



# **MARTIAL ARTS**

## **ACTIVE LEAD**

# **CAMPAIGN**

## **OVERVIEW AND TIMELINE**



**UPLAUNCH**  
WE ARE WINNING

# OVERVIEW

The vision for the **Martial Arts - Active Lead Campaign** is to convert new leads to new students for martial arts schools. The strategy is to deploy a **Turn-Key** and **Seamless to Manage** active lead system that will progress leads through the customer life cycle, from curious to committed.

**Turn-Key:** This prebuilt system and marketing automation structure is based on industry best practices, including content that introduces the martial arts school to the lead, creates a connection, establishes expertise, and communicates value propositions.

**Seamless to Manage:** The combination of multiple tactics organized and deployed with the UpLaunch CRM Software allows for studios to focus on managing a proven system rather than creating it. Follow the system, save time, enjoy life, and have a professional studio.

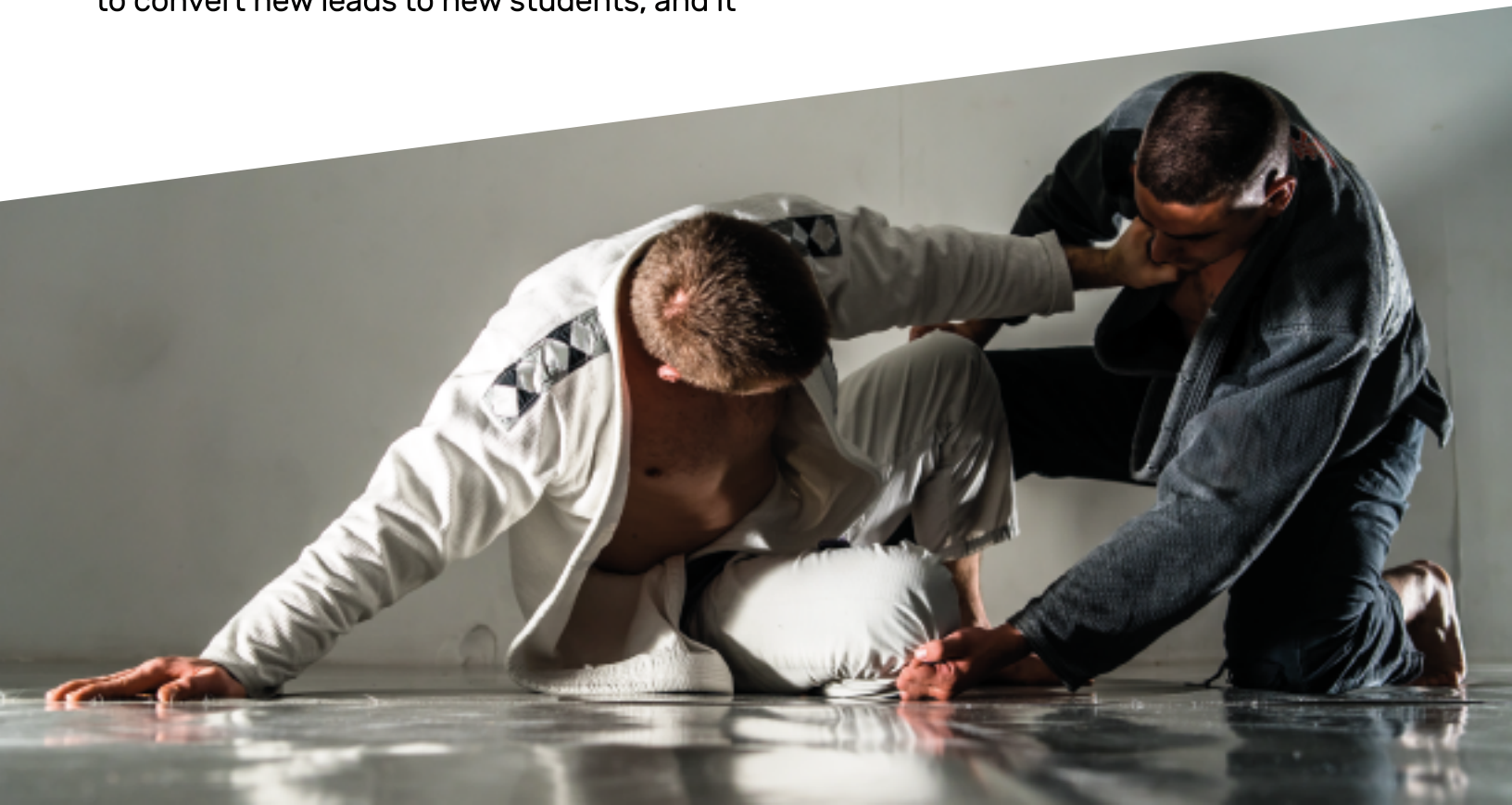
This **21 day, nine step campaign** is designed to convert new leads to new students, and it

launches when a lead expresses interest and makes a micro commitment by providing their phone number and email address. Some leads will feel comfortable enough to make another commitment and schedule an appointment, this is why self scheduling is so important.

Once the contact information is captured, it kicks off a communication structure to keep the studio in regular contact with the lead while creating a connection and explaining the benefits of starting a martial arts practice.

## The strategy includes:

- UpLaunch CRM
- Lead Capture
- Call to Action
- Self Scheduling
- Email Nurturing
- SMS Nurturing
- Instructor Tasking



# TIMELINE



## STEP 1: Day 1: Personal Communication

### ***Thank you***

The first step runs immediately after the lead provides their phone number and email address. It includes an SMS and email sent to the lead as well as a task, a notification email, and an SMS for the staff. The email thanks the lead for reaching out and introduces some of the features and benefits of the martial arts studio and provides a bit of information about the emails they'll be getting over the next few weeks.



## STEP 3: Day 4: Education

### ***The value of discipline***

This email describes one of the value propositions of the martial arts studio — discipline. It covers the importance of discipline, and how it helps in all areas of life.



## STEP 2: Day 2: Education

### ***Why [this school]?***

The second email tells the story of the martial arts studio, an important part of building credibility. This works without customization by talking about the history of martial arts in general.

### **UPLAUNCH** **Customization Tip:**

Tell your school's story and let the lead know what sets you apart.

# TIMELINE



## STEP 4: Day 6: Education

### ***What happens when you learn a new skill***

This email covers the benefits of learning a new skill and the changes the lead can expect to experience after training and building confidence.



### **UPLAUNCH Customization Tip:**

Schools can include a testimonial from a student about how much they enjoyed learning a new skill and how the school changed their life.



## STEP 6: Day 11: Personal Engagement

### ***What can I do to help?***

This is a simple email, just asking the lead "What can I do to help you with your health and fitness goals?" The step includes an SMS.

## STEP 5: Day 8: Value



### ***Why self defense matters***

This email highlights a value proposition (self defense) and offers another way for the school to connect with the lead.

## STEP 7: Day 14: Education



### ***Our instructors are experts***

Teaching martial arts requires a high level of skill – most instructors have many years of experience. This email highlights the value of being taught by a highly skilled instructor, and how that sets martial arts schools apart from other gyms.



# TIMELINE



## STEP 8: Day 17: Value

### ***Join our community!***

Training with other members of the community is a great way to make friends and forge connections. This email will address the connections made in the school and how training with other people is fun and motivating.



## STEP 9 Day 21: Engagement



### ***Just walk through the door – we'll do the rest***

The last email in the campaign addresses how starting something new can be intimidating, but how that challenge can be the start of something wonderful. The email will emphasize how the lead just needs to walk through the door -- the experienced instructors will do the rest.

