

Niagara Kung Fu Academy Marketing Overview

Goal – 120 new students by December 31st, 2014

Budget – 2,500/month

New starting tuition – 249 down, 149/month

Google+ and Youtube

- Update Google+ / Place page

- Upload testimonials to youtube account and associate all tags with key words (bullying, confidence, self discipline, focus, ADD, kids martial arts, etc) to keep youtube videos in google searches

- Upload “how-to” self defense videos to appeal to the adult market and include key words (adult martial arts, self defence, etc) to keep videos atop google searches

Gym Teacher for the Day

- Get into at least two schools per month from now until December

- permission forms for immediate contact and mail follow-up

Events

- Parent’s Night Out - September 19th

 - \$10 admission; free if you bring a friend – raffle entry for every friend you bring

- Women’s Self Defense Workshop – September 26th

 - \$10 donation goes to Women’s Place (shelter)

 - send out press releases to local media as fundraiser

- Zombie Self Defense Day – October 25th

 - \$10 admission; free if you bring a friend – raffle entry for every friend you bring

Groupon

- Offer Group rate on Deluxe Kung Fu Birthday Parties for child and 15 friends

VIP

- VIP push, each VIP redeemed earns current student a free private lesson

- VIP handed out gets a raffle ticket for upcoming draw for free sparring gear or free weapons

Billboard to text - \$800

- Billboard rental around the corner from school

- “Text for free trial” call to action

Email Drip

- Update Aweber account with 7 proper targeted email sequences
 - Parents
 - Confidence
 - Focus
 - Discipline
 - Men
 - Fitness
 - Self Defense
 - Women
 - Fitness
 - Self Defence

Bring a Friend Week

- Bring a friend week September 8th to 12th
- Each friend invited earns student a raffle ticket for prize draw

Pay Per Click - \$800

- All campaigns have their own target email follow up sequence
- Facebook pay per click campaign
 - Parents
 - Confidence
 - Focus
 - Discipline
 - Men
 - Fitness
 - Self Defense
 - Women
 - Fitness
 - Self Defence
- Google pay per click campaign
 - Parents
 - Confidence
 - Focus
 - Discipline
 - Men
 - Fitness
 - Self Defense
 - Women
 - Fitness
 - Self Defence

Birthday Parties

- Every student with a birthday in the last quarter needs to be booked in
- Every guest receives white belt and certificate and 4-Laws sticker when graduating to white belt at the end of the party.

Newspaper Ads - \$500

- Run Full page/Half page coupon ongoing in Niagara Falls Review

Korporate Kung Fu

- Get in touch with local call centers to volunteer to teach martial arts classes during employee lunches (done with Minacs in July with some success)
- Collect waivers/forms

Direct Mail Follow Up Drip System - \$400

- Sequential hand written follow up containing 6-7 weekly letters with aggressive offers (free, uniform, 2 weeks of classes, 2 private classes, free birthday party - \$494 value)

4 different sequences – Event

-Parent

-Adult

-School

-Parent

-Korporate

-Adult

MONTHLY Marketing Activity / Results	Best	Worst	Absolute Worst
Google+ & Youtube SEO	4	1	
Gym Teacher for the Day	20	5	
Events	6	2	
Groupon (WagJag)	2	0	
VIP	2	0	
Billboard - 800	8	2	
Email Drip	6	2	
Bring a Friend Week	5	1	
Pay Per Click - 800	12	5	
Bday Parties	8	4	
Newspaper Coupon - 500	4	2	
Korporate Kung Fu Seminars	6	2	
Direct Mail Follow Up Drip - 400	6	2	
Total	89	28	14

Short Term Student Value = \$1143 (249 + (149x6 months))

Best Case Scenario

from September – December = 406,908 in additional gross (1143 x 89 x 4 months)

Worst Case Scenario

from September – December = 128,016 in additional gross (1143 x 28 x 4 months)

Absolute Worst Case Scenario

from September – December = 64,008 in additional gross (1143 x 14 x 4 months)

Total Cost of Marketing – 10,000

Best Case Return 41:1

Worst Case Return 12.8:1

Absolute Worst Case Return 6.4:1 return