

PREPARED FOR

Freckled Frog Dance Studio

How One Children's Dance Studio Became a Franchise Story

June 29, 2026 • freckledfrog.com



ACCOUNT SNAPSHOT

INDUSTRY

Education — Children's Dance

BUSINESS MODEL

Multi-Location Studio + Franchise

PLATFORM

Google Ads

WEBSITE

freckledfrog.com

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IN STACY'S OWN WORDS

“The amount of students we had even prior to COVID to what we have now has been a gain of at least over 200 students. Those students do stay so they’re quality leads. We do free trials and then people can decide if they want to stay, but they are all quality leads that actually come in and follow through with their free trial and do enroll in classes.”

— Stacy Reese | Owner, Freckled Frog Dance Studio

From Stacy Reese’s on-camera testimonial.

1. The Client

Freckled Frog Dance Studio is a children's dance studio in Southern California, owned by Stacy Reese. The studio specializes in dance instruction for children ages eight and under -- a focused age group that has been Stacy's love and focus for nearly two decades. Freckled Frog teaches hip hop, ballet, tap, and more, along with seasonal summer dance camps.

The studio has been in business for 19 years. What started as a single studio focused on the youngest dancers has expanded into multiple corporate locations and, most recently, the studio's first franchise location -- with more on the way.

At a glance

- Category: Children's dance instruction
- Student profile: Ages eight and under (the studio's specialty)
- Programs: Hip hop, ballet, tap, dance summer camps
- Footprint: Multiple corporate Southern California locations + first franchise opening (Downey, CA)
- Founder + primary contact: Stacy Reese, Owner

BrandRocket has managed Freckled Frog Dance Studio's Google Ads since March 2023 -- three years of continuous management as the studio scaled from a single corporate location into a multi-location operation and now into franchise expansion.

2. What She Tried Herself

Before BrandRocket, Stacy Reese tried to run Freckled Frog's Google Ads herself. That's how most studio owners start -- the product looks accessible from the outside, the platform's marketing makes it sound easy, and the cost of hiring a professional feels steep when revenue is still finding its footing.

What Stacy found, and what most studio owners find, is that running Google Ads well is not a side task. It is a profession. The platform is constantly evolving (Performance Max, value-based bidding, audience signals, ad-format experiments), and a sustained quality of results comes from constant attention to those changes -- not from setting an account up once and walking away.

Stacy ran the math the way any business owner does: time spent learning the platform versus time spent running the business. The math said outsource it.

"Some of the challenges I had trying to do the marketing myself was that I knew nothing about Google and how to do click ads. I tried to look it up myself and tried to figure it out — and realized as a business owner, I didn't have time to learn that, nor even try to do that on my own. So I felt extremely lucky when BrandRocket came into the picture."

— Stacy Reese | Owner, Freckled Frog Dance Studio

3. What We Built — Local-First Search Targeting

A children's dance studio is a local business. The parents who enroll their kids drive to the studio. The studio's addressable market is a defined radius around each physical location -- not the entire United States, not even the entire state. The first thing BrandRocket built for Freckled Frog Dance Studio was a Google Ads structure that respects that reality.

We targeted each corporate location's local catchment area separately. We built specific Search campaigns around how Southern California parents actually search for dance classes for their kids -- by program (ballet, hip hop, tap), by age ("dance classes for 4-year-olds," "toddler dance"), and by location (city-specific searches). We added Brand protection so a parent searching for "Freckled Frog" by name finds the studio at the top of the results.

When the studio expanded to additional corporate locations, we extended the targeting structure to each new location. Same approach, new city. As the studio prepares to open its first franchise in Downey, the same playbook will run again -- a local-first build for the new market with the targeting tuned to the parents who actually live nearby.

The structure is repeatable. Every new location plugs into the same architecture, and every new market gets the same disciplined local-first acquisition treatment.

4. What We Built — Performance Max + Store Visit Attribution

For a local-service business like a dance studio, the ad click is not the goal. The studio visit is the goal. A parent who clicks an ad and never walks in doesn't enroll a child. A parent who walks in and tours the studio almost always does.

