

TURNING WINTER INTO YOUR **WARMEST** **GROWTH SEASON**

THE HOME OF
MARTIAL ARTS BUSINESS



www.nestmanagement.co.uk



TURNING WINTER INTO YOUR WARMEST GROWTH SEASON



As the nights draw in and energy starts to dip, many martial arts clubs begin to slow down. But the truth is, winter is one of the best times to grow. While competitors ease off, the clubs that stay visible, consistent, and connected are the ones that come out stronger when January hits.

This Winter Growth Content Plan has been designed to help you do exactly that. It's your step-by-step guide to keeping your marketing active, your community engaged, and your enquiries flowing right through the colder months.

You'll find:

- Weekly post ideas and campaign themes (November to January)
- Example copy and visuals ideas to make your content stand out
- Clear reasons behind each activity, whether it's to generate, nurture, convert or retain students
- Tips to help you stay consistent without spending hours on content

You don't need to reinvent the wheel, just stay active, stay authentic, and let your posts do the work for you. Winter isn't a quiet season, it's a momentum-building season.

And with a little consistency now, you'll hit the New Year already ahead of the pack.



NOVEMBER: BUILD AWARENESS AND COMMUNITY

THEME: Reconnect, reflect, and ramp up local awareness before the festive season.

GOAL: Keep engagement high and your brand top-of-mind as people start thinking about fitness and wellbeing before Christmas.

WEEK 1: STAY STRONG THIS SEASON

Theme: Motivation and consistency during colder months

Goal: Encourage resilience and commitment among students during a slower season.

POST IDEA 1 – MOTIVATIONAL MONDAY

Example Copy:

❄️ *It's easy to stay home when it's cold outside... but progress doesn't wait for perfect conditions 💪 Train this week and show yourself what discipline really looks like!*

Asset: Instructor mid-class, high-energy action shot, or short motivational clip.

Purpose: Improves retention by inspiring students to keep showing up; nurtures leads by showcasing discipline and energy within your club.





Here is a more detailed example of the above social post:

- **Goal:** Encourage consistency and energy during the colder months.
- **Platform:** Facebook and Instagram (works well for both feed and story formats).
- **Objective:** Improve retention + nurture leads through motivation and community energy.

Full Example Post Copy

❄️ *The weather's getting colder... but the mats are still hot! True strength isn't built in comfort; it's built in consistency 💪 Keep showing up, keep improving, and finish the year stronger than you started. 🙌 Tag your training partner who's staying strong this season! #MartialArtsUK #StayStrongThisSeason #DisciplineOverComfort #Kickstart2026*

Asset Mock-Up Description

Visual Style:

- High-contrast, energetic and bold, something that stands out in a feed.
- Think: clean, modern, with subtle use of brand colours (black, white, red, gold etc).

OPTION A: PHOTO + GRAPHIC HYBRID

(IDEAL FOR FEED POST)

Background: Full-bleed photo of a student mid-kick, with instructor blurred in the background, motion frozen in action.

Overlay Text (centre-right alignment): *STAY STRONG THIS SEASON*

Subtext (smaller font below): *"Discipline doesn't take a holiday."*



Visual Elements:

- Subtle snowflake icons or a frosty gradient overlay to nod to winter.
- Club logo in the bottom-right corner.
- Branded hashtag: #Kickstart2026

Colour Palette:

- **Primary:** Black background with white and red type
- **Accent:** Light frost overlay for seasonal feel
- **Typography:** Bold sans-serif (Impact or Bebas Neue style for strength)

OPTION B: STORY/REEL FORMAT

(IDEAL FOR SHORT VIDEO)

- 10-second clip of students training (punching, kicking, or kata).
- Text overlays animated in rhythm with movement:
 - *"It's cold outside..."*
 - *"But champions don't hibernate."*
 - *"Stay strong this season 🤖"*
- End frame: Club logo + *"Join the challenge → [website]"*

Why This Works

- **Retention:** Keeps current students motivated through the slower months.
- **Lead Nurture:** Inspires prospects by showing community energy and discipline.
- **Engagement:** Tag prompt encourages comments and shares.
- **Brand Visibility:** Clear logo, hashtag, and consistent visual language tie it back to the club.





POST IDEA 2 – STUDENT QUOTE OR MINI INTERVIEW

Example Copy:

“Joining [Club Name] has kept me focused and fitter, especially through winter!” 🗣️ Hear what our students love most about training with us.

Asset: Photo or video interview clip with branded quote overlay.

Purpose: Builds trust and converts leads by using authentic student voices; nurtures prospects through relatable social proof.

POST IDEA 3 – INSTRUCTOR MOTIVATION REEL

Example Copy:

Even when it's dark outside, the mats are alive 🦊 Our instructors are here to help you stay strong this season.

