

# THE DO'S AND DON'TS OF MARKETING YOUR MARTIAL ARTS SCHOOL

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As a martial arts school owner, you know how important it is to promote your business in order to attract new students and build your community. However, marketing can be a tricky business, and there are a lot of dos and don'ts to keep in mind.

In this guide, we will explore some of the best practices and pitfalls to avoid when marketing your martial arts school. Whether you're just starting out or looking to revamp your marketing strategy, these tips will help you reach your target audience and grow your school in a way that is both effective and ethical.



A photograph of three young girls in a martial arts dojo. The girl on the left is in a white gi with a red belt. The girl on the right is in a red gi with a blue belt. A third girl in a black gi is in the background. The text 'THE DO'S' is overlaid in white, with a red horizontal line passing through the 'O's'.

# THE DO'S





## DEFINE YOUR TARGET AUDIENCE

Defining your target audience is important for two reasons. First, it will help you tailor your marketing messages and choose the right marketing channels to reach your ideal student.

Second, it will help you create a program that meets the needs and interests of your target audience. To define your target audience, consider factors such as age, gender, income, interests, and goals.

According to a survey by Marketing Sherpa

# 61%

of marketers consider defining their target audience as the **most important** aspect of their marketing strategy

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**By defining your target audience and tailoring your marketing efforts accordingly, you can reach the right people with the right message.**

This can help ensure that your advertising budget is being used effectively and efficiently.



### In summary:

Clearly identify the demographics and interests of your ideal students, and tailor your marketing efforts accordingly.



## BUILD A STRONG ONLINE PRESENCE

According to a survey by  
Pew Research Center,

**81%**

of us go online daily, and

**28%**

are online almost constantly. This highlights the importance of having **a strong online presence** to reach potential students.

A strong online presence is essential for any business, including martial arts schools. Make sure your website is user-friendly, mobile-responsive, and provides all the information potential students need to make an informed decision.

**Use social media platforms to share information, promotions, and updates about your school, and engage with your audience by responding to comments and messages.**

By building a strong online presence you can reach a wider audience and make it easy for potential students to find and learn more about your classes.

By engaging with that wider audience, you can generate interest and therefore produce leads.

### In summary:

Create a professional website, engage with your audience on social media, and use digital marketing tools to increase your visibility and reach.





## OFFER VALUE



People are more likely to invest in attending a martial arts club if they feel like they're getting something valuable in return. Consider offering a free trial class or a discounted introductory package to entice new students to try out your school.

**Once they've joined, make sure your program provides value by offering high-quality instruction, personalised attention, and a supportive community.**

A study by Bain & Company found that increasing customer retention rates by just...

# 5%

can lead to an increase in profits of...

# 25% to 95%

This highlights the importance of retaining students by providing a valuable and positive experience.

Offering value and creating a positive learning environment can help turn interested prospects into loyal, long-term students.

Providing quality instruction, offering promotions or incentives, and creating a welcoming and supportive atmosphere can all help attract and retain students.

## In summary:

Provide quality instruction, create a positive learning environment, and offer promotions or incentives that encourage new students to try your classes.

# 4

## LEVERAGE CUSTOMER REVIEWS

Positive reviews from current and former students can be a powerful marketing tool. Encourage your students to leave reviews on platforms like Google Reviews and Facebook and showcase them on your website and social media channels.

**Reviews provide social proof that your classes are effective, enjoyable, and worth the investment.**

According to a survey by BrightLocal,

# 87%

of people read online reviews for local businesses, and...

# 72%

of consumers say that positive reviews make them **trust a business** more.



Leveraging customer reviews and responding promptly and professionally to any negative feedback can help build trust and credibility in the community.

Positive reviews and ratings on popular review sites can help attract new students, while addressing negative feedback can demonstrate a commitment to continuous improvement and customer satisfaction.

### In summary:

Encourage satisfied students to leave positive reviews on popular review sites and respond promptly and professionally to any negative feedback.





## NETWORK WITHIN THE COMMUNITY



Building relationships with other local businesses and organisations can help you expand your reach and attract new students.

