



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



**UPLAUNCH**  
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# OVERVIEW

The purpose of the **Martial Arts - Post Free Week Follow Up Campaign** is to progress leads through the purchase decision and build confidence in joining the school. The strategy is to deploy a **Turn-Key** and **Seamless to Manage** free week follow up system that converts the lead into a client.

**Turn-Key:** This prebuilt system and marketing automation structure is based on industry best practices, including content that solidifies the relationship and value the school offers.

**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 leads build confidence and make the decision to purchase.

## **The strategy includes:**

- UpLaunch CRM
- Email Nurturing
- SMS Nurturing
- Instructor Tasks



# TIMELINE



## STEP 1: Day 1: Personal communication

### ***Thank you***

This personal email and SMS takes place the day after the free week ends. It shows the school cares about their students' success and invests in building relationships.



## STEP 2: Day 3: Education



### ***Invest in discipline, invest in yourself***

When making a purchase, leads can get hung up on the money, not the outcome the purchase produces. This email helps the lead focus on the outcome of their purchase decision, not the monetary amount. It helps leads realize their potential.



## STEP 3: Day 4: Value

### ***Trouble sleeping? Take a look at your diet.***

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.



### **UPLAUNCH Customization Tip:**

Are you a school that offers nutrition coaching or do you have a nutrition partner? This is a great opportunity to add a few details about your specific options to help with nutrition.



# TIMELINE



## STEP 4: Day 6: Brand Proof

### ***What will success feel like in six months?***

This email is designed to paint the picture of success for the lead. Everyone wants to be a hero! Make your customer the hero and let your leads imagine what it will be like when they become a hero. This email also builds excitement and trust in the school. You can help people and this is proof.



### **UPLAUNCH Customization Tip:**

A great opportunity to customize the content with a student testimonial. Add a few quotes, link a preexisting video, or use this as an opportunity to make a great personal testimonial for your school.



### **Bonus**

Center the testimonial around someone who almost didn't join or had reservations about joining.

## STEP 5: Day 7: Personal Engagement



### ***What's holding you back?***

The last step in the free week follow up system 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 simple question 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.