Asset: 15-second reel of instructor coaching or demonstrating technique.

Purpose: Reinforces professionalism, consistency, and dedication, helping boost retention and nurture interest.



WEEK 2: BEHIND THE SCENES

Theme: Showcase the people, preparation, and culture behind your club.

Goal: Build trust and personal connection with parents, prospects, and members.

POST IDEA 1 – INSTRUCTOR SPOTLIGHT

Example Copy:

*Meet [Instructor Name], always pushing students to be their best, even when it's freezing outside! ✨
Passion, patience, and progress, that's what makes our team great.*

Asset: Casual portrait or video clip of instructor teaching.

Purpose: Builds connection and improves conversion by humanising your club.

POST IDEA 2 – “WHAT IT TAKES” REEL

Example Copy:

Every great class starts with preparation 🙌 Here's what goes on before the doors even open...

Asset: Behind-the-scenes reel, instructors cleaning mats, organising belts, setting up equipment.

Purpose: Nurtures leads and builds credibility by highlighting professionalism and care.

POST IDEA 3 – “TEAM IN ACTION” PHOTO STORY

Example Copy:

Dedication doesn't stop when class ends. Our team's always putting in the work to make sure every session is safe, fun, and full of progress 🙌

Asset: Photo collage or carousel showing team effort.

Purpose: Builds brand loyalty, fosters community, and strengthens retention.



WEEK 3: STUDENT SPOTLIGHT

Theme: Recognition, celebration, and inspiration.

Goal: Celebrate student progress, boost morale, and inspire new sign-ups.

POST IDEA 1 – ACHIEVEMENT FEATURE

Example Copy:

★ *Student Spotlight: [Name] smashed their goals this month, showing dedication, teamwork, and spirit in every session! We're proud to have you in our martial arts family.*

Asset: Photo of student with instructor, certificate, or belt.

Purpose: Improves retention through recognition and nurtures leads with proof of success.



POST IDEA 2 – PARENT TESTIMONIAL

Example Copy:

"My son's confidence has grown so much since joining, it's been amazing to watch." ❤️ Martial arts changes more than just skills; it builds character.

Asset: Quote graphic or short testimonial video.

Purpose: Generates and converts leads through authentic, parent-driven social proof.



POST IDEA 3 – “MINI WARRIOR OF THE WEEK”

Example Copy:

Big shoutout to our Mini Warrior of the Week - [Name]! 🙌 Always showing focus, kindness, and effort in every class. Keep it up!

Asset: Fun photo of young student with “Mini Warrior” frame overlay.

Purpose: Boosts community engagement and retention through celebration and recognition.

WEEK 4: BLACK FRIDAY BOOST

Theme: Recognition, celebration, and inspiration.

Goal: Generate enquiries and sign-ups before Christmas.

POST IDEA 1 – LIMITED-TIME OFFER

Example Copy:

🔒 *Black Friday Deal: Join before Sunday and get your first uniform FREE! Spots are limited, claim yours now ➡ [link]*

Asset: Bold, branded offer graphic or short promo video.

Purpose: Generates and converts leads through urgency and clear incentive.



POST IDEA 2 – VALUE REMINDER



Example Copy:

*Joining our club isn't just about martial arts, it's about confidence, discipline, and community 🤝
Why wait until January? Start your journey today.*

Asset: Montage of students training and smiling.

Purpose: Nurtures and converts leads by focusing on emotional value.



POST IDEA 3 – COUNTDOWN REEL

Example Copy:

 *3 days left to grab our Black Friday offer! Start your training before the New Year rush.*

Asset: Animated countdown video with energetic soundtrack.

Purpose: Reinforces urgency and drives last-minute conversions.



DECEMBER: ENGAGE, CELEBRATE, AND STAY VISIBLE

THEME: Keep spirits high, showcase your community, and maintain visibility while people plan for the New Year.

GOAL: Keep your audience warm and active over the holidays while preparing for January.

WEEK 1: FESTIVE ENERGY

Theme: Fun, engaging, community-driven content.

Goal: Keep members active and connected during December.

POST IDEA 1 – 12 DAYS OF MARTIAL ARTS CHALLENGE

Example Copy:

🎄 *12 Days of Martial Arts starts today! Day 1: 20 kicks per leg* ✨ *Join in, tag us, and show your holiday hustle!*

Asset: Branded daily challenge graphics or short demo clips.

Purpose: Improves retention through at-home engagement; nurtures leads through visibility and community buzz.



POST IDEA 2 – FESTIVE TRAINING VIBES REEL

Example Copy:

Santa hats on, smiles out 🧑🏻‍🎄 We're keeping the energy high right through December!

Asset: Fun reel with class footage, decorations, and laughter.

Purpose: Builds brand warmth and retention through positivity and shared spirit.



