

You 2 Can Dance

**A BRAND NEW MARKETING WEB SITE
PROMOTING
SQUARE, ROUND, AND CONTRA DANCING**

*High Definition Video Clip of Each Dance Form
with professional voice-overs*

- ⚙ Detailed Descriptions of Each Dance Form
- ⚙ Find a Caller, Find a Cuer, and Find a Club sections
- ⚙ High Definition Pictures

This site was created by ARTS-Dance to be a tool for promoting Square Dancing, Round Dancing, and Contra Dancing. Rather than trying to describe each activity on a flyer posted on a bulletin board, you can direct the potential dancer to this site to **show them**. They can watch video, read detailed descriptions and then find a leader or club in their area using either the resources page of the web site, or the contact info you have provided on your advertising

check it out

↙ <http://www.you2candance.com>

To learn more about using this web site as part of a nation-wide marketing plan go to the Facebook page (You 2 Can Dance) or the ARTS-Dance web site (arts-dance.org). It doesn't cost you a thing and is there for you to use to help promote our dance forms.

LEADERS and CLUBS

Email info@you2candance.com to have your info included in the site.

How to use You 2 Can Dance

1. Make you2candance.com your home page. Every time you go on line, you will register a “hit” to the site. This helps it move to the earlier pages when someone does a search.
2. If you have a web site, be sure to add a link to this site. The number of links to a web site is a major factor in moving it to the first few pages of search engines.
3. Make sure you are listed on the web site, whether you are a caller, cuer, or club.
 - If you have a web site, we will put a link to your site.
 - If you have an email address, we will put a link to it for immediate contact by a visitor to the site.
 - Send data to info@you2candance.com
4. Everywhere you can, advertise “you2candance.com”. It is a non threatening, no pressure way to get people to check us out, and no one will bother you unless you choose to be a contact.
 - Put a little sign in one of your car’s rear windows. Just you2candance.com, nothing else. You don’t have to put your phone number or any explanation. If enough people do this, eventually people will visit the site, just to see what it’s all about.
 - Print up business cards that just say www.you2candance.com. Leave them laying around in waiting rooms, libraries, on supermarket bulletin board, anywhere someone might just pick it up and say “What the heck is this?”
 - Make up a banner and hang it outside where you dance, or when you do a demo.
5. Use this web site on your flyers for open houses or other recruiting literature. People unfamiliar with the dance activity can watch a video of actual dancers and listen to a description of the activity given by a professional voice-over artist.
6. This web site isn’t by any means the only tool you will need to help our activities grow. It is, however, another weapon to put in your arsenal. ARTS-Dance has created this to help you educate the public about what it is that we enjoy so much. Remember, the more times someone sees something, hears something, comes into contact with something, the more likely they are to at least give it a try. After all, that’s all we’re asking, just give us a try.