

BUDGETING FOR PPC: HOW MUCH SHOULD MARTIAL ARTS CLUBS SPEND

Knowing how much to spend on PPC is one of the biggest challenges martial arts club owners face. Spending too little leads to inconsistent results and frustration, while overspending without understanding the numbers can drain your budget quickly.

With a bit of planning and a few simple calculations, you can set a budget that fuels steady, predictable growth without wasting money.

THE PROBLEM:

Many clubs guess their budgets. Some stop campaigns after a few days because they have not seen instant results. Others spend blindly without measuring the return. This unpredictability makes it hard to grow with confidence.

THE SOLUTION:

Use the value of a new student and realistic lead costs to determine a budget that supports your goals. This removes guesswork and helps you make smart decisions about your advertising spend.

ACTION STEPS:

UNDERSTAND YOUR STUDENT LIFETIME VALUE

Work out how much a typical student is worth over their time with you. For example, if someone pays sixty pounds a month and stays twelve months, their value is seven hundred and twenty pounds.

Knowing this helps you see that spending twenty to fifty pounds to acquire a student is actually a great investment.

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SET A MONTHLY PPC BUDGET BASED ON YOUR AREA

Smaller areas often need less budget, while cities require more due to higher competition. A reasonable starting point for most clubs is between one hundred and fifty and twelve hundred pounds per month depending on location.

A budget that matches your local demand ensures your ads reach enough people to generate consistent leads.

KNOW YOUR TARGET COST PER LEAD

Martial arts leads usually cost between three and ten pounds on Meta and ten to twenty five pounds on Google.

When you know your expected range, you can quickly spot if a campaign is performing well or needs improvement.

BUDGET BASED ON YOUR STUDENT GROWTH GOALS

If you want ten new students a month, you may need around thirty to fifty leads. Multiply your target cost per lead by the number of leads you need and you have a clear monthly budget.

This turns marketing into a predictable growth engine instead of guesswork.

A clear PPC budget allows you to grow your club with confidence. When you understand your numbers, you stop worrying about spend and start focusing on results. This is how successful clubs scale consistently throughout the year.