POST IDEA 3 – “GRATITUDE WALL” POST

Example Copy:

What are you grateful for this year? Our students wrote down their answers, and they made us smile ❤️

Asset: Carousel of handwritten student notes or photos.

Purpose: Strengthens emotional connection and builds community pride.



WEEK 2: END OF YEAR HIGHLIGHTS

Theme: Reflection, gratitude, and celebration.

Goal: Celebrate achievements and build anticipation for 2026.

POST IDEA 1 – YEAR IN REVIEW VIDEO

Example Copy:

What a year it's been! 🙌 Thank you to everyone who trained, supported, and grew with us in 2025. Here's to another year of progress and perseverance!

Asset: Highlight video montage with upbeat music.

Purpose: Builds pride and loyalty while nurturing leads through emotional storytelling.

POST IDEA 2 – MILESTONE CAROUSEL

Example Copy:

From first belts to black belts - every milestone matters 🏆 Swipe to see our favourite achievements from this year.

Asset: Carousel with 5–10 images of key milestones.

Purpose: Reinforces community achievement; nurtures prospects by showing visible results.



POST IDEA 3 – INSTRUCTOR REFLECTION POST

Example Copy:

As instructors, our biggest reward is watching our students grow ❤️ Here's what we've loved most about 2025...

Asset: Staff photo collage or quotes from instructors.

Purpose: Humanises your team and strengthens connection.



WEEK 3: CHRISTMAS CLOSURE + WELL WISHES

Theme: Celebration, gratitude, and communication.

Goal: Keep followers informed and connected through the break.

POST IDEA 1 – HOLIDAY SCHEDULE

Example Copy:

🎄 *Holiday Update:*

- *Last class of the year – [Date]*
- *Back on the mats – [Date]*
- *Enjoy your well-earned break!*

Asset: Branded festive graphic.

Purpose: Improves retention through clear communication.

POST IDEA 2 – THANK YOU MESSAGE

Example Copy:

To our amazing students and families - thank you for another fantastic year ❤️ Wishing you a happy, healthy Christmas from everyone at [Club Name].

Asset: Team photo or heartfelt video message.

Purpose: Builds loyalty and emotional connection.

POST IDEA 3 – “FESTIVE FUN” REEL



Example Copy:

We may be taking a short break, but the fun never stops! 🎅 Here's a look at our final week of training, festive spirit and all!

Asset: Fun, candid clips from last classes of the year.

Purpose: Keeps energy and visibility high through the holidays.

WEEK 4: 2026 PREP AND EARLY BIRD OFFER

Theme: Preparation, planning, and fresh starts.

Goal: Capture early January interest and sign-ups.

POST IDEA 1 – EARLY BIRD OFFER

Example Copy:

Don't wait for resolutions - start your martial arts journey today! Join now for January and get [offer].

Asset: Eye-catching promo graphic with call-to-action.

Purpose: Generates leads and encourages early conversion.





POST IDEA 2 – SET YOUR GOALS REEL

Example Copy:

New Year, New Goals ✨ What are you working towards in 2026? Share below - we'll help you achieve it!

Asset: Dynamic reel of students training with text overlays.

Purpose: Builds engagement and nurtures new enquiries.

POST IDEA 3 – “2026 KICKSTART” ANNOUNCEMENT

Example Copy:

Big things are coming in 2026 🍊 New classes, new goals, and new achievements. Are you ready to grow with us?

Asset: Bold announcement image with date of first class.

Purpose: Creates anticipation and awareness for reopening.



JANUARY: INSPIRE ACTION AND CONVERSION

THEME: Motivation, momentum, and fresh starts.

GOAL: Capitalise on New Year motivation to grow membership and retention.

WEEK 1: WELCOME BACK!

Theme: Energy, excitement, and renewal.

Goal: Re-energise the community and welcome new joiners.

POST IDEA 1 – INSTRUCTOR GREETING VIDEO

Example Copy:

Welcome back to another amazing year of martial arts! 🥊 Let's make 2026 your strongest year yet.

Asset: 30-second video greeting from instructors.

Purpose: Rebuilds community energy and boosts retention.

POST IDEA 2 – CLUB ENERGY REEL

Example Copy:

The mats are alive again 🔥 Tag your training partner and let's start the year strong!

Asset: High-energy training clips.

Purpose: Nurtures and converts leads through excitement and atmosphere.

POST IDEA 3 – “WELCOME NEW MEMBERS” POST



Example Copy:

A big welcome to all our new students joining this month 🙌 You're now part of our martial arts family - let's grow together!

Asset: Group photo or welcome banner graphic.

Purpose: Encourages inclusion and reinforces community culture.

WEEK 2: GOAL-SETTING AND MOTIVATION

Theme: Focus, intention, and accountability.