Consider partnering with equipment suppliers, schools, or community organisations to offer joint promotions, participate in events, or even share resources.

According to a survey by the Small Business Administration, small businesses that participate in community events have an average **revenue increase** of...

# 20%

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Networking within the community can help build relationships and raise the school's visibility and reputation.

**By participating in local events, sponsoring community programs, and collaborating with other local businesses, school owners can demonstrate their commitment to the community and build goodwill and positive associations with their school.**



### In summary:

Participate in local events, sponsor community programs, and collaborate with other local businesses to raise your school's visibility and reputation.





# NEST

When marketing your martial arts school, it's important to take certain actions that can help reach the right audience, generate interest, and build a positive reputation.

However, there are also some common mistakes that you should avoid ensuring your marketing efforts aren't wasted.



A photograph of several people practicing karate in a dojo. In the foreground, a man in a red gi is in a dynamic pose, with his right arm extended forward and his left hand near his head. Behind him, other practitioners in white gis are also in similar poses. The background is slightly blurred, showing the interior of the dojo with wooden walls and a light-colored floor. A thin red horizontal line is positioned above the text.

# THE DON'TS





## OVERPROMISE AND UNDERDELIVER

Be honest about what your martial arts classes can offer. Avoid making exaggerated claims or promises that you can't deliver on. If a potential student has unrealistic expectations, they may be disappointed and ultimately dissatisfied with your program.

**Overpromising and underdelivering can lead to dissatisfied students who may leave negative reviews and discourage others from trying your school.**

### In summary:

Avoid making unrealistic claims about your classes benefits and ensure that your instructors and their teachings meet or exceeds your students' expectations.



NEST

## 2

## IGNORE NEGATIVE FEEDBACK



Even the best businesses receive negative feedback from time to time. It's important to take all feedback seriously and use it as an opportunity to improve your school.

**Address negative feedback promptly and professionally and use it to identify areas for improvement.**

Ignoring negative feedback can lead to unresolved issues that can damage your reputation and deter potential students.

### In summary:

Address complaints or concerns promptly and professionally and use negative feedback as an opportunity to improve your school and classes.







# 3

## RELY SOLELY ON DISCOUNTS AND PROMOTIONS

While offering discounts and promotions can be a good way to attract new students, it's important not to rely on them as your only marketing strategy.

Focus on building long-term relationships with your students, rather than just enticing them with temporary deals. Make sure your program provides value beyond the promotional period.

**Relying solely on discounts and promotions can attract price-sensitive students who may not be willing to pay full price for your program in the long term.**

### In summary:

Avoid relying solely on discounts and promotions to attract students and focus on providing quality instruction and creating a positive learning environment.

# 4

## NEGLECT YOUR WEBSITE AND SOCIAL MEDIA CHANNELS

In today's digital age, having a strong online presence is essential. Neglecting your website and social media channels can make your school seem outdated or unprofessional, which can put off potential students.

**Make sure your website is up-to-date and provides all the information potential students need and use social media platforms to engage with your audience and promote your school.**

### In summary:

Keep your website and social media channels up-to-date and engaging and use them to showcase your school's strengths and unique qualities.



NEST



# 5

## USE AGGRESSIVE OR PUSHY TACTICS



**Pushy sales tactics can turn off potential students and damage your reputation. Instead, focus on building trust and providing value to your community, and let your school speak for itself.**

Encourage potential students to try out your classes and experience the benefits for themselves. Using aggressive or pushy tactics can damage your reputation and turn off potential students who may perceive your school as too sales-focused.

### **In summary:**

Avoid using high-pressure sales tactics or making students feel uncomfortable, and instead focus on building relationships and providing value.






Effective marketing for martial arts school owners involves defining your target audience, building a strong online presence, offering value, leveraging customer reviews, and networking within the community.

By identifying the demographics and interests of your ideal students, you can tailor your marketing efforts to reach the right people with the right message. Overall, by following these dos and avoiding the don'ts, as a martial arts school owner you can create a successful marketing strategy that helps you attract and retain students while building a strong reputation in the Martial Arts community.







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