

How USA Karate Rosemount Attracted 343 New Leads and Generated Over 34% Of Their New Enrollments in 2022 Through a Simple Facebook Ads Strategy

"The Facebook ads that LinkedSelling creates and manages continue to be a great source for new student leads for USA Karate! 33% of the appointments scheduled in 2022 came from FB ads. More importantly, 34% of the new enrollments came from the FB campaigns!"

- Steven Seme, USA Karate Rosemount

The Challenge:

When USA Karate Rosemount came to us, they had been relying on your typical grassroots marketing campaigns, in-house promotions, and referrals to fill their classes. With inconsistency in both their marketing and sales funnel, they realized they needed a different approach.

They not only needed a reliable way to keep their current classes filled but also attract new students to their studio consistently without adding a huge marketing expense or hours of extra work to their plate.

They knew they could reach more potential students using social media, they just needed the right system in place to do it. Since they didn't know where to start and didn't have the bandwidth to execute something internally, they came to us.

The Solution:

By researching USA Karate Rosemount's target market, we chose an offer that would generate the most intrigue. Here, it was two different offers: 4 free weeks and 2 weeks for \$49. After leads entered their email to claim this offer, we redirected them 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.

After launching these marketing campaigns and immediately adding "book now" instructions after claiming the offer, USA Karate Rosemount attracted hundreds of potential students to their studio.

Once their offer period was over, they were presented with the opportunity to join the full class membership program. This improved funnel, along with increasing traffic of better quality audiences at the top of the funnel, saw a boost in conversion.

Here's some examples of the ads we ran for this campaign:



The Results:

In 2022, there were 343 opt-ins for the offers we ran. At roughly \$22 per opt-in, this presents some great opportunity for generating new enrollments that would boost their ROI. By the end of the year, 33% of the appointments scheduled and 34% of their new enrollments came from Facebook!

The best part? This system is EASILY replicated month after month. They'll be able to consistently grow their email list, increase awareness and fill their classes with new students.

At LinkedSelling, 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.



About USA Karate Rosemount:

Industry: Martial Arts / Karate

Location: Rosemount, MN

View Company Website: <https://usakaratemn.com>

Want to Fill Your Classes & Enroll More Students?

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