Goal: Encourage students to set and commit to goals.

POST IDEA 1 – GOAL-SETTING CHALLENGE

Example Copy:

What's your 2026 goal? 🎯 Comment below - black belt? First grading? More confidence? Let's make it happen!

Asset: Branded goal-setting graphic.

Purpose: Improves retention through engagement and accountability.



POST IDEA 2 – TRAINING TRACKER TEMPLATE

Example Copy:

Track your training this month and celebrate every step 🙌 Screenshot this tracker and tick off your sessions!

Asset: Downloadable tracker graphic.

Purpose: Nurtures consistency and retention.

POST IDEA 3 – “GOAL BOARD” STORY

Example Copy:

Our students have spoken - here are their 2026 goals! ✨ What's yours?

Asset: Photos of student-written goals on a board.

Purpose: Fosters community and long-term motivation.

FREE

WEEK 3: TRY A FREE CLASS

Theme: Conversion and onboarding.

Goal: Convert interest into sign-ups.

POST IDEA 1 – TASTER CLASS OFFER

Example Copy:

Curious about martial arts? Try your first class FREE! No pressure, just great energy. Book now 🙌
[link]

Asset: Promo video with call-to-action overlay.

Purpose: Generates and converts leads directly.



POST IDEA 2 – “WHAT TO EXPECT” CAROUSEL

Example Copy:

New to martial arts? Here’s what your first class looks like 🙋 Friendly faces, clear guidance, and an awesome atmosphere.

Asset: Photo carousel or video walkthrough.

Purpose: Reduces friction and builds confidence in new prospects.

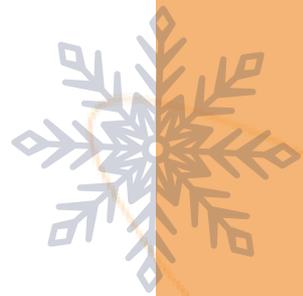
POST IDEA 3 – STUDENT EXPERIENCE TESTIMONIAL

Example Copy:

“I was nervous before my first class - but everyone made me feel at home straight away!” ❤️

Asset: Video or quote graphic.

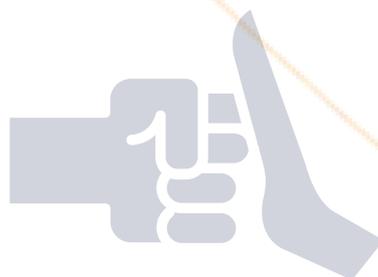
Purpose: Converts hesitant leads through reassurance.



WEEK 4: PROGRESS CHECK AND COMMUNITY PRIDE

Theme: Celebration, reflection, and encouragement.

Goal: Reinforce student commitment and highlight early progress.



POST IDEA 1 – STUDENT PROGRESS POST

Example Copy:

Only a few weeks into 2026 and our students are already smashing goals! 🏆 Consistency always wins.

Asset: Photos of students earning belts or stripes.

Purpose: Improves retention through visible progress.

POST IDEA 2 – COMMUNITY APPRECIATION

Example Copy:

Big shoutout to everyone training hard this month 🏆 You're the reason our club is growing!

Asset: Group photo or gratitude reel.

Purpose: Nurtures loyalty and team pride.



POST IDEA 3 – “JANUARY WINS” RECAP

Example Copy:

Here's to a strong start! 🏆 Look how far we've come already in just one month.

Asset: Photo montage of highlights from January.

Purpose: Reinforces motivation and sets tone for continued momentum.





BONUS TIPS FOR STAYING CONSISTENT

- **Batch your content** – Dedicate one morning a week to schedule posts using tools like Meta Business Suite.
- **Repurpose** – Turn class photos into reels or turn a testimonial into a quote graphic.
- **Engage back** – Reply to every comment because engagement breeds visibility.
- **Use hashtags wisely** – #MartialArtsUK #KarateLife #TaekwondoTraining #Kickstart2026
- **Don't go silent** – Even one post a week keeps you in your audience's mind.

SUMMARY: WHY THIS PLAN WORKS



Generate Leads - *How:* Strategic offers (Black Friday, Early Bird, Free Class) and community highlights attract new interest.

Example: Week 4 Nov, Week 4 Dec, Week 3 Jan.

Nurture Leads - *How:* Behind-the-scenes, testimonials, and goal-based content build trust and familiarity.

Example: Weeks 2–3 Nov, Week 2 Dec.

Convert Leads - *How:* Calls to action with clear offers and value-driven messaging drive sign-ups.

Example: Week 4 Dec, Week 3 Jan.

Improve Retention: *How:* Motivational posts, student spotlights, and celebration content keep members engaged and proud.

Example: Weeks 1–3 each month



KEEP THE MOMENTUM, REAP THE REWARDS

The clubs that show up now are the ones that grow later. Every post, every story, and every photo helps you stay top of mind, build trust, and strengthen your community, even when the mats are a little colder.

