
Try Scuba Promotion Toolkit

A practical customer-builder for SSI Dive Centers

Try Scuba is more than an introductory pool experience. Used well, it is a doorway to new customer conversations, family activity, teen adventure, group events, vacation prep, Open Water training, equipment, travel, and continuing education.

The goal is not to sell the whole scuba universe in one message. The goal is to create one easy first step.

Use this toolkit to:

- Build simple Try Scuba campaigns for real local audiences.
- Find places to promote beyond the shop Facebook page.
- Use copy-paste outreach language for parents, groups, swim schools, and employers.
- Follow up with interested customers before the conversation disappears.

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Start With the Right Frame

Many dive centers promote Try Scuba like a course. For a new customer, it usually works better when it is promoted as an experience: safe, supervised, different, local, and easy to try.

Try Scuba is the low-pressure doorway. The follow-up is where the business happens.

What Try Scuba Can Become

- Open Water registration for the participant.
- Family training when parents or siblings get involved.
- A private group class for friends, coworkers, scouts, or youth groups.
- A vacation-prep conversation for travelers.
- A snorkeling, mask, fins, or travel gear sale.
- A continuing relationship with someone who never would have walked in otherwise.

The mistake is trying to explain all of that in the first post. Do not do that. Make the first step simple, then guide the customer once they respond.

Core Message Options

Curiosity Message

Ever wondered what it feels like to breathe underwater?
Try it in the pool first.

Family Message

Looking for something different to do with your teenager this summer? Try Scuba is a supervised pool experience that can turn curiosity into a real adventure.

Date Night Message

Tired of dinner and a movie? Try something different together.

Group Message

Give your team, troop, club, or group an experience they will actually talk about afterward.

Who to Target

Do not aim Try Scuba at "everybody." Everybody is not an audience. Pick the group that makes the most sense this week and write the message for them.

Parents with Teens

Best angle: a supervised summer activity that is different from the usual routine. Use with swim families, schools, camps, scout groups, parent groups, and recreation centers.

Couples / Date Night

Best angle: a memorable experience together. Use with local event pages, restaurants, hotels, wedding planners, apartment communities, and young professional groups.

Youth Groups / Scouts

Best angle: skill, adventure, water confidence, science, and exploration. Use with scouts, youth ministries, homeschool groups, camps, and school clubs.

Corporate / Employee Groups

Best angle: team-building that does not feel like another forced happy hour. Use with HR, wellness committees, employee engagement contacts, and Chamber groups.

Vacation-Minded Families

Best angle: try scuba before spending vacation money on an excursion. Use with families, travelers, snorkel customers, and local vacation groups.

Current Divers with Non-Diving Friends

Best angle: bring someone who keeps saying they might try scuba someday. Use with past students, dive club members, and travel customers.

Audience first. Message second. Program details third. That order matters.

Where to Promote Try Scuba

Social media can help, but it should not be the only plan. Try Scuba works best when it is placed where parents, groups, travelers, and activity-seekers already make decisions.

High-Value Local Places

- Swim schools, YMCAs, JCCs, community pools, and parks departments.
- Scout troops, youth groups, church youth ministries, homeschool groups, school clubs, summer camps, and teen camps.
- Gyms, climbing gyms, martial arts schools, dance studios, outdoor clubs, and family fitness centers.
- Corporate wellness teams, HR departments, employee engagement groups, hospitals, universities, banks, public safety teams, and local employers.
- Apartment communities, HOAs, neighborhood associations, resident event coordinators, and community lifestyle managers.
- Local event calendars, Chamber calendars, community boards, outdoor retailers, kayak/paddleboard shops, restaurants, and hotels.

Parent / Teen Placement Ideas

- Flyer at a swim school or community pool front desk.
- Mention in a YMCA or parks department activity guide.
- Short note in a school, PTO, or summer camp newsletter.
- Flyer in an orthodontist, pediatric dentist, martial arts studio, or family fitness center.
- Invitation to scout leaders, homeschool groups, youth groups, or swim teams.

Go where parents are already deciding what their kids are doing this summer.

Campaign Ideas You Can Actually Use

Family Try Scuba Day

Promote to parents with teens, swim families, scout groups, summer camps, and local recreation centers. Offer a scheduled pool event with a clear age/comfort requirement, simple price, and obvious next step.

Try Scuba Date Night

Promote to couples, young professionals, local event pages, restaurants, hotels, wedding planners, and apartment communities. Position it as something different from dinner and a movie.

Bring-a-Friend Try Scuba

Ask current divers to bring a non-diving friend. The certified diver already trusts the shop. Give them a specific reason and date to invite someone.

Corporate Try Scuba Night

Offer a private pool session for employee engagement, wellness, or team-building. Keep it easy: no previous scuba experience required, limited group size, scheduled date options, and a simple contact form.

Before-You-Go Try Scuba

Promote to people with warm-water trips on the calendar. This is not only about cruises. It can fit resort travelers, honeymooners, families, destination wedding guests, and snorkel customers.

Simple Campaign Formula

- Audience: Who is this for?
- Reason to care: Why should they care now?
- Offer: What exactly are you inviting them to do?
- Next step: Message, call, register interest, or reserve a date.

Copy-Paste Social Posts

Use these as starting points. Adjust dates, age requirements, price, and contact information for your center.

General Try Scuba Post

Ever wondered what it feels like to breathe underwater? Our Try Scuba experience is a pool-based introduction for people who are curious about scuba but not ready to jump into a full certification class. No previous scuba experience is required. It is a fun first step for adults, teens, couples, families, and anyone looking for something different to do locally. Message us for upcoming pool dates.

