

THE IMPORTANCE OF MARKETING FUNNELS

WORKING WITH NEST

THE HOME OF
MARTIAL ARTS BUSINESS



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WHAT IS A FUNNEL?

Are you a Martial Arts school looking for more leads and students? If so, you can use marketing funnels to your advantage. Funnels are an excellent way to increase awareness of your school and add to your student numbers.

A funnel is the marketing flow and journey a prospect goes through and is split into multiple stages from becoming aware of your business to having a trial lesson, to becoming a dedicated student at your Martial Arts school! If you're looking to boost your business, consider using a funnel to reach your target audience.

The marketing funnel can be thought of as a series of steps, from the top of the funnel (TOFU) to the bottom of the funnel (BOFU), where each step represents a different stage in the customer's journey.



AWARENESS

This is the stage where prospects are first introduced to your Martial Arts business. To generate awareness, you'll need to create content that will reach your target audience. You can use various marketing channels to do this such as social media, paid advertising, SEO and offline methods such as leaflets and school partnerships.

Some Martial Arts businesses make the mistake of thinking that they only need to focus on one or two of these channels. However, it's important to have a presence on all, working across multiple channels will help you reach the widest audience possible.

Once prospects are aware of your brand, it's important to keep them thinking of your school. This can be done through regular blog posts, email newsletters, and social media updates, all can help with this and encourage your prospects down the funnel and closer to your aim of a new student sign up.

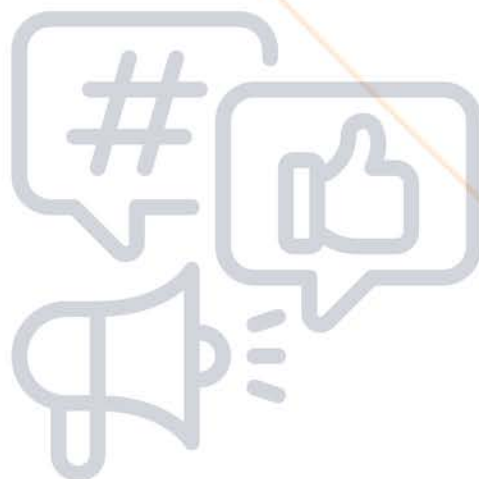


NEST's myMA Websites are a great way to build awareness of your school. Our advanced editor and ready-made layouts mean you can quickly create eye catching content to grab your visitor's attention who are researching the process.

A good website can make all the difference, be mindful of optimising your website for SEO to ensure it's easily found in Google and other search engines.

The NEST marketing campaign materials are designed to be flexible and easily adaptable to fit your brand and marketing. The campaign is time relevant, so it will resonate with your audience and encourage them to act, with a focus on the benefits of Martial Arts.

Combining these elements together will begin the funnel process and move potential prospects to the next level and help with overall awareness.



ENGAGE

The next step is to engage prospects further and encourage them towards sign up. To generate interest, you'll need to create content that will capture the attention of your target audience. This can be done through marketing channels such as social media, traditional offline materials, and customer interaction.



Using NEST's 'Get Into Martial Arts' listing (only available to clients) will help boost student leads, having an up-to-date listing with relevant information and images which grab the attention of the websites users to book a trial lesson.

Keeping communications streamlined, for example email booking confirmations, help engage prospects. Letting prospects know they are special by treating them with respect and as if they're your only prospect will help them to feel more valued and aren't just another number.

Knowing prospect data is key for Martial Arts businesses along with all data which is something that the NEST myMA system is brilliant at keeping track of.



Prospect sources, Prospect offers, Reporting and much more are all within myMA helping Martial Arts schools to build upon a database that will help with organising prospect data all within one system.

Our myMA Websites have built in functionality and easy to use free trial booking system that can be used to encourage those first interactions with Martial Arts clubs. Booking widgets and contact widgets can be placed into websites even if clients are not using a myMA Website to make that first engagement and interaction with prospects easy.



NURTURE



This is when potential customers start to seriously consider making a purchase. You'll need to think about how to nurture these leads and encourage them to take action. They might request more information or want to book a free trial.