Consistency isn't about perfection - it's about presence. So, keep posting, keep engaging, and remind your audience that your club is always active, always growing, and always ready to welcome new students.

Remember: your winter marketing isn't just about filling classes, it's about building momentum, retention, and brand recognition that lasts all year.

And if you'd like to make that momentum even stronger...

Book a Club Growth Session with NEST - Simply scan the QR code below and book in your FREE session today.

We'll help you fine-tune your marketing, plan your 2026 growth strategy, and make sure your club is ready to hit the ground kicking in the new year!



NOVEMBER: SOCIAL MEDIA CONTENT SUGGESTIONS

Platform	Week 1	Week 2	Week 3	Week 4
	<p>Copy: ❄️ It's easy to stay home when it's cold outside...but progress doesn't wait for perfect conditions 🤝 Train this week and show yourself what discipline really looks like!</p> <p>Asset: Instructor mid-class, high-energy action shot, or short motivational clip.</p>	<p>Copy: Meet [Instructor Name], always pushing students to be their best, even when it's freezing outside! ⚡ Passion, patience, and progress, that's what makes our team great.</p> <p>Asset: Casual portrait or video clip of instructor teaching.</p>	<p>Copy: 🌟 Student Spotlight: [Name] smashed their goals this month, showing dedication, teamwork, and spirit in every session! We're proud to have you in our martial arts family.</p> <p>Asset: Photo of student with instructor, certificate, or belt.</p>	<p>Copy: 🗓️ Black Friday Deal: Join before Sunday and get your first uniform FREE! Spots are limited, claim yours now 🖱️ [link]</p> <p>Asset: Bold, branded offer graphic or short promo video.</p>
	<p>Copy: "Joining [Club Name] has kept me focused and fitter, especially through winter!" 🗣️ Hear what our students love most about training with us.</p> <p>Asset: Photo or video interview clip with branded quote overlay.</p>	<p>Copy: Every great class starts with preparation 📅 Here's what goes on before the doors even open...</p> <p>Asset: Behind-the-scenes reel, instructors cleaning mats, organising belts, setting up equipment.</p>	<p>Copy: "My son's confidence has grown so much since joining, it's been amazing to watch." ❤️ Martial arts changes more than just skills; it builds character.</p> <p>Asset: Quote graphic or short testimonial video.</p>	<p>Copy: Joining our club isn't just about martial arts, it's about confidence, discipline, and community 🤝 Why wait until January? Start your journey today.</p> <p>Asset: Montage of students training and smiling.</p>

DECEMBER: SOCIAL MEDIA CONTENT SUGGESTIONS

Platform	Week 1	Week 2	Week 3	Week 4
	<p>Copy: 🌲 12 Days of Martial Arts starts today! Day 1: 20 kicks per leg 🌟 Join in, tag us, and show your holiday hustle!</p> <p>Asset: Branded daily challenge graphics or short demo clips.</p>	<p>Copy: What a year it's been! 🙏 Thank you to everyone who trained, supported, and grew with us in 2025. Here's to another year of progress and perseverance!</p> <p>Asset: Highlight video montage with upbeat music.</p>	<p>Copy: 🌲 Holiday Update: Last class of the year – [Date] Back on the mats – [Date] Enjoy your well-earned break!</p> <p>Asset: Branded festive graphic.</p>	<p>Copy: Don't wait for resolutions - start your martial arts journey today! Join now for January and get [offer].</p> <p>Asset: Eye-catching promo graphic with call to action.</p>
	<p>Copy: Santa hats on, smiles out 🎅 We're keeping the energy high right through December!</p> <p>Asset: Fun reel with class footage, decorations, and laughter.</p>	<p>Copy: From first belts to black belts - every milestone matters 🙌 Swipe to see our favourite achievements from this year.</p> <p>Asset: Carousel with 5-10 images of key milestones.</p>	<p>Copy: To our amazing students and families - thank you for another fantastic year ❤️ Wishing you a happy, healthy Christmas from everyone at [Club Name].</p> <p>Asset: Team photo or heartfelt video message.</p>	<p>Copy: New Year, New Goals 🌟 What are you working towards in 2026? Share below - we'll help you achieve it!</p> <p>Asset: Dynamic reel of students training with text overlays.</p>

