

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

**Simple strategies to keep leads flowing and build momentum before September.**

One of the biggest mistakes Martial Arts clubs make over summer is slowing their marketing down. The problem is... when marketing slows, lead flow slows. And when lead flow slows, September becomes much harder.

**The clubs that come out of summer strongest usually aren't doing anything revolutionary.**

They're just:

- Staying visible
- Capturing attention consistently
- Following up properly
- Building momentum earlier than everyone else

**This guide breaks down a simple, practical setup you can start using straight away.**

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# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 1: SHIFT YOUR SUMMER MINDSET

First, stop thinking: *"People aren't looking in summer."*

**They absolutely are.**

Parents are actively searching for:

- Activities for kids
- Confidence-building hobbies
- Ways to keep children active during holidays

Adults are also more open to:

- Trying something new
- Starting fitness routines
- Exploring hobbies outside of work routines

**Summer isn't the problem.**

**The real issue is most clubs become quieter and less visible.**

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 2: KEEP YOUR CLUB VISIBLE EVERY WEEK

You do not need to post 5 times a day. Consistency beats intensity. A simple weekly structure works incredibly well.

### Easy weekly content plan

#### Monday → Motivation Post

*Examples:*

- Student success story
- Confidence transformation
- Instructor message
- Training mindset

#### Wednesday → Club Culture Post

*Examples:*

- Class photos
- Team moments
- Community feel
- Behind-the-scenes

#### Friday → Offer / Trial CTA

*Examples:*

- Free trial reminder
- Beginner course
- Family classes
- Summer special

#### Weekend → Engagement Post

*Examples:*

- Polls
- Questions
- Student shoutouts
- Parent testimonials

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 3: KEEP YOUR OFFER SIMPLE

Many clubs overcomplicate their marketing. The best-performing offers are usually simple.

Strong summer offer ideas:

- Free trial class
- 2-week beginner course
- Summer confidence programme
- Family trial sessions
- Back-to-school preparation classes

**The key is reducing friction.**

People should instantly understand:

- Who it's for
- What they get
- How to start

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 4: BUILD A BASIC LEAD FUNNEL

Most Martial Arts clubs do not struggle generating interest. They struggle converting it consistently. A simple lead flow looks like this:

### Awareness

**People discover your club through:**

- Facebook/Instagram ads
- Social media
- Google
- Word of mouth

### Trial

**Give them an easy next step:**

- Free trial
- Intro session
- Beginner class

### Nurture

**This is the part most clubs skip.**

If somebody enquires but doesn't book immediately:

- Follow up
- Send reminders
- Share testimonials
- Keep communication warm

### Conversion

**Help them feel comfortable joining:**

- Make the process simple
- Explain next steps clearly
- Remove uncertainty

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 5: IMPROVE FOLLOW-UP IMMEDIATELY

This is where most leads are lost. Not because people aren't interested... But because nobody follows up properly.

### Simple follow-up rules

**Respond quickly:** The faster you reply, the higher the conversion rate.

**Don't stop after one message:** Most people need multiple touchpoints.

**Keep messages human:** Avoid robotic sales messaging.

Instead:

- Be friendly
- Helpful
- Encouraging
- Clear

### A simple follow-up example

Day 1: *"Hey [Name], thanks for your enquiry! We'd love to get you booked in for a trial 🙌"*

Day 3: *"Just checking in - we still have spaces available if you'd like to come down and try a session."*

Day 6: *"No pressure at all, but happy to answer any questions if you're still considering it 😊"*

**Simple. Friendly. Effective.**

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 6: USE SOCIAL PROOF PROPERLY

People want reassurance before trying something new. Especially parents.

### Content that builds trust

- Parent testimonials
- Student success stories
- Before/after confidence stories
- Photos of classes
- Videos showing club atmosphere

People don't just buy Martial Arts training.

They buy:

- Confidence
- Community
- Structure
- Support

**Show that consistently.**

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## STEP 7: DON'T WAIT UNTIL SEPTEMBER

This is one of the biggest mistakes clubs make.

