



# **MARTIAL ARTS FREE WEEK CAMPAIGN OVERVIEW AND TIMELINE**



**UPLAUNCH**  
WE ARE WINNING

# OVERVIEW

The vision for the **Martial Arts -- Free Week Campaign** is to deliver an experience that will help a trial make a positive purchase decision and become a student.

The strategy is to deploy a **Turn-Key** and **Seamless to Manage** free week follow-up system that converts a trial into a student.

**Turn-Key:** This prebuilt system and marketing automation structure is based on industry best practices, and the campaign includes content that solidifies the relationship, emphasizes the value the school offers, and provides the appropriate human interaction to facilitate the purchase.

**Seamless to Manage:** The combination of multiple tactics organized and deployed

with the UpLaunch CRM Software allows 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 **seven-day, five step campaign** is driven by the vision to help deliver an experience and build confidence to make a positive purchase decision.

## **The strategy includes:**

UpLaunch CRM  
Email Nurturing  
SMS Nurturing  
Instructor Tasks



# TIMELINE



## STEP 1: Day 1: Education

### **Welcome**

This email takes place the first day of the free trial. It shows the school cares about their students' success and invests in building relationships. This is part of your brand education effort.



## STEP 2: Day 3: Motivation



### ***The beginner's mind***

Building confidence requires support. This email helps the trial focus on the positive outcome and embrace the beginner's mindset.



## Day 3: Personal Engagement

### ***How is your week going?***

A mid-week check in to ensure the trial knows how important they are to the school. It also opens the door for communication. Many times the purchase decision has already been made.



### **UPLAUNCH Customization Tip:**

Offer some type of incentive to sign up before the free week ends. We aren't big fans of discounting memberships, so a free shirt or other type of retail item is a great incentive.



# TIMELINE



## STEP 4: Day 4: Value

### ***Are you sore? These workout recovery tips will help!***

It is more important to give than to receive, so this email gives value to the lead. It positions you as an expert and maintains a light, fun mood. These tips won't help everyone, but some tips will, and eventually those leads will become customers.



## STEP 5: Day 7: Personal Engagement



### ***How was everything?***

This campaign has built confidence in your trial that they are making a great purchase decision. The last step is an opportunity for the school to shine. It includes an email, SMS, and task to personally engage and connect with the lead. The email and SMS ask a few simple questions to generate engagement. The school should be prepared to respond, pick up the conversation, and help a new student. Automation is only as powerful as the human effort we are willing to put behind it.

