



UMOVE

M A R K E T I N G

Where Insight & Creativity Collide.
Brooklyn Dancesport Club / New York Dance Festival
Digital Marketing Case Study by Guy Platt



CASE STUDY

How UMove Marketing helped dance legends
Eugene Katsevman and Maria Manusova
scale their impact without diluting their legacy of
excellence, passion, and personalized approach
as instructors and event organizers.

The Client



11 times United States National champions Eugene Katsevman and Maria Manusova are the founders of Brooklyn DanceSport Club (their premiere dance studio) and New York Dance Festival (the most popular event of the East Coast).

Together, Eugene and Maria have built the largest community of ballroom dancers in the United States, giving kids and adults a place to learn, achieve results, and strive to become better artists and individuals.

Visit the [Brooklyn DanceSport Club website](#).

Learn more about the [New York Dance Festival](#).

For this case study, we're in conversation with Eugene Katsevman.



The Ask

“We knew the kind of quality teaching atmosphere we wanted to create at our dance studio. And we wanted our dance events to feel like this house party thrown by your close friends - you attend because you know and like them. This is what we wanted to convey in our marketing - beyond word of mouth.”

Eugene Katsevman and Maria Manusova have not only worked to achieve success in their own careers but have become two of the most successful and acclaimed instructors in the nation. At the heart of both businesses - BDSC and NYDF - is their dance legacy as well as the passion and creativity they bring to the art.

As national champions, Eugene and Maria have a strong personal brand they wanted to infuse into their two businesses. Crafting an impersonal, corporate identity would inevitably backfire in an industry that values personal connections.

“We teach things in a specific way and organize events in a certain way. People respond to these. To us. So it was important for us to stay grounded to that foundation from which the businesses grew.”

Eugene and Maria had a vision of scaling that impact through social media. They were looking for a digital marketing team that could bring both strategy and high-quality creatives to surface the spirit of their brand as well to help create an online presence that felt like an extension of the community they had built offline.



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The Solution



Target high-reach, high engagement social media campaigns with video marketing as the centerpiece.





For Eugene and Maria, helping their students evolve as both dancers and people is success. Their events are always an unforgettable combination of competitors unleashing their talent and bonding over a shared passion. That's why their marketing needed to be as purpose-driven and dynamic as their brand's spirit: quality, passion, and community. These are the three elements that needed to come through consistently.

With that in mind, our first step was to brainstorm and launch relatable lead generation campaigns to attract talented dancers at every level. One of the first campaigns we launched was "#BKDancelife", which united people with a passion for dance and invited them into Eugene and Maria's online community.

These campaigns were bookended by regular and meaningful content creation (including video content), boosted posts, as well as timely and highly targeted ads.

"We knew we wanted a strong social media presence, but we were not on board with spamming. We wanted to gain exposure by giving people something they actually wanted to see. Maria and I are dancers, not marketers. We needed a professional to take over. Once we handed that over to Guy, we had nothing to worry about. He took the lead, while keeping us in the loop."



The videos that got the most engagement include were clips showcasing Eugene and Maria's classes: candid, energetic videos of their students enjoying themselves at the studio; and the highlight reels of their events.

"Guy and his team's creativity come to life when we create promotional campaigns for a dance competition or NYDF, you know. The highlight reels they create...they really know how to make them pop. Creative campaigns for lead gen and a premium editorial process for videos - that's what they're best at. Not just for us, but others in the industry too - everyone is noticing his work and they want to work with him."

We've been partnering with Eugene and Maria for six years, and our goal has always been to expand their brand awareness in memorable and meaningful ways. So when life came to a standstill during the pandemic and people couldn't come together to share their passion for dance in person, we decided to come up with an innovative strategy to bridge this gap. Integrating the Live Stream feature on their website was just another way to keep BDSC top of mind and connected with their growing community.

"The live stream was a lifeline for many people - they could dance even if they couldn't visit the studio. This feature changed both our businesses in important ways. I think we're going to live-stream our events going forward to make them accessible for people who love to dance but can't attend because of distance or other personal reasons."



The Impact

UMove's digital strategy skyrocketed reach and brand awareness leading to an engaged online community of 100,000+ dance enthusiasts and DOUBLED competition entries. Eugene and Maria's reputation and goodwill were an amazing springboard for our campaign. We were determined to keep up the momentum and help them create one of the largest online communities of dancers during a time when the US dance industry was lacking representation on prominent social media platforms.

We stayed ahead of the curve by evolving with the algorithm and tweaking our strategy. Video consistently remained the centerpiece because data showed videos continued to perform well.

"The process is constantly evolving and we keep trying different things. Guy has a good sense of structure and knows how to execute on different ideas to get the best results. And the best part is he brings overlapping expertise - he knows dance, he knows dancers, and he knows social media trends."

Sustaining the attention and interest of this engaged community involved the following:

- 1) Maintaining a personal connection with Eugene and Maria
- 2) Creating content that balances aspiration and relatability
- 3) Constantly refining our strategy

"As a result, our community grew and became more engaged, BDSC's brand value increased, and NYDF entries doubled since engaging UMove Marketing. Without a doubt, the growth of the two businesses was proportional to the success of the campaigns."

