

How One Martial Arts Studio Generated \$215,000 in New Enrollments Using Facebook Ads

Discover How a Martial Arts Studio Used a Simple 4-Step Facebook Ad Campaign To Enroll 221 New Students Into Their Programs in Less Than 90 Days.

The Situation...

When this Martial Arts Studio came to us, they had been relying on various grassroots marketing campaigns, in-house promotions and referrals to fill their classes. 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.

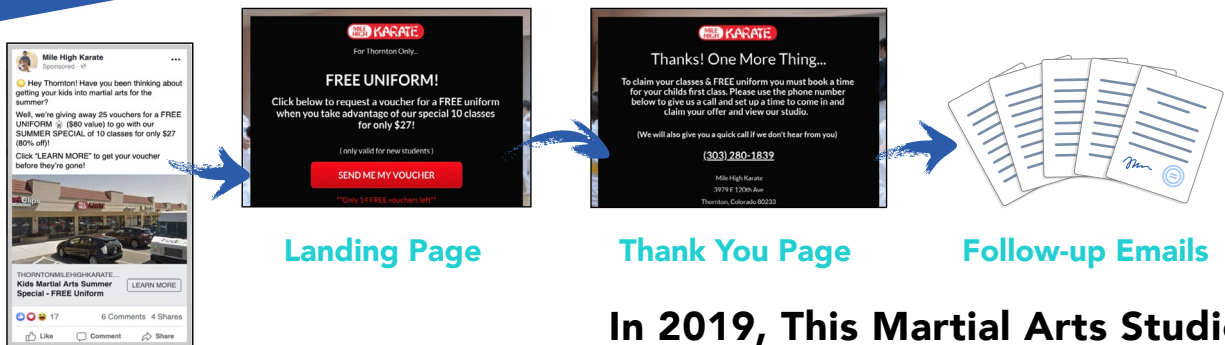
They knew they could reach more potential students and successfully fill their classes using social media, they just needed the right system in place to do it.

How This Martial Arts Studio Was Able to Generate 221 New Students In Less Than 90 Days Using Facebook Ads

By launching a Uniform Voucher + Discounted Classes Bundle Intro Offer Campaign and immediately adding “book now” instructions after claiming the coupon, they were able to attract hundreds of potential students to their studio and get 1/3 of them to redeem the voucher immediately.

The campaign consisted of four parts:

1. Area-specific messaging for targeted Facebook ad campaigns
2. Zeroing in on the RIGHT offer
3. Book NOW thank you page to increase redemption
4. Redemption-focused follow-up sequences



Facebook Ad

Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching their "ideal customers" including what types of offers they were likely to respond to and what specific locations to target, we launched a Uniform Voucher + Discounted Classes Bundle Intro Offer ad campaign.

After they claimed their voucher, they were immediately redirected to a thank you page that walked them through the steps of redeeming their voucher 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 weeks pushing to schedule their first class.

Once they redeemed the class bundle intro offer, they were presented the opportunity to join the class membership program.

In 2019, This Martial Arts Studio Enrolled 43 NEW Students into their Membership Program Resulting in \$215,000 in Expected Revenue

Since launching this Facebook ad campaign, this Martial Arts Studio has had 550 vouchers claimed at \$10.07 each. Of those, 221 redeemed the voucher, resulting in \$5,967 in new business. Of those 221, 43 immediately enrolled into a larger membership program (LTV of \$5,000 each) resulting in \$215,000 of new enrollments... and there are more enrolling every week.

With 550 new subscribers added to their email list, 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 this studio, we've worked with DOZENS of other Martial Arts Schools across the country and across Martial Arts disciplines to implement this same campaign and achieved similar success.

Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!