One of the best ways to nurture your prospects is through email marketing. Pre-made email templates within myMA are always a great foundation to start with when thinking about nurturing emails. By sending out regular newsletters, you can keep them up to date on what's going on with your school and provide them with useful information that will help them make a decision about booking a trial lesson.



Another great way to nurture your potential students is through social media. By sharing relevant blog posts, articles, or infographics, you can continue to provide value and keep your prospects engaged.

So, what are some of the best ways to nurture your prospects? Here are a few ideas:

- 1** Send out regular monthly mailers
- 2** Share relevant blog posts, articles, or infographics
- 3** Keep active by working within the Martial Arts community
- 4** Connect with prospects on social media platforms
- 5** Provide them with valuable and relevant information
- 6** Keep them up to date on what's going on with your school

ACTION

This is the stage where prospects take the plunge and join your school or book a trial lesson with you. But your work doesn't stop here! After they join make sure to follow up with your students regularly to ensure they're happy and want to continue, there are lots of ways to do this such as via social media, email marketing and most effective of all – a good old-fashioned chat!

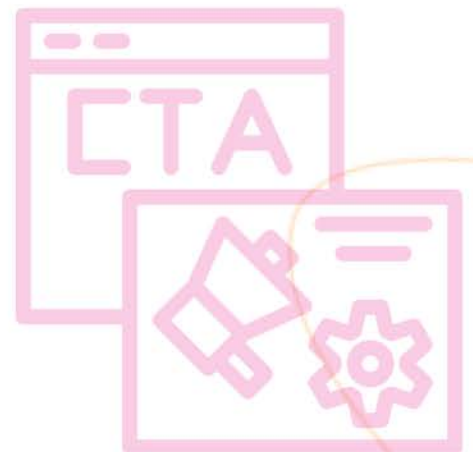
Once a prospect is ready to join you can sign them up with EDD's (Paperless Direct Debit) this can be done with ease within myMA. Automated follow up communications if they didn't sign up can also be created within the system.



One of the best ways to encourage prospects to take action is through a call-to-action (CTA). A CTA is a simple, but effective, way to encourage prospects to do business with you. By adding a CTA to your emails, social media posts, and blog articles, you can increase the chances of prospects taking action.

Your CTA might be a button or link within an email saying, "Buy now" or "Sign up for a trial lesson." if you want to increase sales, you need to include CTAs.

CTAs are a key part of the action stage of the marketing funnel, and they can make a big difference in your bottom line.



ONBOARDING

The fifth stage of the marketing funnel is onboarding. This is where you help new students get started with training.

One of the best ways to onboard new students is through a welcome email. A welcome email is a great way to introduce new customers to your school and help them get started.

Onboarding ideas to think about:

- 1** Tours of your facilities
- 2** Using the buddy system to assign newcomers with experienced students
- 3** Weekly progress check-ins
- 4** Providing extra resources for home learning
- 5** Support and guidance
- 6** Giving contact information if students have any questions about training



Having a good start with prospects can really help with the onboarding process which then leads into the next stage, retention. Making students feel welcome to begin with and through-out will make them want to stay for future lessons.

If prospects miss their trial lesson, sending missed you in class messages with NEST's SMS feature can make a big impact to prospects, making them feel comfortable with you and your business, knowing that they don't have to feel embarrassed and it's okay to try again if they miss a class!



RETENTION

It's important to remember that the final stage of the marketing funnel is retention. This is where you keep your students happy and encourage them to continue training with you in the future. There are a few key ways to achieve this. Customer service is essential. By providing celebrity customer service, you can ensure that your students are happy.

By providing great customer service to your students, you can turn your customers into raving fans. Raving fans are customers who are so happy with the service, that they tell all their friends about you. They're your best marketing asset, and they can help you grow your Martial Arts business.

No matter what type of loyalty program you offer, it's important to make sure it's valuable to your students. If it's not, they're not going to use it, and it's not going to help you grow your business.





NEST

If you're a Martial Arts school looking for more leads and students, consider using marketing funnels to your advantage. Funnels are an excellent way to increase awareness of your school and add to your student numbers.

Keep in mind that the marketing funnel is a journey that your prospect goes through, from becoming aware of your business to having a trial lesson, to becoming a dedicated student. By using a funnel, you can reach your target audience more effectively and boost your business!





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enquiries@nestmanagement.co.uk