

STEP-BY-STEP: HOW TO PLAN AND RUN A PPC CAMPAIGN

Why PPC is a Smart Move for Martial Arts Clubs.

If you want to consistently attract new students to your martial arts club without relying purely on word of mouth, PPC (Pay-Per-Click) advertising is a smart, scalable solution. With tools like Google Ads, you can put your club in front of local people actively searching for martial arts classes — whether it's parents looking for kids' activities or adults interested in fitness and self-defence. This step-by-step guide walks you through exactly how to plan, build, launch, and manage a simple PPC campaign that brings in real enquiries and fills your classes — even if you've never run an ad before.

STEP 1: CHOOSE YOUR GOAL

What do you want from the campaign?

- **Example Goals:** Book free trials, get more enquiries, promote a beginner course
- **Why it matters:** A clear goal helps you create focused ads that drive real results.

 **Top Tip:** Most clubs start with "Get More Trial Bookings" — it's a great entry point!

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STEP 2: PLAN YOUR OFFER

What are you promoting?

- “Free Trial Lesson”
- “4-Week Beginner Course”
- “Limited Spaces Available”
- **Why it matters:** A clear, appealing offer gives people a reason to click your ad.

 **Top Tip:** Add urgency — e.g. “Starts Monday!” or “Only 6 spaces left!”

STEP 3: OPTIMISE YOUR LANDING PAGE

Where do people go after they click?

- **Use a simple, mobile-friendly page with:**
 - Clear headline (e.g. “Book Your Free Trial Today”)
 - Short form (name, email, phone)
 - Benefits listed (confidence, fitness, focus)
 - Real photos and 1–2 testimonials
- **Why it matters:** A strong landing page turns clicks into actual bookings.

 **Top Tip:** Remove distractions — no menus, no extra links. One page, one goal.

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STEP 4: SET UP YOUR GOOGLE ADS ACCOUNT

Get started with PPC ads in just minutes

- Go to <https://ads.google.com> and create a new campaign
- Choose “Website traffic” or “Leads” as your goal
- Set your location to 5–10 miles around your club
- Choose keywords like:
 - “Martial arts classes [Town]”
 - “Kickboxing for kids [Town]”
 - “Self-defence classes [Town]”
- **Why it matters:** You're showing your ad to people actively searching for what you offer.

 **Top Tip:** Start small — £5–£10 per day is enough to test and learn.

STEP 5: WRITE YOUR ADS

Make your message clear and action-driven

Example Headlines:

- “Free Kids Martial Arts Trial in [Town]”
- “Beginner Kickboxing – Book Now”

Example Description:

- “Confidence, fitness, focus — book your free trial today. No experience needed.”
- **Why it matters:** Simple, benefit-led copy gets attention and clicks.

 **Top Tip:** Test 2–3 versions to see which gets the most results.

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STEP 6: MONITOR YOUR CAMPAIGN

Track results and improve performance

- **Use Google Ads dashboard to track:**
 - Clicks
 - Cost per click (CPC)
 - Conversions (trial sign-ups)
- **Why it matters:** You'll learn what works and can adjust ads for even better performance.

 **Top Tip:** Check your results every 3–4 days. Pause underperforming ads and scale what's working.

STEP 7: FOLLOW UP FAST

Respond to leads quickly to convert them into members

- Send a friendly message or call within 24 hours
- Offer class info and confirm trial booking
- **Why it matters:** Leads go cold fast — the quicker your reply, the better your conversion.

 **Top Tip:** Use a template message to save time and keep it consistent.

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FINAL REMINDER: KEEP IT SIMPLE, START SMALL

You don't need a big budget or technical skills to run a successful PPC campaign. With a focused offer, a clear landing page, and a small ad spend, you can start generating consistent trial bookings — and turn those into long-term members.

Your Campaign, Your Growth – One Click at a Time

A well-run PPC campaign doesn't just bring more clicks — it brings in the right people at the right time, ready to take action. With a clear offer, a strong landing page, and a few small but consistent tweaks, you can build a steady stream of trial bookings and student sign-ups.

The key is to keep it simple, stay consistent, and give your campaign time to work. Start small, learn fast, and let PPC become a powerful part of your student lead generation strategy — so you can spend more time doing what you do best: growing confident, disciplined martial artists in your community.