JANUARY: SOCIAL MEDIA CONTENT SUGGESTIONS

Platform	Week 1	Week 2	Week 3	Week 4
	<p>Copy: Welcome back to another amazing year of martial arts! 🙌 Let's make 2026 your strongest year yet.</p> <p>Asset: 30-second video greeting from instructors.</p>	<p>Copy: What's your 2026 goal? 🎯 Comment below - black belt? First grading? More confidence? Let's make it happen!</p> <p>Asset: Branded goal setting graphic.</p>	<p>Copy: Curious about martial arts? Try your first class FREE! No pressure, just great energy. Book now 📞 [link]</p> <p>Asset: Promo video with call-to-action overlay.</p>	<p>Copy: Only a few weeks into 2026 and our students are already smashing goals! 🙌 Consistency always wins.</p> <p>Asset: Photos of students earning belts or stripes.</p>
	<p>Copy: The mats are alive again 🔥 Tag your training partner and let's start the year strong!</p> <p>Asset: High-energy training clips.</p>	<p>Copy: Track your training this month and celebrate every step 🙌 Screenshot this tracker and tick off your sessions!</p> <p>Asset: Downloadable tracker graphic.</p>	<p>Copy: New to martial arts? Here's what your first class looks like 🙌 Friendly faces, clear guidance, and an awesome atmosphere.</p> <p>Asset: Photo carousel or video walkthrough.</p>	<p>Copy: Big shoutout to everyone training hard this month 🙌 You're the reason our club is growing!</p> <p>Asset: Group photo or gratitude reel.</p>

2 MONTH PLUG IN AND PLAY MARKETING PLAN:

NOVEMBER

Monday 17th

Social: Motivational Monday graphic.

Copy: *"Strength is built in consistency."*

Activity: Discuss referral bonus in class to encourage new interest (*bring a friend to class*)

Tuesday 18th

Activity: Interview students to get testimonials or request a Facebook review.

Social: Combine testimonials into a carousel for an ad or an organic post

Wednesday 19th

Email: Create a welcome email for new sign ups + a next steps video on what to expect in their first class.

Social: Class photo welcoming *"New faces on the mats this week"*

Thursday 20th

Ad: Run a *"Meet our instructors"* ad to showcase your coaches.

Social: Go FB live with a short coach Q&A.

Email: Support your ad with a *"The team behind your training"* email.

Friday 21st

Activity: Reach out to a local business for a collaboration flyer swap to promote each others businesses.

Offline: Print mini posters with your Black Friday offer to hand out.

Saturday 22nd

Activity: Run a short demo in your local community /shopping area.

Social: Create a demo reel.

Copy: *"See the energy we bring to the mats"*

Sunday 23rd

Activity: Create a student event to put up winter decorations.

Social: Behind-the-Scenes Post - Prep for winter classes / montage of activity (reel).

Monday 24th

Social: Black Friday Deal / Offer go live

Copy: *"This Black Friday, give yourself the gift of discipline and confidence. Train free for 7 Days + get a free uniform when you join by Sunday!"*

Tuesday 25th

Social: Gift voucher launch graphic for a Christmas offer.

Copy: *"Forget socks! Give something that lasts a lifetime: confidence, discipline and fun! Gift vouchers available now."*

Wednesday 26th

Ad: Run a retargeting ad to those interested in the Black Friday Deal.

Social: Story Countdown sticker.

Copy: *"Last chance! Offer ends tonight!"* include direct booking link.

Thursday 27th

Video: Create a referral bonus reel. **Copy:** *"Bring a friend before Christmas - Win club hoodie!"*

Ad: Boost video to followers

In club: Hand out referral cards to students

Friday 28th

Email: Run an email campaign to prospects/clients with Christmas offer.

In club: Have a gift voucher display at reception to encourage referrals.

NOVEMBER

Saturday 29th

Social: *"Did you know martial arts improves focus by 25% in children"* Share 3 quick benefits with carousel images.

Offline: Leaflets for local schools or after-school clubs titled *"Confidence starts here."*

Sunday 30th

Event: Announce *"Winter Warriors open mat."*

Social: *"Bring a friend free and train festive style! Games, music and martial arts fun"*

Activity: Create an event poster and display in club.

HOT TIP:

Not every post has to sell - Your audience also needs connection and community.

Try: 40% community posts, 30% value content and 30% promotional.

DECEMBER

Monday 1st

Email: Send a *"Last chance to gift confidence this Christmas"* mailer

Social: Have a countdown graphic.

Copy: *"Gift vouchers close tomorrow! Still time to grab the perfect present!"*

Tuesday 2nd

Advert: Run an offer advert (*Train for free until end of Jan*) for new students or referrals. Boost ad to local families.

Social: Story reminder *"Join our Winter Warriors this Saturday!"*

Wednesday 3rd

Social: *"Winter Wellness Wednesday: Keep your energy high!"* Share quick health tips from instructors.

Email: *"Stay strong through winter! Our top 5 tips for consistent training."*

Thursday 4th

Email: *"Teamwork Challenge: Share your story and win club merch!"*

In club: Encourage students to write a *"what I learned in 2025"* card to hang on the club wall.