In August 2023, we launched a Performance Max campaign with **Store Visit attribution** turned on. Store Visit attribution is Google's location-tracking system that detects when someone who clicked or viewed an ad subsequently visits one of the advertiser's physical locations. For a multi-location dance studio whose enrollment funnel runs through in-person free trials, store visits are the closest measurable proxy to real enrollment intent.

Once Store Visit tracking was active, we could see month-over-month how many parents were walking into Freckled Frog locations after engaging with an ad. That signal feeds the Performance Max bidding algorithm, which optimizes spend toward the audiences most likely to actually show up at a location -- not just click on the ad.

Across the three years since the program launched, the store visit count has grown into the hundreds of parents per month walking into Freckled Frog locations as a result of paid advertising. That is the leading indicator for the enrollment growth the studio has experienced.

5. What We Built — A Communication Discipline

The third thing BrandRocket built for Freckled Frog Dance Studio is what most agencies forget: **a consistent, transparent communication discipline.**

Stacy is a business owner running multiple locations, a franchise development pipeline, and a 19-year-old business. She does not have time to manage the agency relationship -- the agency relationship has to manage itself. That means proactive updates, fast answers to questions, and visible follow-through on issues when they come up.

"The reason why I chose BrandRocket was because of communication. I reached out to several companies and a lot of the communication wasn't there. The communication with BrandRocket is top tier. If you ever have a question, they're there to answer it. If you ever have an issue, they're there to solve it. Unlike other companies I reached out to, BrandRocket was so communicative and they still are. Which is very important when you're trying to grow your business because you need someone that you feel is on your side. And they are always on your side to try to make you grow your business as best as they can be."

— Stacy Reese | Owner, Freckled Frog Dance Studio

6. The Three-Year Arc

Across BrandRocket's three years of management, the paid program has produced a clear, sustained increase in the leading indicators of new-student enrollment -- and the academy's own measure of the underlying outcome, new student enrollment, has tracked alongside it.

Direct lead volume — monthly rate vs. pre-BR baseline

Period	Monthly direct lead rate vs. pre-BR
Pre-BR (Jan 2019 - Feb 2023, 4 years)	Baseline
BR Year 1 (Mar 2023 - Feb 2024)	Approximately 1.6x baseline
BR Year 2 (Mar 2024 - Feb 2025)	Approximately 1.9x baseline
BR Year 3 (Mar 2025 - May 2026)	Approximately 3.0x baseline

The monthly direct lead rate -- phone calls plus form submissions -- has roughly tripled from the pre-BR baseline to the most recent year of management. Each year of the engagement has accelerated.

Store visits — a channel that didn't exist before

Store Visit attribution was not active on the account before BrandRocket. Once we built the Performance Max campaign with Store Visits in August 2023, the channel began producing real foot-traffic signal -- and that signal has compounded year over year. By the most recent year of management, the volume of parents walking into Freckled Frog locations as a result of paid advertising has grown into the hundreds of visits per month.

The outcome the studio reports

The acquisition-funnel signals all line up. Stacy's report of **over 200 new students gained between pre-COVID and today**, with the studio expanding from one corporate location to multiple and now into franchise, is the business outcome that those signals fed into.

7. What This Means For The Business

After three years of BrandRocket management:

- The studio's paid-acquisition architecture is repeatable across locations — new corporate or franchise sites plug into the same local-first Search + Performance Max structure.
- Monthly direct lead volume has roughly tripled from the pre-BR baseline.
- Store Visit attribution — a channel that did not exist on the account before BrandRocket — now records hundreds of parents per month walking into studio locations as a result of paid advertising.
- The studio reports over 200 new students gained since the pre-COVID baseline — enough to expand corporate locations and launch the first franchise.
- Communication discipline runs the agency relationship for Stacy, not the other way around.

"Using BrandRocket has really improved my life and my family's life because we have been able to open other locations with the amount of students we have. We've also franchised. So now we are in the process of selling our first franchise, which is going to open soon. With the money we earned from marketing, we were able to not only expand our corporate locations, but now franchise locations."

— Stacy Reese | Owner, Freckled Frog Dance Studio

From one studio focused on kids eight and under to a multi-location operation and the first franchise — three years of BrandRocket-managed paid acquisition behind the scenes.