

STUDENT LEAD GENERATION - TURNING INTEREST INTO MEMBERSHIP

THE HOME OF
MARTIAL ARTS BUSINESS



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NEST

Real-World Strategies to Grow Your Club with Events, Partnerships and Promotions.

For Martial Arts clubs, real-world marketing is often where the most trust, loyalty, and long-term student growth is built. While digital marketing is key, your local reputation, school relationships, and event impact play a massive role in getting new students through the door.

Having real-world touchpoints will:

- Spark Interest
- Build Trust
- Convert that interest into real trial bookings and memberships



ONLINE VS. OFFLINE MARKETING:

Understanding the strengths of both to grow your club faster and smarter.

Marketing your club isn't about choosing between online or offline — it's about knowing how each works and how to use them together effectively.

ONLINE MARKETING:

Reach people where they spend the most time — on their phones and computers. Which covers: Facebook & Instagram Ads, Google PPC (search ads), Social media content (organic posts, stories, reels), Email newsletters and Website SEO and landing pages.

Online Marketing is best for:

- Promoting Free Trials
- Attracting parents of young children or adult beginners
- Reaching people searching online for classes
- Building consistent local visibility



Benefits:

- ✓ Reach large local audiences quickly
- ✓ Highly targeted (by age, location, interests)
- ✓ Track results in real time (clicks, cost per lead)
- ✓ Easy to scale and adjust on a budget
- ✓ Ideal for lead generation and brand awareness

OFFLINE MARKETING:

Build trust face-to-face and engage directly within your community. This includes: School assemblies and taster sessions, Referral schemes, Open days and events, Holiday camps, Leaflets, posters, and banners and Word of mouth.

Offline Marketing is best for:

- Creating in-person touchpoints that lead to trial bookings
- Partnering with local schools and community hubs
- Encouraging student referrals
- Supporting seasonal promotions and events





Benefits:

- ✓ Builds real-world relationships and trust
- ✓ Reaches families who may not be online often
- ✓ Encourages personal connection and word of mouth
- ✓ Ideal for long-term engagement and loyalty
- ✓ Great for building local reputation and authority

HOW TO COMBINE ONLINE + OFFLINE FOR BEST RESULTS:

The most successful clubs don't choose between online or offline — they do both strategically:

- **Use online ads to generate leads** then invite them to an in-person open day
- **Promote your holiday camp on social media** hand out flyers at local schools
- **Post grading photos on Facebook** mention your referral offer in class

By blending online reach with offline relationships, you'll create a strong, consistent marketing engine that keeps your club visible, trusted, and growing all year round.



WHY OFFLINE LEAD GENERATION STILL WINS:

In-person marketing isn't outdated — it's underrated.

When you show up in your community, offer real value, and create authentic connections, your student base grows naturally.

- Parents trust recommendations from schools and friends
- Schools and assemblies offer immediate visibility to hundreds of kids
- Local events build buzz and brand awareness fast
- Referral schemes can scale quickly without spending

Let's turn interest into action — and action into long-term students.



Offline lead generation creates real, face-to-face connections that build trust faster than any online ad ever could. It allows potential students and parents to experience the energy and values of your club first-hand.

When combined with targeted online activity like social media, PPC ads, and email follow-ups, it creates a powerful loop: offline efforts bring in interest, while online channels nurture, engage, and convert that interest into committed members.

The result? A steady, sustainable flow of high-quality leads — and a stronger, more visible martial arts club in your community.



THE IMPORTANCE OF LOCAL MEDIA COVERAGE:

Media coverage adds instant credibility and gets your name out to the local area.

Local media — from newspapers and magazines to radio stations and community websites — can be a powerful tool for raising awareness of your club within your area. Getting featured in the local press not only boosts your visibility but also adds credibility and trust in the eyes of parents and potential students.

Whether you're promoting a new beginner course, celebrating student achievements, or running a community event like an anti-bullying workshop, local coverage can help you stand out and attract quality leads without the cost of paid advertising.

Benefits of Local Media Coverage:

- **Trusted Exposure:** Reliable sources by parents and families.
- **Community Credibility:** Media coverage positions your club as an active part of the community.
- **Free Publicity:** Reach hundreds without spending on advertising.
- **Increased Website Traffic:** Media pieces often link back to your site, boosting local SEO.
- **Lasting Impact:** Printed stories / online features can be shared on social media.
- **Builds Relationships:** Positive coverage can lead to ongoing media partnerships.



THE IMPORTANCE OF WORKING WITH LOCAL SCHOOLS:



Schools are one of the best sources of long-term students — especially kids aged 4–11.

Partnering with local schools is one of the most effective and meaningful ways to attract new students to your club — especially when the focus is on promoting anti-bullying, confidence, and resilience. By offering free assemblies, PE takeovers, or taster sessions, you not only demonstrate the real-life benefits of martial arts but also position your club as a trusted support system for students, teachers, and families. These sessions create powerful community connections, build your club's reputation, and often lead to trial bookings and long-term memberships.