Friday 5th

Social: *"Behind every great student is an amazing parent."* Share a parent thank-you post.

Activity: Give parents a free coffee at class or a *"thank-you"* certificate from instructors.

Saturday 6th

In club: Play by play of Winter Warriors sessions. Showing drills, fun, laughs and training.

Social: Go live for drills, post updates throughout day, tag students and do a summary video of the day.

Sunday 7th

Social: Video montage tagging attendees.

Email: *"Thank you for an epic event! + NY offer"*

In club: Print and display photos in dojo to highlight community spirit.

Monday 8th

Social: Challenge Kick-off video (Day 1: 20 high kicks, each leg)

Email: Invite students to *"Join our 12 Days of Fitmas Challenge"* + prizes.

In club: Have a leaderboard in club.

Tuesday 9th

Social: Video clips of students training in festive gear. **Copy:** *"Day 2 - Santa Squats!! How many can you do?"*

Activity: Host a mini raffle for most creative post

DECEMBER

Wednesday 10th

Social: *"Day 3 Challenge – Rudolph Sit-Ups! Who's joining in?"*

Email: *"We're 3 days in! Don't stop now"* + link to post.

Activity: Sticker chart in club; students tick days completed.

Saturday 13th

Event: Set up merch stall.

Social: Carousel of items + prices (as an ad or organic)

Copy: *"Winter essentials sale – Limited stock only!"*

Email: Send an offer email to all students/parents.

Tuesday 16th

Social: *"Student of the week [Name]! Always giving 100%."* Record a personal congrats video.

Email: Mini newsletter with student stories.

In club: Print photo for 'Wall of Fame'.

Friday 19th

Social: *"Final day of our 12 Days of Christmas Fitness Challenge"* Post the results / leaderboard.

Activity: Go through a 'Over Christmas' plan to keep fitness, training and motivation going strong into the new year.

Thursday 11th

Social: Referral graphic + CTA.

Email: Offer: Bring a friend before Christmas and train free in January.

Copy: *"Training is better together! Share the gift of martial arts!"*

Sunday 14th

Social: *"Day 7 - Cracker Burpees: Who can do 10 in a row?"*

Activity: Highlight students who are succeeding in the challenge and encourage others to take part.

Wednesday 17th

Email: *"Before the break! Join our final classes of 2025!"*

In Club: Encourage students to bring a friend for last class.

Activity: Turn the final class into a party, invite parents to view the lesson.

Saturday 20th

Activity: Host a Toy Drive for charity. *"Help us give back this Christmas."*

In club: Donation box in dojo decorated with student artwork.

Ad: Local reach ad to increase awareness.

Friday 12th

Advert: £10 prize challenge booster reel

Email: Promote challenge offer and deadline.

Social: Encourage parents to share videos.

Copy: *"Our club is buzzing this December! Come see why!"*

Monday 15th

Social: Reel: Students training in Santa hats.

Copy: *"No winter slump here! We're staying strong on the mats!"*

In club: Add 'Festive Focus Board' in club - students write their goals.

Thursday 18th

Social: Closure notice graphic - *"We're back on [Date]."*

Copy: *"Recharge and get ready! Big things coming in January!"*

In club: Holiday timetable poster.

Sunday 21st

Event: Festive Grading Day + awards.

Social: Photo album + *"Congrats to our new belts."*

Copy:
"You've earned it – enjoy your success and holiday break!"

DECEMBER

Monday 22nd

In club: Give students small holiday cards with return dates.

Social: "Last class before Christmas! Don't miss our final session!"

Email: "We're closing for Christmas! Here's when we'll be back."

Tuesday 23rd

Email: "3 reasons parents choose Martial Arts this winter" → link to book trial.

Ad: Educational ad: "Help your child thrive this winter! Book a free class near you." with eye catching video.

Wednesday 24th

Social: Team thank-you photo.

Email: "Appreciation Post – Thank you for training with us."

Copy: "From our team to yours! Thank you for being part of our club family."

Thursday 25th

Social: Merry Christmas team photo and heartfelt message

Email: Simple thank you note to all students and parents with any key information on.

Friday 26th

Social: "Boxing Day Challenge" Reel: "20 push-ups for every Christmas chocolate."

Ad: Boost to local parents.
Email: "New beginners classes start next week! Book your spot!"

Saturday 27th

Email: "Ready to move after Christmas? Classes start soon!"

Ads: £10 boost targeting parents with "New Year fitness" interests.

Sunday 28th

Social: New Year lead - Reel: "New Year! New goals!"

Ad: Local Facebook ad to parents + fitness seekers.

Email: "Start 2026 strong! Join now and save £X."

Monday 29th

In club: Prep New Year Open Day posters.

Social: Countdown reel: "3 Days until kick-start 2026."

Copy: "Spots filling fast! Secure your trial place today."

