

# KICKSTART YOUR SOCIAL MEDIA MARKETING STRATEGY

In today's digital-first world, social media isn't just for big brands or influencers—it's a powerful tool for martial arts school owners who want to attract new students, retain current ones, and grow a strong local reputation. Whether you run a karate dojo, BJJ academy, or taekwondo school, a strong social media presence can:

- ✓ Bring in new student leads
- ✓ Showcase your school's culture and values
- ✓ Build lasting relationships with families in your community

Let's break down exactly how to use social media to boost your school's visibility, credibility, and enrolments—without wasting time.

## KNOW WHO YOU'RE TALKING TO:

Before you post anything, ask: Who am I trying to reach?

### Primary audiences:

- Parents looking for discipline, structure, and confidence-building for their kids
- Teens and adults looking for fitness, self-defence, or competition training

**Action Step:** Create 2–3 audience profiles.

### For example:

- "Working mum with a 7-year-old who needs confidence"
- "College student interested in MMA" Then, tailor your content to speak to their needs and goals.

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## CHOOSE THE RIGHT PLATFORMS:

Don't try to be everywhere!

Not all platforms work the same, and you don't need to master them all. Focus on the ones that match your goals and audience.

### Recommended Platforms for Martial Arts Schools:

- **Facebook** – Ideal for community building and reaching parents.
  - *Share updates, testimonials, and class info.*
- **Instagram** – Perfect for showcasing dynamic action and student energy.
  - *Post photos of gradings, class highlights, and instructor spotlights.*
- **YouTube** – Great for long-form content and building trust.
  - *Upload tutorials, day-in-the-life clips, or mini-documentaries.*
- **TikTok** – Excellent for reaching teens and going viral.
  - *Keep it light and fun with quick moves, challenges, or behind-the-scenes clips.*

**Action Step:** Start with one or two platforms, post consistently, then expand.

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## SET CLEAR SOCIAL MEDIA GOALS:

You can't win if you don't know what you're aiming for.

### Ask yourself:

- Do I want more trial bookings?
- Do I want to boost community awareness?
- Am I trying to increase student retention?

**Action Step:** Choose one main goal per quarter.

### Examples:

- ✔ "Get 50 trial sign-ups this month"
- 👁️ "Reach 10,000 local views with our summer camp campaign"

Then, create content that supports that goal.

## BUILD A CONTENT CALENDAR:

Plan, don't wing it!

Posting at random leads to random results.

### Action Step: Create a simple calendar:

- Mon: Student spotlight
- Wed: Technique tip or class clip
- Fri: FAQ, announcement, or behind-the-scenes moment

✔ Post 2–4x per week. Quality > quantity.

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## SHARE ENGAGING, AUTHENTIC CONTENT:

This is where you win!

People don't just want info—they want connection. Show them what makes your school different.

### Content That Works:

- 📹 Class footage & highlights – Show energy, discipline, and progress.
- 🌟 Success stories & testimonials – Let your students do the talking.
- 🎬 Behind the scenes – Instructor prep, funny moments, team culture.
- 🧠 Educational posts – Self-defense tips, safety advice, martial arts values.

**Action Step: Film 5 short videos this week (30–60 sec). Post 1–2 per week.**

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**Pro Tip: Keep it real—authentic videos get more engagement than polished, corporate ones.**

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## RUN PAID ADS TO ATTRACT LOCAL LEADS:

Organic reach is great—but sometimes you need to supercharge visibility.

**Action Step:** Try a £50–100 monthly Facebook or Instagram ad targeting:

- Parents within 10–15 miles of your school
- Ages 25–45
- Interests: parenting, fitness, martial arts, youth activities

💡 *Ad Idea: “Your child can build confidence, focus, and discipline—all while having fun. Try a free martial arts class in [Your City]!”*  
*Include a clear CTA: “Book Your Free Trial Today”*

## BUILD A COMMUNITY, NOT JUST A FOLLOWING:

Social media should feel like a conversation, not a billboard.

**Action Steps:**

- Respond to comments and messages within 24 hours
- Tag students or parents (with permission)
- Run Q&A sessions, polls, or live streams
- Feature user-generated content (ex: students sharing belt photos)

📣 Encourage check-ins or reviews by giving a small reward (like a sticker, keychain, or shout out).

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## TRACK WHAT'S WORKING AND ADJUST:

Social media isn't set-it-and-forget-it.

**Action Step:** Every month, review:

- **Engagement:** What posts got the most likes/comments?
- **Clicks:** Which links or CTAs are performing?
- **Follower growth:** Are your numbers increasing?

⚙️ Use tools like:

- Facebook Insights
- Instagram Analytics
- YouTube Studio

Double down on what works. Stop doing what doesn't.

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## MISTAKES TO AVOID:

- ✗ Too much promotion, not enough value
- ✓ Balance offers with tips, stories, and fun
- ✗ Ignoring negative feedback
- ✓ Respond respectfully and resolve issues
- ✗ Ghosting your page
- ✓ Consistency builds trust—show up regularly

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## BONUS TIPS FOR STAYING SAFE AND PRO:

- Always get written consent before posting photos or videos of minors.
- Use royalty-free music and images.
- Keep your branding consistent across platforms (colours, logos, voice).

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## FINAL THOUGHTS:

You club's growth is one post away.

Social media is your dojo's digital front door—make sure it reflects your energy, values, and community.

By focusing on the right platforms, creating engaging content, and staying consistent, you'll attract more students, increase retention, and build a powerful online presence.

Now's the time to get started. Your future students are already scrolling—make sure they find you.