Parent / Teen Post

Looking for something different for your teenager this summer? Try Scuba is a supervised pool experience that lets teens discover what it feels like to breathe underwater. No previous scuba experience is required. It is a fun, controlled first step for curious teens and families who want something different from the usual summer routine. Message us for upcoming dates.

Date Night Post

Tired of the same dinner-and-a-movie routine? Try Scuba gives couples a chance to do something completely different together in a supervised pool setting. No previous scuba experience is required. Message us to ask about our next Try Scuba date night.

Bring-a-Friend Post

You love diving. Now bring someone who keeps saying they might try it someday. Our Try Scuba experience is an easy pool-based first step for non-divers. Bring a friend, answer their questions, and let them see why you keep disappearing underwater on vacation.

Copy-Paste Outreach Templates

Keep outreach short. The first goal is to create a reply, not explain every detail of scuba training.

Swim School / YMCA / Community Pool

Subject: Teen and family Try Scuba idea

Hi [Name],

I wanted to reach out with a local activity idea for families and teens who are already comfortable in the water and may be ready for the next adventure.

We offer Try Scuba experiences in a supervised pool setting. It is designed for people who are curious about scuba but not ready to commit to a full certification course yet.

This could work well as a family activity, teen event, swim-family opportunity, or special program for students looking for something different to do.

If you ever want to offer something unique for your families or members, we would be happy to discuss a simple Try Scuba option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Scout / Youth Group

Subject: Try Scuba activity for your group

Hi [Name],

I wanted to introduce a possible activity idea for your group.

We offer supervised Try Scuba experiences that give participants the chance to experience breathing underwater in a controlled pool environment. It is a fun and memorable introduction for teens and families who are interested in water, travel, science, or outdoor adventure.

No previous scuba experience is required.

If your group ever looks for unique activities or adventure-based programming, we would be happy to discuss an option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

More Outreach and Flyer Copy

Corporate / Employee Group

Subject: Unique team-building idea for your employees

Hi [Name],

I wanted to reach out with a local team-building idea that is a little different from the usual dinner, escape room, or bowling night.

We offer private Try Scuba experiences in the pool for groups that want a fun, supervised, and memorable activity. No previous experience is required, and it works well for employee engagement events, wellness groups, incentive trip prep, or just giving your team something different to talk about on Monday.

If your company ever plans employee outings, wellness events, or travel-related incentives, we would be happy to put together a simple group option.

Thanks,
[Name]
[Shop Name]
[Phone]
[Website]

Simple Flyer Copy: Teen Try Scuba

Headline

Looking for something different for your teenager this summer?

Body Copy

Try Scuba is a supervised pool experience that lets teens discover what it feels like to breathe underwater. No previous scuba experience required. It is a fun, controlled first step for curious teens and families who want something different from the usual summer routine.

Call to Action

Ask us about upcoming Try Scuba dates.

Follow-Up Is Where the Opportunity Lives

A Try Scuba inquiry is only useful if someone follows up quickly and captures the basics. Do not drown the customer in details. Ask the next helpful question.

Good Follow-Up Questions

- Who is interested in trying scuba?
- Is this for an individual, couple, family, or group?
- Is there a trip, event, birthday, camp, or summer activity need connected to this?
- How comfortable are they in the water?
- Are they looking for a one-time experience or possibly certification later?
- Would a private group date help?
- What is the easiest way for us to help you get started?

Lead Capture Basics

- Name
- Phone number
- Email
- Reason for interest
- Participant age range
- Preferred date or timeline
- How they heard about the center
- Next promised follow-up action

A lead that is not captured is usually just a nice conversation that disappears.

After Try Scuba

- Ask how the experience felt.
- Invite them to Open Water if they are ready.
- Offer a family/private class option if that fits better.
- Invite them to a vacation-prep or snorkeling conversation if they are traveling.
- Give them one clear next step before they leave.

Hashtags, Referrals, and Guardrails

Hashtags can help people find the post, especially on Instagram and public Facebook posts. They are useful for discovery. They are not the marketing plan.

Useful Hashtag Sets

Try Scuba / Experience #TryScuba #BreatheUnderwater #TrySomethingNew #LocalAdventure #ThingsToDo #DateNightIdeas #FamilyFun #TeenActivities	Family / Teen #FamilyAdventure #TeenActivities #SummerActivities #FamilyFun #WaterConfidence #MakeMemories #[City]Families #[City]Parents
Scuba / Program #LearnToDive #ScubaDiving #OpenWaterDiver #ScubaTraining #DiveLocal #UnderwaterAdventure	Travel / Vacation #VacationReady #TravelReady #BeforeYouGo #DiveVacation #Snorkeling #FamilyVacation #[City]Travel

The Referral Ask

Do not just say, "Tell your friends about us." Give current customers a specific person or situation to think about.

- Who do you know who would try scuba if they had an easy first step?
- Who do you know with a teenager looking for something different to do this summer?
- Who do you know going on a warm-water trip who might want to try scuba before they go?
- Who do you know who has been talking about wanting to learn to dive someday?

Disclaimer

These resources are provided as general business-development ideas for SSI Training Centers. Each center should adapt the examples to fit its local market, business model, staffing, facility access, and training schedule. All programs, promotions, and training activities must follow current SSI Training Standards, applicable laws, insurance requirements, facility rules, and safe industry practices. Results will vary by market and execution.

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