

Monthly Insights Report

Vida Moves

Move. Laugh. Connect.

JUNE 2025

Real people.
Real rhythm.
Real nights.
Real time.



01 RECOMMENDATIONS



More beginner-friendly reels

Show simple steps, confidence tips, and what to expect.



UGC & member stories

Share real experiences and community moments.



Countdown + RSVP reminders

Build urgency and convert interest into commitments.



Email/SMS + event sync

Keep updates timely and consistent across every channel.

02 CONTENT PERFORMANCE

Top performing posts by engagement

01		Beginner Salsa Red Jun 3, 2025	214 engagements
02		Friday Night Recap Jun 6, 2025	187 engagements
03		No Partner? No Problem Jun 11, 2025	171 engagements
04		Member Spotlight Jun 18, 2025	154 engagements
05		3 Days to Go Story Jun 25, 2025	139 engagements

VIEW ALL CONTENT INSIGHTS →

03 AUDIENCE GROWTH

FOLLOWER GROWTH THROUGHOUT JUNE

+184

NEW FOLLOWERS



START: 4.10K | END: 4.29K

04 TOP LINE SNAPSHOT



MONTHLY REACH

16.2K

+11.4%
vs May 2025



TICKET LINK CLICKS

286

+8.2%
vs May 2025



DMS / INQUIRIES

94

+9.1%
vs May 2025



EVENT RSVPS

212

+14.6%
vs May 2025

05 MONTHLY HIGHLIGHTS



STRONGEST CONTENT THEME:

Beginner-friendly reassurance content drove the most saves and replies.



ATTENDANCE GROWTH:

Friday Latin Night and Sunday Reset both lifted turnout.



TOP TRAFFIC DRIVER:

Instagram Reels generated 44% of ticket and link clicks.



COMMUNITY LOVE:

Guest reposts, DMs, and UGC signaled stronger belonging.



We're building more than content — we're building attendance, confidence, and community.

Alexander Worth

FOUNDER

The Results & Conversion

Vida Moves Target Metrics

Real people in. Real rhythm out. Results that move the room.



01

ATTENDANCE PIPELINE

Filling the room starts here.

EVENT RSVPs

212

+14.6% vs May

Target 220 / month

96%

Strong RSVP momentum driven by weekly drops.

ADVANCE TICKETS SOLD

118

+12.6% vs May

Target 125 / month

94%

Early-bird energy converting ahead of time.

SMS / EMAIL SIGN-UPS

84

+9.1% vs May

Target 90 / month

93%

Consistent list growth fuels future fills.

More friends. More fun. Bring your people!

02

COMMUNITY & ENGAGEMENT

Turning moments into movement.

UGC TAGS / MENTIONS

67

+18.2% vs May

Target 60 / month

112%

Community love is driving organic reach.

STORY REPLIES & DMS

94

+11.9% vs May

Target 100 / month

94%

Nearly at target—keep replying to keep it high.

CONTENT VIEWS

12.8K

+15.3% vs May

Target 12K / month

107%

Content is landing and pulling more eyes in.

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03

CLASS & CONFIDENCE ENGINE

New skills. Stronger confidence. More repeat visits.

BEGINNER CLASS SIGN-UPS

49

+8.7% vs May

Target 55 / month

89%

Growing week over week—more spots, more momentum.

7-9 PM CHECK-INS

173

+10.4% vs May

Target 180 / month

96%

Prime window check-ins keep the room alive.

DANCE TIP SAVES

126

+16.2% vs May

Target 120 / month

105%

Tips are useful—members are saving & coming back.

04

REVENUE & VENUE PERFORMANCE

Stronger nights. Stronger business.

DRINK / BAR REVENUE

\$3.4K

+7.9% vs May

Target \$3.6K / month

94%

Solid bar mix and peak-hour energy driving value.

PRIVATE EVENT INQUIRIES

11

+22.2% vs May

Target 10 / month

110%

Event interest is up—great pipeline signal.

TICKET-TO-ATTENDANCE RATE

81%

+4.1pp vs May

Target 80%

Strong conversion from ticket to real attendance.

05

RETENTION & CULTURAL MOMENTUM

The energy that keeps people coming back.

REPEAT GUEST RATE

28%

+2.3pp vs May

Target 30%

93%

Climbing steadily—more great nights ahead.

GROUP / BRING-A-FRIEND ATTENDANCE

72

+13.5% vs May

Target 70 / month

103%

Events bring friends—our best growth engine.

LOCAL SEARCH CLICKS

146

+17.0% vs May

Target 140 / month

104%

Local visibility turning into real foot traffic.

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This month at Vida Moves

9 of 15 ON TRACK

Hitting our targets and building real momentum.

5 of 15 MONITORING

Close to goal—small tweaks will push us over.

1 of 15 BEHIND

One metric behind—focused action will get it back on track.