

# How Martial Arts Studios Generated Over \$1 Million in New Enrollments Using Facebook Ads

Discover How Martial Arts Studios Used a Simple 4-Step Facebook Ad Campaign To Enroll 200+ New Students Into Their Programs.

## The Situation...

When these Martial Arts Studios came to us, they had been relying on various grassroots marketing campaigns, in-house promotions, events and referrals to fill their classes. They would spend countless hours of the week promoting their martial arts studios in person, and yielding little to no results. With all the martial arts studios, how would they stand out above the rest? They needed a way to keep their current classes filled and attract new students to their studio on a consistent basis without adding a huge marketing expense or hours of extra work.

They knew they could reach more potential students and successfully fill their classes using social media, they just needed the right system in place to do it.

## How These Martial Arts Studios Were Able to Generate 204 New Students In Less Than a Year

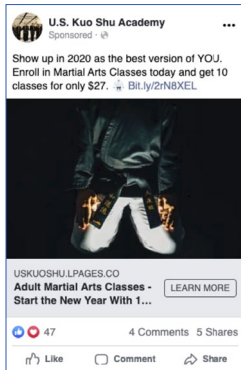
By launching offer campaigns for each studio and immediately adding “book now” instructions after claiming the offer, they were able to attract hundreds of potential students to their studio.

### The campaign consisted of 4 parts:

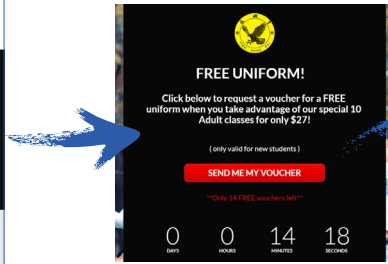
1. Area-specific messaging for targeted Facebook ad campaigns
2. Zeroing in on the RIGHT offers based on each individual studio's target audiences
3. Book NOW thank you page to increase redemption of offer
4. Redemption-focused follow-up sequences

### For example, these are some of the types of offers we ran for these studios:

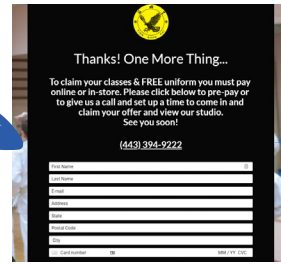
- a. \$27 Offer - get 10 classes and a uniform for only \$27
- b. 2 Week Free Trial + Uniform
- c. 2 FREE Weeks of Virtual Classes



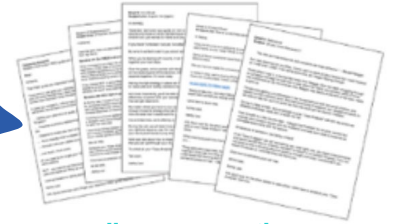
Facebook Ad



Landing Page



Thank You Page



Follow Up Emails

## Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign for each studio. After researching their “ideal customers” including what types of offers they were likely to respond to and what specific locations to target, we launched ad campaigns for these studios with specific offers based on the studio’s unique customer base.

After they claimed the offer, they were immediately redirected to a thank you page that walked them through the steps of redeeming the offer and enrolling their child in the class that fit their schedule. If they didn’t book immediately, they would receive a series of follow-up emails and calls over the coming days encouraging them to schedule their first class.

Once they redeemed the intro offer, they were presented the opportunity to join the class membership program. The goal of the studio owners and their staff is to get people fully enrolled as quickly as possible - ideally in the 2nd or 3rd class.



## With these strategies, these Martial Arts Studios Enrolled Over 200 NEW Students into their Membership Program Resulting in \$1.02 Million in Revenue

Since launching this Facebook ad campaign, these Martial Arts Studios have had 204 enrollments within the past year. Resulting in \$1,020,000 in new business (LTV of \$5,000 each) and there are more enrolling every week.

<i>Studio</i>	<i>Front-End Leads</i>	<i>Front End Appointments</i>	<i>Total Ad Spend</i>	<i>Enrollment #</i>	<i>Enrollment \$ Total</i>
Studio 1	1,021	201	\$9,038.98	25	\$125,000
Studio 2	282	72	\$2,745.68	11	\$55,000
Studio 3	1,181	314	\$8,775.06	64	\$320,000
Studio 4	873	291	\$10,961.61	48	\$240,000
Studio 5	280	157	\$5,393	23	\$115,000
Studio 6	552	130	\$4,016.82	20	\$100,000
Studio 7	601	208	\$5,186.93	13	\$65,000
<b>TOTALS</b>	<b>4,790</b>	<b>1,373</b>	<b>\$14,225.91</b>	<b>204</b>	<b>\$1,020,000</b>

And, with thousands new subscribers added to their email list, via the offers that they ran, the potential for additional revenue is huge. Between the follow-up sequence, weekly mailings, and phone calls, a large percentage of these qualified prospects will likely attend a class or enroll over time.

The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness and filling their classes with new students. Since launching this campaign for these studios, we've worked with over 20 other Martial Arts Schools across the country and across Martial Arts disciplines to implement this same campaign and achieved similar success.

## How to Customize this Plan for Your Business...

If you are interested in maximizing both your results and your time, focusing on filling your classes and growing your business, schedule your Fill Your School Strategy Session, by [clicking here!](#)

But, you'll want to hurry! Because this program enrolls students in YOUR area, it's geographically limited to one studio per zip code. If you want it to be yours, you'll want to book now.