

LAUNCHING HIGH-IMPACT AD CAMPAIGNS

THE HOME OF
MARTIAL ARTS BUSINESS



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NEST

If you're ready to attract more students with less guesswork, it's time to explore paid social media. Learn how to use Facebook and Instagram ads to put your club in front of the right people — parents, adults, and beginners in your local area.

You'll discover how to create powerful visuals, write compelling ad copy, set a smart budget, and launch your first campaign with confidence. Whether you're brand new to paid ads or looking to improve your results, this step-by-step approach will give you everything you need to get started — and see results fast.





WHY PAID SOCIAL MEDIA WORKS:

For Martial Arts club owners in the UK, paid social media is one of the fastest and most cost-effective ways to attract new students. Platforms like Facebook and Instagram allow you to target local parents, adults, and fitness seekers with precision — showing your offers to the exact people most likely to take action.

With a small daily budget, you can reach thousands in your area, generate enquiries, and consistently fill your classes. It's not just advertising — it's a smart way to grow your club with measurable, real-world results.

If you're serious about growth, paid social is a must. Here's why:

- **Hyper-targeted:** Ads let you zero in on parents in your area
- **Cost-efficient:** You can spend as little as £3 a day
- **Direct results:** People click, book, and message straight from the ad
- **Fast traction:** Unlike organic, ads get immediate reach

Your future students are already on Facebook and Instagram — you just need to show up in their feed.

WHY PAID SOCIAL IS YOUR GROWTH ACCELERATOR:

Paid social media is your club's growth accelerator because it puts you in front of the right people, at the right time, with the right message. Unlike word-of-mouth or flyers, platforms like Facebook and Instagram let you instantly reach parents, adults, and teens in your local area who are actively looking for activities like yours. Whether you're promoting a free trial, new class, or beginner course, paid ads turn scrolls into sign-ups — fast.

It's the most efficient way to scale your student numbers and fill your timetable with minimal effort.

Organic reach is powerful — but limited. Paid social puts your offer directly in front of the people most likely to join your club.

- **You control the audience**
- **You control the message**
- **You control the budget**

With a recommended budget as little as £5 a day, you can generate leads, trial bookings, and student sign-ups on autopilot.



WHY COMPETITOR ANALYSIS MATTERS:

Understanding what other martial arts clubs are doing with their Facebook ads gives you a huge advantage. By checking the **Page Transparency** section on their business pages, you can see what offers they're running, how they present themselves, and what types of content they use. This helps you spot trends, avoid common mistakes, and create more effective campaigns that stand out in your area. In a competitive market, smart clubs don't copy — they learn, adapt, and improve.

Understanding what other local clubs are running gives you a head start.

ACTION STEPS:

- **STEP 1:** Go to your competitor's Facebook Page and in the top nav, head to 'ABOUT'
- **STEP 2:** Scroll down the list to 'Page Transparency'.
- **STEP 3:** Click "See All" under 'This Page is currently running ads'.
- **STEP 4:** Click on 'Go To Ad Library'.
- **STEP 5:** A new tab will open in 'Ad Library' where you can view their active ad creatives, targeting style, and wording.

PRO TIP:

Look beyond martial arts — check local gyms, sports camps, or dance schools.





[YouTube Link Here!](#)

TAKE NOTES ON:

- Tone of their messaging
- Types of offers (Free class? Discount?)
- Visual style (video, image, text-heavy?)
- CTA used ("Send Message", "Learn More", etc.)



PRO TIP:

Head to NEST YouTube channel for a step-by-step Webinar session with Donovan Wint on 'How to Set Up A Facebook Ad That Works'. Pause and follow along with your own ad account open (Desktop works best).

TAKE NOTES ON:

- Campaign setup process
- Budget tips
- Targeting hacks
- Common mistakes to avoid
- Keep your notes for future reference or coaching your team





HOW TO BUDGET FOR PAID SOCIAL AND PPC:

Setting a smart budget for paid social media and PPC (Pay-Per-Click) advertising is key to growing your club without overspending.

You don't need a massive budget — many successful campaigns start at just £5–£10 per day. The goal is to spend enough to generate consistent leads while tracking your cost per result (like trial bookings). Set a monthly cap, test different ad types, and allocate some spend to Google Ads if you're targeting high-intent search traffic.

With a clear plan and regular reviews, even a modest budget can deliver powerful returns. You don't need a big budget — but you do need a plan.

ASK YOURSELF:

- **How much can I invest over 30 days? (£3–£10/day recommended).**
- **Will I split between kids and adult ads?**
- **Will I run multiple campaigns or rotate creatives weekly?**



SIMPLE STARTER PLAN:

- Budget: £150–£200/month
- Run 2–3 creatives in rotation
- Track leads weekly in a Google Sheet

PRO TIP:

Focus more on cost per lead than vanity metrics such as likes or reach.



WHO SHOULD I TARGET?

Don't waste money targeting people too far away.

Recommended Targeting:

- **Radius:** 3–10 miles around your club postcode
- **Age:** 25–45 (for parents) OR 18–40 (for adult classes)
- **Gender:** Optional – test mixed first



PRO TIP:

Create separate ads if you're running kids and adult offers.



WHY YOU SHOULD USE MULTIPLE FACEBOOK ASSETS IN YOUR ADS:

Using a variety of ad assets — like images, videos, and carousels — helps your Facebook ads perform better and reach more of the right people.