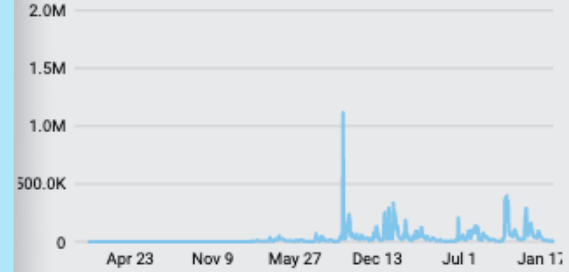
NYDF and BDSC's reach and engagement have been growing steadily, and in 2021 we reached 20 million people on Facebook and over 160,000 on Instagram



Reach

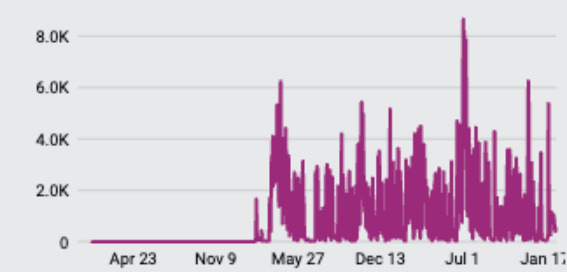
Facebook Page Reach

19,075,717 ...



Instagram Reach

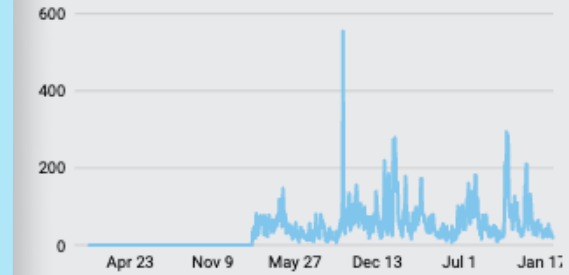
163,389 ...



Page and profile visits

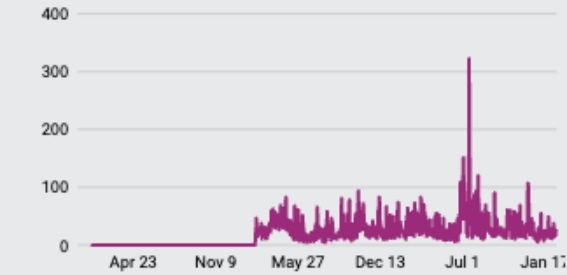
Facebook Page Visits

43,989 ...



Instagram Profile Visits

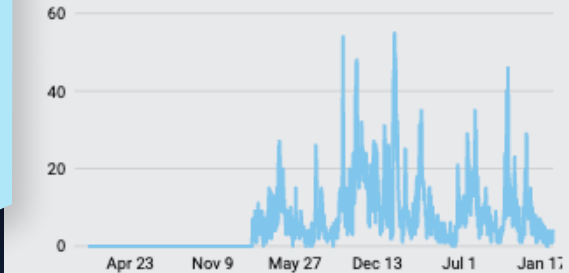
21,838 ...



New likes and followers

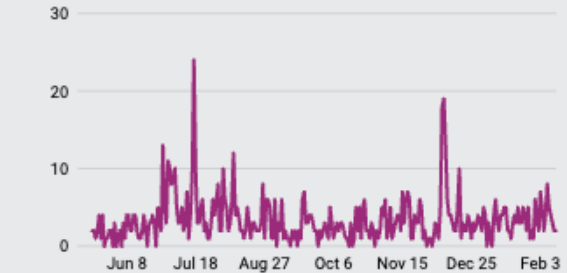
New Facebook Page Likes

6,647 ...



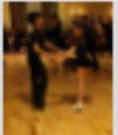
New Instagram Followers

920 --




Content Ads, Posts and Stories Export


Top performers: Reach













Some say, "dance like...
Reach 3.3M
Facebook post



No Instagram post in this date range.



New Traffic Ad
Reach 7.9K
Ad

Recent content	Type	Reach	Likes and reactions	Sticker taps
 <p>Some say, "dance like no one is wa... Jun 24, 2021</p>	Post	Boost post	3.3M 80.3K	-
 <p>Sending our stunning followers a S... Oct 11, 2021</p>	Post	Boost post	1.4M 36.7K	-
 <p>A dancer with a legacy of beauty a... Feb 16, 2020</p>	Post	Boost post	1.1M 19K	-
 <p>#Love is a terrible thing to hate 🧯 Jun 26, 2021</p>	Post	Boost post	542.1K 17.9K	-
 <p>The #NYDF is cranking up the HEA... Oct 8, 2021</p>	Post	Boost post	448.9K 12.1K	-
 <p>The weather channel was right a... Jun 30, 2021</p>	Post	Boost post	383K 11K	-
 <p>Overwhelming feelings of gratitude... Feb 28, 2020</p>	Post	Boost post	444.3K 10.9K	-
 <p>#NYDF: Amateur Latin Quarter Fina... Mar 1, 2020</p>	Post	Boost post	1.1M 10.6K	-
 <p>#NYDF: Professional International ... Feb 29, 2020</p>	Post	Boost post	1.3M 8.2K	-
 <p>#NYC wasn't prepared for the ener... Mar 1, 2020</p>	Post	Boost post	281.1K 7.2K	-

What an engaged online community look like.



**Why UMove should be
your partner in creative
strategy and high-impact
marketing...**



"I think the campaigns were pretty synchronized with the development of the business. They went hand in hand. Over the years, Guy and his team have become an integral part of our enterprise. We rely on him as a partner, and he can hold his own as a creative expert.

The passion and energy Guy brings to the projects is the best thing about him. He matches our enthusiasm for our message and vision. This is the secret to our successful partnership.

I never hesitate to recommend Guy, not only because I know that the quality of the product that he'll put out will be top level, but also because I know that he will do his best. He will give it everything. And on a personal level, whomever I recommend him to will be happy with the outcome because they will feel like somebody really cares."



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Ready to reach more people and take control of your brand's narrative?

Let's get moving!



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Thank you!