Benefits of Working with Local Schools (Anti-Bullying Focus)

- Direct Access to Large Groups of Children and Parents
- Establishes Community Credibility
- Boosts Word of Mouth and Parent Trust
- Supports School Goals on Behaviour & Wellbeing:
- Creates Positive Emotional Connection
- Increases Local Awareness Without Paid Advertising

Anti-bullying campaigns are powerful — and perfectly aligned with Martial Arts values.





TURN LOCAL AWARENESS INTO COMMITTED MEMBERS:

Getting your club seen is only the first step — the real goal is turning that visibility into long-term student growth. Whether it's a parent seeing your flyer at a school event or an adult chatting to you at a local fair, these moments of awareness are golden opportunities to build trust and take someone from curious observer to committed club member.

By using smart, simple follow-up strategies and creating low-pressure entry points (like beginner courses or trial classes), you can transform local interest into loyal students who stick around and spread the word.

IDEA 1: RUN IN-SCHOOL SESSIONS AND ANTI-BULLYING ASSEMBLIES:

Partnering with local schools is a brilliant way to boost visibility and attract younger students. Offering short assemblies or taster sessions helps you build relationships, support your community, and put your club in front of dozens — if not hundreds — of kids and parents.

It's a high-impact, low-cost strategy that pays off in long-term enrolments.





Benefits:

- ✓ Positions your club as a community partner
- ✓ Reaches dozens of kids in one session
- ✓ Builds rapport with schools and opens doors to regular partnerships

Action Steps:

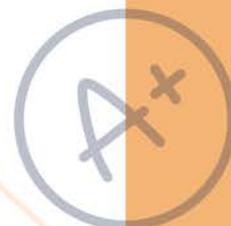
- Reach out to 3 local schools and offer a free anti-bullying or confidence-building assembly
- Include a taster session at the end
- Hand out flyers or QR codes for free trial sign-ups
- Follow up with the school after the event



IDEA 2: PROMOTE GRADING AND BELT EVENTS AS COMMUNITY MILESTONES:

Gradings and belt promotions aren't just important for students — they're fantastic marketing opportunities. These events showcase your club's progress, culture, and values.

By involving families and sharing the excitement, you turn a regular event into a celebration that inspires others to join and stick around for the journey.



Benefits:

- ✓ Encourages family involvement and pride
- ✓ Creates buzz around progression and achievement
- ✓ Offers a natural point to talk about staying committed long-term

Action Steps:

- Invite parents and friends to watch gradings
- Create photo opportunities for students receiving belts
- Share images on social media with permission
- Offer special **"Next Belt Ready"** mini-courses for guests who attend

IDEA 3: RUN HIGH-CONVERTING HOLIDAY CAMPS:

Holiday camps are one of the most effective ways to introduce new students to your club. Parents are always looking for engaging, structured activities during school breaks, and martial arts offers the perfect mix of fun, fitness, and focus.

With the right planning and promotion, a well-run camp can lead to multiple trial sign-ups and long-term memberships — all while generating extra revenue for your club.





Benefits:

- ✔ Brings in new faces who may not commit to a full term
- ✔ Builds trust with parents looking for fun, structured childcare
- ✔ Creates a perfect setting for students to bond with instructors

Action Steps:

- Plan half-term or summer camps in advance
- Promote in schools, local shops, and community groups
- Use **“bring a friend”** offers to increase sign-ups
- Include a free taster pass for all attendees to return to regular classes

IDEA 4: HOST OPEN DAYS OR FAMILY MARTIAL ARTS EVENTS:

Not everyone is ready to walk into a martial arts class cold. That’s where open days and family events come in. These relaxed, low-pressure sessions give curious families and adults the chance to meet your instructors, try basic techniques, and see your club in action — all of which break down barriers and make joining feel easy.

Benefits:

- ✔ Removes pressure for new joiners — it’s a fun first step
- ✔ Strengthens community feel within the club
- ✔ Provides a great reason to follow up with attendees about joining





Action Steps:

- Plan half-term or summer camps in advance
- Promote in schools, local shops, and community groups
- Use **“bring a friend”** offers to increase sign-ups
- Include a free taster pass for all attendees to return to regular classes

WHY REFERRAL SCHEMES WORK:

Referrals are free, effective, and scale naturally.

Referral schemes are one of the simplest and most effective ways to attract new students — because they come with built-in trust. When a current student (or parent) recommends your club to a friend, that lead is already **“warm”** and much more likely to try a class. With the right incentive and a simple system, your students become your best promoters — helping you grow your club organically and affordably.

Benefits:

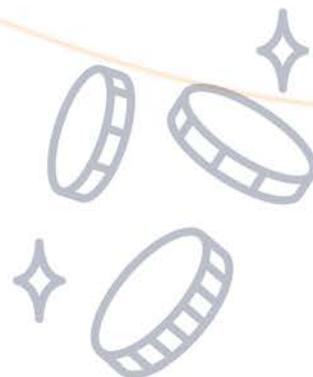
- Low-Cost, High-Impact
- Built-In Trust
- Boosts Retention
- Encourages Word of Mouth
- Easy to Implement



IDEA 5: SET UP A STUDENT REFERRAL SCHEME:

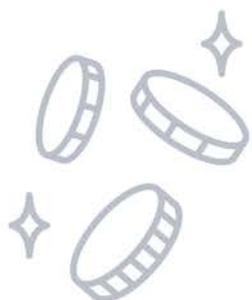
Word of mouth is still one of the most powerful tools in your marketing toolbox — and a referral scheme helps you harness it. Encouraging current students to bring a friend not only brings in warm leads, but also strengthens your club's community and loyalty.