They wait until September to *"push harder"*.

By then:

- Other clubs are advertising
- Ad costs increase
- Competition gets louder

**The clubs that grow best use summer to build momentum before the rush starts.**

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## A SIMPLE SUMMER LEAD CHECKLIST

- ✓ Stay active online every week
- ✓ Keep your offers simple
- ✓ Make trials easy to book
- ✓ Follow up consistently
- ✓ Use testimonials regularly
- ✓ Stay visible during quieter periods
- ✓ Build momentum before September

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## FINAL THOUGHTS

**You do not need complicated marketing funnels to grow your club over summer.**

You need:

- Consistency
- Visibility
- Follow-up
- Simple systems

Most clubs already have opportunities around them. The difference is whether they're set up to capture them properly. The clubs that stay visible and keep communication strong over summer are usually the ones that enter September with:

- Better retention
- Stronger lead flow
- More momentum
- Less stress

**Because summer isn't where growth stops.**

**It's where momentum starts.**

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## HOW NEST CAN HELP SUPPORT SUMMER GROWTH

One of the biggest challenges for Martial Arts club owners over summer is consistency. Not because they don't care. Not because they aren't working hard.

But because manually keeping on top of:

- Leads
- Follow-ups
- Attendance
- Communication
- Events
- Retention

...while also running classes and managing a club becomes difficult to maintain consistently. That's where having the right systems in place makes a huge difference.

**At NEST, we help Martial Arts clubs simplify and automate many of the day-to-day processes that directly impact retention and lead generation.**

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## HOW NEST CAN HELP SUPPORT SUMMER GROWTH

### IMPROVE FOLLOW-UP SPEED & CONSISTENCY

One of the biggest reasons leads are lost is slow or inconsistent follow-up.

#### **NEST helps clubs:**

- Capture enquiries in one place
- Automate lead responses
- Send reminders and nurturing messages
- Track lead progress more clearly

This helps ensure potential students don't slip through the cracks simply because somebody got busy.

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### ATTENDANCE TRACKING AND RETENTION MONITORING

Summer retention often starts with attendance awareness.

#### **NEST systems help clubs:**

- Monitor attendance trends
- Identify disengaged students earlier
- Track member activity
- Trigger communication when attendance drops

This makes it easier to proactively reconnect students before they quietly drift away.

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## HOW NEST CAN HELP SUPPORT SUMMER GROWTH

### SIMPLIFY COMMUNICATION

Keeping communication consistent over summer can be difficult manually.

#### **NEST helps streamline:**

- Member emails
- SMS communication
- Automated reminders
- Event updates
- Gradings and announcements

This keeps members engaged and connected without adding unnecessary admin.

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### MAKE EVENTS AND GRADINGS EASIER TO MANAGE

Summer events, workshops and gradings can play a huge role in improving engagement and retention.

#### **NEST systems help clubs:**

- Manage bookings
- Automate confirmations and reminders
- Collect payments
- Track attendance
- Reduce admin time (by 15 hours per week on average)

Making it easier to deliver a more professional and organised experience for both staff and members.

# HOW TO BUILD A STEADY SUMMER LEAD PIPELINE

## HOW NEST CAN HELP SUPPORT SUMMER GROWTH

### KEEP EVERYTHING CONNECTED

One of the biggest frustrations for many club owners is having multiple disconnected systems.

- Leads in one place.
- Payments somewhere else.
- Communication handled manually.

NEST brings these areas together into one connected system, helping clubs:

- Save time
- Improve organisation
- Increase visibility
- Reduce missed opportunities
- Create a smoother member experience

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### THE GOAL ISN'T MORE WORK

The goal isn't to overwhelm club owners with more tasks. It's to make the important things easier to manage consistently.

Because consistency is what drives:

- Better retention
- Stronger lead conversion
- Improved member experience
- Sustainable long-term growth

**Especially during summer, having systems that support your club behind the scenes can make a huge difference heading into September.**