

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

If you're running a martial arts club in the UK, Facebook isn't just a place for cat videos and holiday snaps—it's one of the most powerful tools you can use to attract new students, fill your classes, and boost your club's visibility in your local area.

With nearly 3 billion users worldwide, Facebook is where your future students—and their parents—are hanging out. But to make Facebook ads work, you need more than just a nice image. You need copy that connects, inspires action, and converts.

Let's break down how to write Facebook ads that get real results for martial arts clubs.

WHY FACEBOOK ADS WORK SO WELL:

Facebook gives you incredible targeting power. That means instead of wasting your budget advertising to people miles away or with no interest in martial arts, you can zoom in on:

- Local parents aged 25–45
- Adults looking for fitness or self-defence
- Teens interested in MMA, BJJ, or kickboxing etc.
- People who already follow your page or visited your website

 **Benefit:** Every pound you spend works harder by reaching people most likely to join your club.

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

9 FACEBOOK AD COPYWRITING TIPS THAT CONVERT

TIP 1: TARGET A SPECIFIC AUDIENCE

Don't try to speak to everyone. Use Facebook's targeting to speak directly to one group, and tailor your message just for them.

✓ **Example:**

Target parents in your town Write: *"Want your child to build confidence, discipline, and focus—all while having fun? Book a free trial class at [Your Club Name] today."*

TIP 2: WRITE DIFFERENT ADS FOR DIFFERENT PEOPLE

You may teach kids, adults, women-only self-defence, or competitive fighters. Don't use the same ad for all of them.

🎯 **Action Step:**

Create separate ads:

- One for kids' beginners
- One for adult fitness/self-defence
- One for advanced or competition training

Each audience has different motivations—speak to what matters most to them.

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

TIP 3: MATCH YOUR COPY TO YOUR IMAGE OR VIDEO

Your ad needs to feel cohesive. If the photo shows kids sparring, the text shouldn't talk about adult fitness classes.

Pro Tip: Use action shots from real classes. Add your logo. Make sure the text highlights what's shown in the image.

💡 Free tools like **Canva** are great for creating visuals quickly.

TIP 4: KEEP YOUR CALL TO ACTION SIMPLE

Tell people exactly what to do next—and keep it focused on one action.

Use CTAs like:

- “Book a free trial”
- “Call now to reserve your space”
- “Send us a message to learn more”

✗ Don't overwhelm users with too many options.

One goal = better results.

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

TIP 5: KEEP IT SHORT, AND LEAD WITH THE VALUE

People scroll fast. Your copy should get straight to the point.

Ask yourself:

- What's in it for them?
- How will this benefit their child/lifestyle?

Example: *"Want to boost your child's confidence and discipline? Our kids' martial arts classes in [Your Area] are now enrolling! Book a free trial today."*

TIP 6: USE CLEAR, EVERYDAY LANGUAGE

This isn't the place for jargon or long-winded explanations. Write like you're chatting to someone at your front desk.

✓ Make sure your copy clearly tells people:

- What the class is
- Who it's for
- What the next step is

Example: *"Kickstart your fitness with a fun, friendly martial arts class. First session is free—no gear or experience needed."*

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

TIP 7: BE TRANSPARENT ABOUT PRICES OR OFFERS

People want to know what they're getting and what it costs. If you have a free trial, special rate, or no contract—say it!

Example: *"3 FREE classes for new starters! No commitment. Just energy, confidence and a whole lot of fun."*

 **Bonus:** Include deadlines or limited spaces to create urgency.

TIP 8: GET A SECOND OPINION BEFORE GO LIVE

You're close to your business—sometimes too close. Run your ad past a colleague, student parent, or friend to make sure it's clear and compelling.

Ask:

- Would you click on this?
- Is anything confusing?
- Does the message match the image?

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

TIP 9: TEST, LEARN, AND IMPROVE

No ad is perfect the first time. Facebook makes it easy to A/B test your ad copy.

 **Action Step:** Run two versions of the same ad with different text:

- One with a question (“Looking for kids' martial arts in [Town]?”)
- One with a statement (“New classes now enrolling in [Town]!”)

Track which one performs better, and use that info to guide future ads.

FINAL THOUGHTS: ADS THAT SPEAK = ADS THAT SELL

You don't need a marketing degree or a big budget to run Facebook ads that work. You just need:

- The right target audience
- The right message
- And copy that's clear, benefit-driven, and authentic

Use the tips above to create ads that feel personal, speak directly to your future students, and encourage action.

 **Your next student is just one scroll away—make sure your ad is the one they stop on.**

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

KIDS MARTIAL ARTS CLASS – AD EXAMPLE (TARGETING PARENTS)

 **Target Audience:** Parents aged 25–45 within a 10–15 mile radius of your club

 **Objective:** Book a free trial or sign up for a beginner kids' class

AD COPY:

Headline: Build Confidence, Discipline and Focus – Starting This Week in [Your Area]

Main Text: Looking for a fun, structured activity that boosts your child's confidence and focus?

Our kids' martial arts classes in **[Town/City]** are perfect for ages **[X-X]** and run by DBS-checked, friendly instructors.

-  First class is FREE – no experience needed
-  Improve behaviour, discipline, and self-esteem
-  Book your free trial session today – limited spaces!

CTA Button: Book Now / Send Message

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

ADULT MARTIAL ARTS OR FITNESS CLASS – AD EXAMPLE

🎯 **Target Audience:** Adults aged 20–45 interested in fitness, self-defence, or personal development

💡 **Objective:** Attract adult beginners to join a class or book a free session

AD COPY:

Headline: Smash Stress, Build Confidence and Get Fit – No Gym Needed

Main Text: Ready to shake up your routine? Our adult martial arts classes in **[Town]** are perfect for total beginners. Whether you're looking to get fit, learn self-defence, or just blow off steam—we've got you covered.

🔥 Fun, high-energy workouts

📅 No prior experience needed

🆓 First class free – just bring water and a positive attitude!

Join a welcoming community, push your limits, and train with like-minded adults.

Start your journey today.

CTA Button: Join Now / Book Free Trial

9 TIPS FOR WRITING HIGH-IMPACT FACEBOOK ADS

PRO TIP FOR BOTH ADS:

Include a real photo or short video clip of your actual classes if possible—parents and students want to see what it's really like. Smiling faces, high energy, and clean facilities go a long way in building trust.

TOP TIPS IN A NUTSHELL:

CHILDREN'S CLASSES ADS:

- ✓ Use Parent-Focused Language: Speaks directly to the decision-maker (usually Mum or Dad). "Help your child build confidence, focus, and fitness."

- ✓ Show Smiling Kids in Uniform: Builds trust and shows a safe, positive environment. Real photos > stock images!

- ✓ Include Age Groups and Location: Filters out the wrong audience and improves enquiries. "Ages 5+ – Classes in [Town]"

ADULTS CLASSES ADS:

- ✓ Speak to Common Goals (Confidence, Fitness, Stress Relief): Attracts people who may not be looking for martial arts – yet. "Get fitter, feel sharper, and learn self-defence – no experience needed."

- ✓ Use Video of Adults Training (Not Just Kids): Shows the atmosphere and helps overcome nerves. Short clips of pad work, team training, or beginner classes.

- ✓ Target 18–40s Within 5–10 Miles: Focuses your spend on the most likely to attend. Adjust location and age range in Ads Manager.