Different formats appeal to different audiences, so while one person might engage with a class video, another may prefer a bold graphic or student testimonial image. Facebook also favours ad variety, giving you better results for less spend.

To do it, simply create a few versions of your ad visuals using tools like Canva or your phone's camera, and upload them as separate ads or inside one campaign.

More variety = more engagement = more students.

Different visuals speak to different audiences. Always test more than one.

Use Canva or InShot to create:

- **1 square ad (1080x1080)**
- **1 vertical video ad (4:5 or 9:16 for Stories/Reels)**
- **1 photo carousel ad with captions per image**





ASSET IDEAS:

- **Student in uniform smiling + text:** "Free Trial Class – Book Now"
- **Video:** 30-second tour of your gym/class
- **Quote Graphic:** Parent review with 5 stars

DESIGN TIPS:

- Keep text short and readable
- Use bold fonts
- Include your logo only if it doesn't clutter the image
- Create square (1:1) AND vertical (4:5) versions for better ad placements.

EXTRA AD IDEAS TO TEST:

- **Video Ad:** "What to expect at your first class".
- **Photo Ad:** Smiling kids in uniform.
- **Testimonial Quote:** Overlay a student or parent's review.
- **"Before and After":** Highlight progress of a shy or energetic child.
- **Timed Offer:** "Only 10 spots left for free trials this week!".

PRO TIP:

Use upbeat background music and on-screen captions in videos for mobile viewers.



WHY YOU SHOULD USE MULTIPLE FACEBOOK AD COPY VARIATIONS:

Using different versions of your ad copy is key to finding out what really connects with your audience. Some people respond to bold offers like “Free Trial Class This Week!” while others might be drawn in by emotional hooks like “Build Your Child’s Confidence Through Martial Arts.”

By testing 2–3 versions of your ad text within one campaign, you let Facebook show the strongest performer more often — getting better results for your budget. Simply write a few variations with different tones or messages, and load them into your ad set. A small tweak in wording can mean a big difference in sign-ups.



Your message is just as important as your visual.

3 Winning Caption Styles:

- **The Parent Hook:** “Is your child full of energy and struggling to focus? Martial arts could be the answer.”
- **The Quick Win:** “Build confidence. Burn energy. Learn self-defence. Book a FREE trial this week!”
- **The Direct CTA:** “We’re offering 10 FREE trial spots this month. Comment ‘Interested’ or tap ‘Send Message’ to grab yours!”



PRO TIP:

Always include in your text location + age group (e.g., "Ages 5+ | [Your Town]")



Remember to keep your ad caption, short and punchy. People scroll fast. Your ad needs to hook them in seconds.

Caption Formula:

- **HOOK:** "Struggling to find an activity your child will stick with?"
- **VALUE:** "Our beginner-friendly martial arts classes build confidence, focus, and fitness — in a fun and welcoming space."
- **OFFER:** "We're offering a FREE TRIAL CLASS this month."
- **CTA:** "Click 'Learn More' to grab a spot before they're gone!"

CHECK AD PERFORMANCE AFTER 3 DAYS:

Don't "set and forget." Check what's working — and tweak.

WHAT TO LOOK FOR:

- CTR (Click-Through Rate): Aim for 1%+
- Messages/Leads: Are people clicking through or messaging?
- Comments: Are people tagging friends or asking questions?

NOT WORKING? TRY:

- A new image or video
- Shortening your caption
- A different headline or CTA (e.g., "Try your first class FREE")



WHY RUNNING A FACEBOOK AD FOR 1 MONTH WORKS:

Running a Facebook ad campaign consistently for 1 month gives your martial arts club the time it needs to build momentum, gather data, and attract quality leads. Short bursts often miss people due to timing or platform algorithms, but a 30-day campaign ensures your offer is seen repeatedly by the right local audience.

It also allows you to test different images, copy, and targeting — helping you fine-tune what works best. With a modest daily budget, this approach creates steady visibility, more enquiries, and a reliable flow of new students into your club.

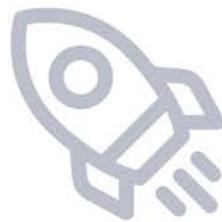
Now that you've built your assets and captions — it's go time.



PRO TIP:

Run weekly reports to spot what's working — double down on winning ads and pause under-performers.

STEPS TO LAUNCH:



- **Go** to Meta Ads Manager
- **Create** Campaign > “Leads” or “Messages” objective.
- **Upload** your creatives (images).
- **Add ad copy + CTA button** (e.g. Learn More / Send Message).
- **Set location:** 5–10 miles radius around your club.
- **Set duration:** 30 days.
- **Start** with £5/day (adjust weekly based on results).



TRACK YOUR RESULTS:

- Leads captured
- Cost per lead
- Trial bookings
- Actual sign-ups



Don't forget to create a follow-up system as getting leads is one thing - converting them is the real win! **A personal follow-up = 10x more likely to convert.**



Make sure to; Manually Check Messages (checking DMs daily and follow up within 24 hours), track with a simple Google Sheet (inserting name, contact details and status) and draft up an email template to send out.

IN A NUTSHELL

Paid social media isn't just about boosting a post — it's about building a consistent, scalable system to bring in new students every week. With the right message, the right audience, and a manageable budget, you can create campaigns that fill your classes while you focus on what you do best: running your club.

Stick with it, track your results, and refine as you go. The more you test and learn, the more effective your ads will become — and the faster your club will grow.





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