Tuesday 30th

In club: Collect referrals in-class via QR codes.

Social: Fun poll post: "Favourite kick/move name?" + reply to all comments to keep engagement.

Wednesday 31st

Social: Year-Recap Video + thank-you.

Email: "Reflect + Refocus for 2026."

Copy: "Every kick, every class, every achievement! Thank you for being part of it!"

HOT TIP:

Keep showing up - consistency is what keeps your club visible and relevant.

Try: Batching content creation, re-use content that works and schedule posts with META.

HOT TIP:

A good content plan gives you structure - but your adaptability gives it power.

Try: Have ever green content ready to go, review whats working and celebrate small wins.

JANUARY

Thursday 1st

Social: "Happy New Year!" graphic.
In club: Instructor video message + post organically on social
Copy: "Let's make this year your best yet!"

Friday 2nd

Email: "Kickstart your goals! Limited spaces for beginners."
Social: Poll: "What are you training for in 2026?"

Saturday 3rd

Social: Beginner Intake promo / video
Email: "Your new beginners course starts this week! Join now."
Ad: £20 boost.
Copy: "Start strong, train smart! Sign up today!"

Sunday 4th

Activity: Create and display flyers in cafés + community boards.
Copy: "New Year offer! train for 3 months, get 1 month free!"

Monday 5th

Social: Launch "Bring-a-friend week."
In club: Buddy cards at front desk.
Copy: "Training's better together! Bring a friend and both get a bonus class!"

Tuesday 6th

Ad: Run "New Year, New Skills" campaign.
Activity: Poster with headline "No experience needed! Everyone starts somewhere."
Copy: "Myth: You need to be fit before starting martial arts. Truth: Martial arts gets you fit."

Wednesday 7th

Social: Carousel: "Top 3 tips for your first month of training."
Email: "Starting strong: Tips from our instructors for beginners."
In club: Hand out printed "New Student Success Guide" sheet.

Thursday 8th

Activity: Mini raffle for students attending 3+ sessions this week.
Social: "Week 1 Energy Recap: Look at That Focus!" as a video/reel
Email: "You're off to a strong start! Keep it going!"

Friday 9th

In Club: Goal-setting forms in class.
Social: Student progress reel + organic posts.
Copy: "Week 1 and the grind is on! Keep showing up!"

Saturday 10th

Email: "Help us grow! Leave a review."
Social: Review reminder post - include an offer if interest is low (One month free / upgrade your uniform)

Sunday 11th

Email: "We're celebrating you! Special giveaways all week."
Social: "Member appreciation week starts now!"
In club: Free drink station / raffle tickets in club.

Monday 12th

Social: "5-Day Challenge! Attend all week and win a free grading entry!"
Email: "Can you train 5 days straight? Challenge starts today!"
Activity: Tally board for attendance challenge.

JANUARY

Tuesday 13th

Activity: Set up suggestion box for class questions and answer on a reel.

Social: Q&A Reel: *"Got a question about training? Drop it below!"*

Email: *"Ask your instructor anything! We'll answer live this Friday."*

Wednesday 14th

Social: Poll: *"What topics do you want to learn next?"*

Email: *"Tell us what you want next year. Quick 2-min survey."*

In club: Paper survey forms at front desk.

Thursday 15th

In club: 5-min motivation talk at end of class.

Social: Quote graphic: *"Discipline beats motivation every time."*

Email: *"Halfway through January! Keep pushing!"*

Friday 16th

Social: Reel: *"Friday focus! Hard work pays off."*

Email: *"This week on the mats! Watch our students in action."*

In club: Share QR to video in class.

Saturday 17th

Ad: Retarget ad headline: *"Ready to smash your next goal? Join our February Challenge."*

Social: *"Goal-Setter Weekend! What's your next milestone?"*

Activity: Reward one participant with a free item.

Sunday 18th

Copy: *"Another amazing week on the mats! Here's to staying strong all year."*

In club: Instructor thank-you speech before class finishes.

FINAL ENCOURAGEMENT:

Your Winter Effort Builds Your Summer Success: Winter is when strong clubs are built. While others go quiet, staying visible keeps you ahead of the curve. Every post you make now is an investment in your January enquiries, your retention, and your community loyalty.

Brands that balance value-driven content with offers convert up to **78% more effectively** because people connect with authenticity, not just promotions. And those who plan even 30 days ahead are **60% more likely to hit their goals** - with agile clubs seeing a **further 20% lift** when they adapt weekly.

So even if it feels quiet now, every post, email, and student spotlight is working for you behind the scenes. Keep showing up, keep serving value, and keep telling your story. Because the effort you put in now will become the momentum that carries you into your biggest year yet.

This winter, be the club that doesn't slow down - be the one that leads the way.



NEST

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