It's affordable, scalable, and incredibly effective.



Benefits:

- ✓ Generates warm leads with built-in trust
- ✓ Encourages current students to stay longer and stay involved
- ✓ Low-cost, high-impact way to boost membership



Action Steps:

- Offer a reward (free class, gear, voucher) to students who refer a friend
- Give each student 3 referral cards or a custom QR code
- Track who refers who using a simple spreadsheet
- Celebrate referrals in class or on social media

WHY BEGINNERS COURSES WORK:

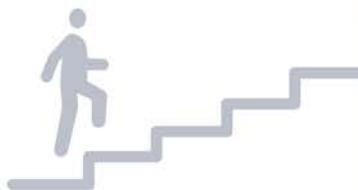
Adult beginners often feel nervous about jumping into a full class. A structured short course builds confidence **AND** trust.

Beginner courses are a fantastic way to attract new students who may feel nervous about jumping straight into regular classes. By offering a structured, short-term introduction — often with a clear start and end date — you lower the barrier to entry, build confidence early, and create a natural path toward ongoing membership.

Promoting these courses offline through word of mouth, flyers, and community outreach helps you reach people who might not yet be searching online but are open to trying something new.

Benefits:

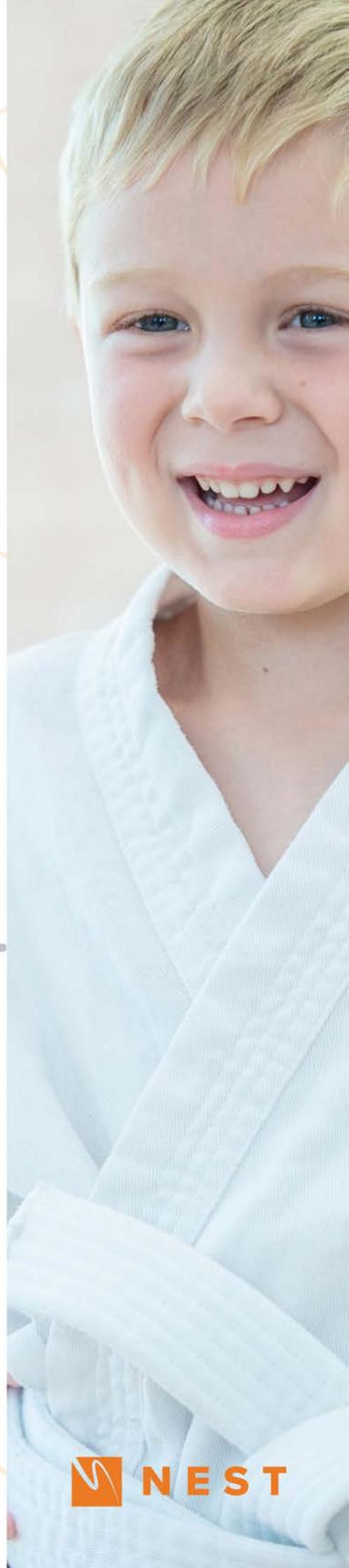
- Reduces Intimidation
- Easy to Promote Offline:
- Encourages Commitment
- Creates Urgency
- Ideal for Referrals and Community Outreach
- Smooth Transition to Membership



Simple 4-Week Course Plan:

- Week 1: Basic stances + pad work
- Week 2: Defence + combos
- Week 3: Fitness + technique
- Week 4: Review + gradable challenge

Charge a low fixed fee or offer it free for limited spaces — both models work.



FOLLOW UP AND NURTURE EVERY LEAD:

Generating interest is only half the battle — the real magic happens in the follow-up. A timely, friendly message or call shows professionalism, builds trust, and massively increases the chances of someone booking a trial or committing to a membership.

Don't let leads go cold; have a system and work it consistently.

Benefits:

- ✓ Helps turn “maybe” into “yes”
- ✓ Shows professionalism and care
- ✓ Prevents leads from going cold or being forgotten

Action Steps:

- After any event or enquiry, follow up within 24 hours
- Use a friendly SMS, WhatsApp message, or phone call
- Send a welcome email with key info and a trial link
- Track all leads using a simple CRM or spreadsheet



IN A NUTSHELL

From Awareness to Membership

Offline marketing isn't just about visibility — it's about connection. Whether it's a school assembly, grading event, or family open day, every real-world interaction is a chance to build trust, showcase your values, and turn curiosity into commitment.

By using these grassroots strategies consistently, you'll generate more leads, have stronger retention, and create a thriving martial arts community where students — and their families — feel like they belong.





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