

8 POWERFUL WAYS TO OPTIMISE YOUR FACEBOOK PAGE

With over 2.9 billion monthly users, Facebook remains a powerhouse for connecting with your local community and attracting new students to your martial arts club. But simply having a page isn't enough.

Most small business owners—even in the martial arts world—don't realize they're leaving potential students on the table by not optimizing their Facebook presence.

Whether you're running a karate dojo, jiu-jitsu gym, or MMA academy, a well-optimized Facebook page can turn casual browsers into paying members. Here's your 8-step action plan to make sure your Facebook page is working as hard as you do.

STEP 1: GET THE ESSENTIALS RIGHT

Before running ads or building content, make sure your page is set up to attract and convert.

Profile Picture: Your profile picture is what people will see every time you post. Use a high-resolution, square image of your logo or signage. Make sure it's still clear at 36x36 pixels (mobile view).

Cover Photo: This is your page's billboard. Feature a high-quality image of your facility, team in action, or happy students. Update it seasonally or during promotions like "Free Trial Month" or "New Class Launch."

Custom Username: Make your URL easy to remember and share. Create a username like facebook.com/yourdojo that matches your club name.

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Compelling Description: Your description is your elevator pitch. Use all 255 characters to tell people exactly what you offer, who it's for, and why they should care (e.g., "Family-friendly karate classes for confidence, discipline, and self-defence in [Your City]").

Link to Your Website: Turn followers into leads. Add your site URL—and make sure your site links back to your Facebook page.

Business Info and Extras: The more info, the better. Fill in:

- Contact info (phone/email)
- Class types (kids, teens, adults)
- Schedule or booking link
- Your story or philosophy in the additional info section (up to 50,000 characters!)

PRO TIP: Use the long description area to answer FAQs like "What age should kids start martial arts?" or "What styles do you teach?"

STEP 2: PICK THE RIGHT PAGE TEMPLATE

Facebook offers templates designed for different types of businesses. Choose the "Services" or "Business" template—it prioritises CTAs, reviews, and contact info, ideal for martial arts clubs. You can tweak it later, but this gives you the best starting point.

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STEP 3: CHOOSE A CTA THAT DRIVES ACTION

Your Call-to-Action (CTA) is the button people click first. Use “Book Now” or “Call Now” if you offer trial classes. Link it directly to your:

- Class schedule
- Trial registration page
- Messenger or WhatsApp chat

PRO TIP: Test different CTAs over time to see what gets the most clicks (but don't change too frequently or you won't get clear results).

STEP 4: ADD PAGE TABS THAT HIGHLIGHT OFFERS

Tabs are the navigation menu of your Facebook page. Enable tabs like:

- **Services:** List your classes, pricing, age groups.
- **Reviews:** Show off positive feedback.
- **Videos:** Upload class highlights, student testimonials, or instructor intros.
- **Offers:** Promote a free trial, intro special, or seasonal discounts.

Only add tabs you'll actually use—empty tabs make your page feel abandoned.

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STEP 5: ENABLE REVIEWS (AND USE STRATEGICALLY)

Social proof = trust. Turn on the Reviews feature and encourage happy students or parents to leave testimonials after class or at belt ceremonies.

PRO TIP: Share glowing reviews in your feed and your stories to boost engagement and credibility

STEP 6: POST OFTEN & ENGAGE WITH COMMUNITY

A good-looking page means nothing if it's inactive. Your action plan:

- Post at least 2–3 times per week.
- Share student spotlights, training tips, or motivational quotes.
- Use photos, short videos, or behind-the-scenes reels.
- Go live during class events, gradings, or Q&A sessions.

Engage! Respond quickly to comments or messages. Facebook shows your average reply time—fast responses build trust.

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STEP 7: USE VISUALS TO STAND OUT

People scroll fast—grab their attention with great visuals. Use free tools like Canva to create branded images for:

- Class reminders
- Upcoming events
- Success stories

Bulk-create graphics and save time while keeping a professional look.

STEP 8: LINK TO WEBSITE & OTHER PLATFORMS

Make sure your digital presence is interconnected. You need to:

- Embed a Facebook widget on your website.
- Add a Facebook link in your email signature.
- Promote your page on Instagram, YouTube, or TikTok.

The Goal: Be where your audience is—and give them multiple ways to engage.

Optimising your Facebook page is a foundational step to growing your club online. Nail the basics, show up consistently, and watch your local influence grow.