secret.**

The key to getting more bookings is to inspire your customers to take action sooner.

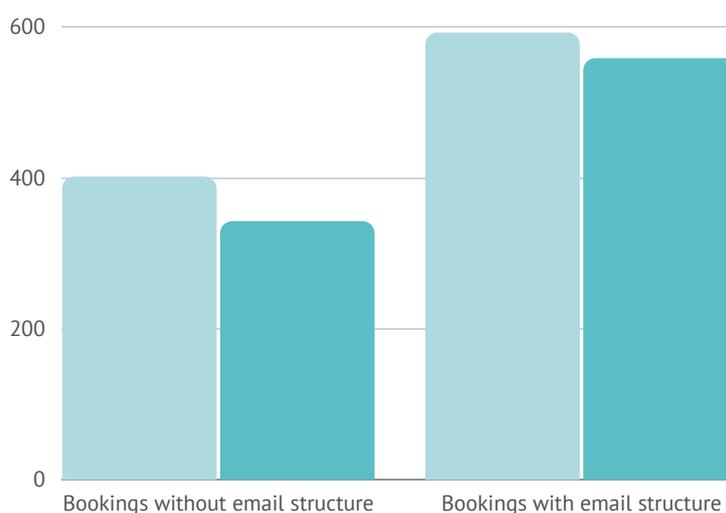
## How?

By using the most effective marketing channel - email.

A clear email structure:

- Boosts bookings from the outset
- Reduces program-related questions at reception

Swim schools that have followed this email structure have seen bookings increase by up to 400:



These stats were obtained through the *booking statistics by course* report in Udio



# SCHOOL HOLIDAY PROGRAM CHECKLIST

- Set booking release date      \_\_ / \_\_ / \_\_
- Create programs/classes      \_\_ / \_\_ / \_\_
- Prepare pre-release email      \_\_ / \_\_ / \_\_
- Send pre-release email      \_\_ / \_\_ / \_\_
- Prepare next three emails      \_\_ / \_\_ / \_\_
- Send email one (3 weeks before)      \_\_ / \_\_ / \_\_
- Send email two (2 weeks before)      \_\_ / \_\_ / \_\_
- Send email three (1 week before)      \_\_ / \_\_ / \_\_



Let's look at the checklist stages in more detail:

## SET BOOKING RELEASE DATE

Create your program then choose a date (and time if you wish) to release it - a good benchmark is to release availability 3-6 weeks before the first class starts; that way, you can send one email per week/fortnight.

Release your program availability on a specified day to:

- Drive demand so customers take action
- Encourage parents to sign up to your customer portal where they can book holiday programs online



Generate a pre-release buzz with an email like below:

**Save the date**  **School holiday spots will OPEN on 22/11/21**

Hi <first name>,

We're excited to announce that school holiday program spots will be available to book via the [customer portal](#) on **Monday 22nd November from 10 am.**

Make sure you save the date so you can book your preferred time as classes are expected to book out fast.

If you haven't set up your account on the portal yet, we recommend doing so now to avoid delays on the day. It takes less than five minutes and lets you manage all bookings and payments from your phone or laptop.

Please [reach out to the team](#) if you have any questions.

*Copy and  
paste me*



# CREATE YOUR EMAIL TEMPLATES

This is something you can do in advance and have ready to send on your set dates.

If you're opting for a three-week timeframe, prepare three emails and plan to send one per week. Here are some templates that you can adapt:



**EMAIL 1 - SEND ON LAUNCH DAY (THREE WEEKS BEFORE FIRST CLASS)**

Booking is now **OPEN** for our school holiday program 🎉

## School Holiday Programs

### Dec 2021 – Feb 2022 (limited spots available)

Our school summer holiday swimming programs are officially open - **enrol now** to avoid disappointment.

We're already receiving lots of enquiries, so get in quick to reserve the program and time that best suits you.

**[Find your preferred time >>](#)**

#### What to expect in our swim school holiday programs

*[Include a brief overview of what your holiday program offers and the benefits to children].*

#### Program dates

Week 1: *[date – date]*

*[cost] | [program duration]*

**[BOOK NOW >>](#)**

Week 2: *[date – date]*

*[cost] | [program duration]*

**[BOOK NOW >>](#)**

Need help booking your family's school holiday program? Email us at *[enter email]* or call *[insert number]*.

*Copy and  
paste me*



**EMAIL 2 - SEND A REMINDER TWO WEEKS BEFORE FIRST CLASS**

 **Don't miss out - book into a holiday program while spots last**

## **There's still time to join a school holiday program**

**Dec 2021 - Feb 2022**

School holidays are fast approaching which means that if you haven't already, time is running out to enrol your child into a school holiday swimming program.

**[Book your preferred time >>](#)**

With lots of swimmers already booked in to join us over the holidays, places are filling up fast.

The quickest way to book is via the portal - [click here to get started](#).

