

HOW TO MAXIMISE **CINEMA** **COLLABORATIONS**

THE HOME OF
MARTIAL ARTS BUSINESS



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WORKING WITH YOUR LOCAL CINEMA

It's important to consider online AND offline marketing strategies when it comes to promoting and advertising your Martial Arts school. As a business owner you have no doubt thought about Facebook Advertising, Google Ads (PPC), Mailers and many other online marketing channels, however combining with offline marketing can offer extra audience reach and engagement. If you utilise opportunities on your doorstep, follow trends and look for additional opportunities you will stand out from your competitors.

Working with your local cinema when a film is released related to Martial Arts is a perfect example of utilising doorstep opportunities. The film industry is a fantastic avenue to be part of with the current revenue in the cinema market projected to reach nearly £65 billion in 2024, why wouldn't you want a slice of that?

That being said, it can be difficult to know where to start, that is why we have put together this mini guide on how to maximise cinema collaborations in your local area, and increase brand awareness and engagement for your Martial Arts school.

STAY IN THE KNOW:

The film industry, since 1900, has released on average, nearly 3k films each year around the globe, with Martial Arts movies being part of that since the 1920's, with silent films and documentaries. However it wasn't until 1955 when the western noir "Bad Day at Black Rock" was released which demonstrated Judo throws, and was the first Hollywood film to expose Martial Arts to a wider audience. Through-out the decades the genre increased in popularity and led us to witness golden gems such as "Fist of Fury", "Enter the Dragon" and "Crouching Tiger, Hidden Dragon" with the latest releases becoming even more popular such as "Polite Society" "Fist of the Condor" and the latest streaming series "Shogun".

Staying in the know of the Martial Arts film industry and monitoring film releases will provide you with the insight to maximise these cinema collaborations. Remember to monitor large franchise cinemas and local independent cinemas too such as:

- Showcase
- Cineworld
- Everyman
- Odeon
- Savoy
- Arc
- Vue
- Omniplex
- Picture House
- West Coast Cinemas
- Empire
- Curzon

Plus many other independent cinemas up and down the country to keep an eye on.





SETTING YOUR GOALS:

Taking the time to decide what you want to achieve with your cinema collaboration will help with your pitch. Not only will it allow you to focus on how you want to achieve your business goals but will reassure the venue that the collaboration will benefit everyone involved. Thinking about your own requirements first will help you stay focused on what you want to achieve.

Are you wanting to...

- Increase your schools awareness
- Get more students
- Increase your retention
- Work with the local community
- Experiment and see what happens

PLAN YOUR DELIVERABLES:

Once you have decided on your main business goal, you need to plan your deliverables. What specific results do you want to track in order to monitor your success.

Will you track...

- Increased social media engagement (likes, follows, comments, shares)
- Increased trial lesson bookings
- New student sign ups
- Improved retention rate
- External publicity (blog, newspaper features etc.)

Then you can plan what your ideal results will be for this collaboration to be successful and what your next steps need to be.



PROMOTIONS:

Now you have your goals and deliverables you need to decide how you will promote this collaboration and bare in mind these may change or be altered once the cinema is involved as a collaboration requires compromise. Taking the time to decide what is possible in the time frame and the cost involved will help you stay on track and allow you to action this activity without too much time or stress involved.

Consider the following promotions:

- **Online Advertising:** such as Facebook and Instagram Ads and Google Ads
- **Social Media:** such as organic social posts on Facebook, Instagram, Twitter (X) and LinkedIn
- **Email Marketing:** such as mailers to students and mailers to prospects
- **Website:** such as designated webpage, homepage header banner and blog post feature
- **Printed Collateral:** such as posters, flyers, handouts and banners
- **Cinema Features:** such as website banners, offers page feature and social content
- **Public Relations:** such as press releases, editorials and adverts



THE PROPOSAL:

Now you have your plan in place you can put together a proposal for your collaboration idea.

Having a proposal in place will not only show you have considered all aspects of this project but will provide you with a professional business edge which larger businesses (such as cinemas) will appreciate and are more likely to consider the collaboration.



Include in your proposal what you want to achieve as well what the cinema will achieve in working together. You could pitch it as a way to increase brand awareness, encourage community engagement, promote Martial Arts (and the benefits it has on physical and mental health) and any other positive impact this could have for all involved.

MAKING CONTACT:

You've decided on your goals and deliverables *[tick]*, you've planned your promotions *[tick]* and you've provided the benefits for this collab *[tick]* so now you need to make contact. Locating the correct email address can be difficult but with a little research you can find the right one, whether it's on their website, on their social channels or just ringing up and asking directly. Once you have the correct contact, you can compose your email with your proposal and start the process of working together with your local cinema.





CASE STUDY:

To help get you started here is an example of what NEST has created for their members for the latest Martial Arts film release: **Kung Fu Panda 4**. Working with Showcase Cinema and Universal Studios we have created an exclusive opportunity to increase awareness of Martial Arts in the local community and promote the launch of the Martial Arts film. NEST members were invited to host 3 taster session at their local Showcase Cinema for viewers of the film to participate in 30 mins before each showing on launch day.

We arranged several promotional activities to promote the event which benefits all parties taking part such as:

- Facebook Advertising
- Social Media Posts
- Website Feature + Homepage Banner
- Student Mailer (to our clients students)
- Postcard Handout (on the day)
- Showcase Website Feature
- Showcase Mailer (to their customers)

We also secured a special offer with Showcase that would be promoted as an incentive to take part in the taster sessions and/or buy a ticket to watch the film (depending on the audience type).

This project benefits everyone involved as it increases brand awareness, provides community culture on Martial Arts and is a great family activity.



NEST

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