### **Program dates**

Week 1: *[date - date]*

*[cost] | [program duration]*

**[BOOK NOW \(LIMITED SPOTS AVAILABLE\) >>](#)**

Week 2: *[date - date]*

*[cost] | [program duration]*

**[BOOK NOW >>](#)**

Need help booking your family's school holiday program? Email us at *[enter email]* or call *[insert number]*.

*Copy and  
paste me*



**EMAIL 3 - SEND A FINAL REMINDER ONE WEEK BEFORE FIRST CLASS**

**Last chance to reserve your spot in a school holiday program**

## **School Holiday Programs**

**Dec 2021 – Feb 2022 (last chance to book)**

If you haven't yet enrolled your child in a school holiday swimming program, time is running out with school holidays just days away.

With so many swimmers already registered, we only have a few spots left. Book now before they go!

**[View remaining spots >>](#)**

There's still some availability in the following classes:

Week 1: *[date – date]*  
*[cost] | [program duration]*

**[\[Time\] - \[Program Name\] - Book Now >>](#)**

**[\[Time\] - \[Program Name\] - Book Now >>](#)**

**[\[Time\] - \[Program Name\] - Book Now >>](#)**

Week 2: *[date – date]*  
*[cost] | [program duration]*

**[\[Time\] - \[Program Name\] - Book Now >>](#)**

**[\[Time\] - \[Program Name\] - Book Now >>](#)**

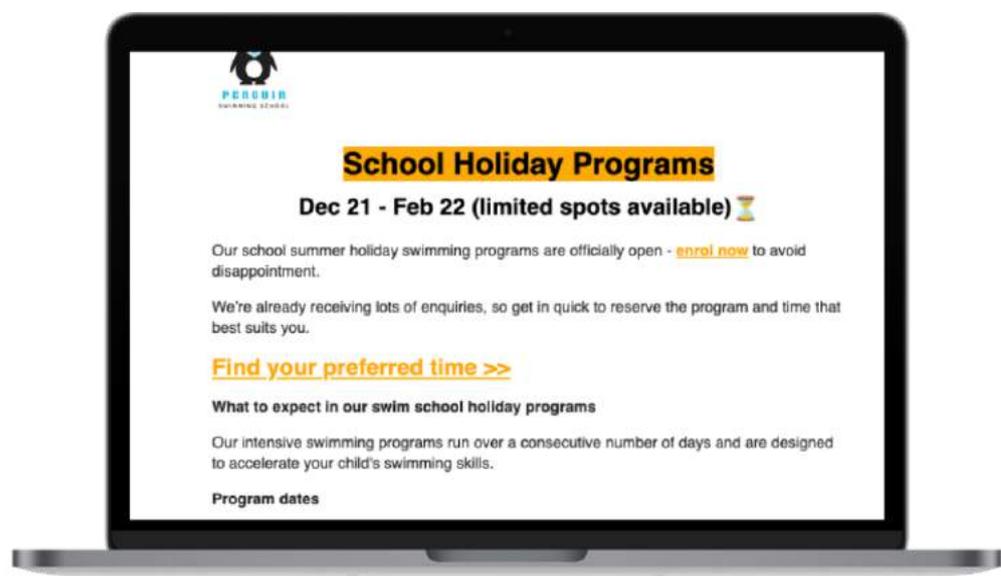
Need help booking your family's school holiday program? Email us at *[enter email]* or call *[insert number]*.

*Copy and  
paste me*



## Top tips

- Use your brand colours for links/bold text
- Emojis are optional but visually appealing; you can add them to the subject line and body of the email in Udio
- Emphasise that spaces are limited to create demand and prompt customers to book now
- Add links to the booking page (including 1-2 near the top of the email) so customers have options as they scroll through
- Consider adding some testimonials from previous programs; if you don't have any, ask customers after they've completed the program for feedback so you can include next time



A child wearing a yellow swim cap and orange goggles is swimming in a pool. The child is in a starting position, leaning forward with their hands on the edge of the pool. The water is blue and splashing around the child.

## SEND EMAILS AS PER CHECKLIST SCHEDULE

Spacing your emails out 1-2 weeks apart maintains build-up by sending regular reminders to customers without bombarding them.

It's good practice to send when your customers are most active - one of our swim school clients found that school pick-up times are generally best for achieving higher email open rates.

## CONCLUSION

You don't need a paid email platform to implement this strategy; they generally provide email stats and have advanced features (like email scheduling) but the basics can be easily completed via a course management system like Udio, which has inbuilt email functionality that integrates with your customer database.



## New to Udio?

Udio's school management software is designed to help lesson-based businesses run more efficiently.

The centralised system includes:

- Booking and scheduling
- Business insights
- Integrated payments
- Online portal for customers

“

*What I like most about Udio is the customer portal and self check-in. Customers being able to manage their own bookings and check themselves into lessons has enabled us to shift our resources to other areas of the business where it's needed most.*

”

**Lis, Hilton Brown Swimming**

Get in touch with Patrick to book a free demo:

**Email:** [patrick.nind@udiosystems.com](mailto:patrick.nind@udiosystems.com)

**Call:** 0428 471 039

**Website:** [udiosystems.com](https://udiosystems.com)

