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**ATA Martial Arts**

# Fax

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**Phone:**      **Date:** 8/29/2014

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**Re:** Bootcamp notes and marketing plan      **CC:**

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● **Comments**

Hello Master Oliver, sorry that it took so long to get this to you, we have a lot going on, no excuses I know. If there are any questions please contact me at 973-643-6404 or e-mail me at [karate1@comcast.net](mailto:karate1@comcast.net) Thank you

Thank you,

Greg Delano

Marketing boot camp notes Greg Delano ATA Martial Arts

8/14/2014

In almost all cases your student value is too low; the intro rate is too low need to get the value up

Ex:

#1 under pricing

#2 under maximizing (maximize conversation rate)

The best is 1% to 2 % drop out at every level (retention)

Retention is almost 100% based on how we treat our students

(People skills need a good family environment)

These are the numbers you need to track everything

Elasticity price Vs demand

Everybody's natural assumption

If price goes up demand goes up there's an inverse relationship

95% of the people that come in to your school have no idea of what the competition is doing or charging

Raise your prices and

#1 quality goes up

#2 complaints go down

#3 upgrades go up

#4 retention goes up

\* When you raise your prices it puts a much higher value on your product but you have to provide exceptional service.

It doesn't matter what level of income they come from they will pay higher rates no matter where they come from

Cap the monthly for a family they will all train together and your retention will be better

\*Gradually raise the prices, go over the numbers each night to keep track. This is very important

## Marketing

First rule of marketing if you're not keeping track you are shooting in the dark

## Principles

All of the advertising should be direct response appropriate to the media everything should be about direct response (attention, offer, deadline,) make it easy it is always at least 1000% harder to get prospects to take action (they are lazy) it is 1000% harder to get their attention again everything we do has to be direct response

The add could be

- Webpage
- Facebook
- Twitter
- Valpak
- TV
- Flyers

The number one thing is to get their attention use a good head line and not your logo. The headline is the most important thing. You've got to get inside the conversation going on in their head

The headline is the add for the add. Give them a solution to the problem that they all ready have.

The offer must be a compelling offer i.e. time sensitive. Ex. First 20 people to respond or by a certain date (time sensitive)

Ex. Mom has your elementary child had these problems give examples

Use a separate number to track progress response rate of add

Again: headline, offer time sensitive

Make easy for them to respond through every medium important to get your name out there.

Things that people don't give a shit about

The style you teach

Your rank

Who you trained with

How long that you have been in business

Target audience to capture info to info call to intro

You must identify the problem and have a solution to the problem when targeting the audience

Save all your credentials for the people that are already in your school

First impressions are super important

General advertising

Long form

Short form

TV 30min spot

TV 30sec spot

30 page letter

post card

Valpak

Long form is almost always better to use

You want to get deep into the prospects concerns in a kids market most decisions are made by the mom the more that you are creditable (testimonials) from others the better it is for you

Ad reps try to sell you things that you don't need and they are almost always wrong they do not have an mba in marketing usually.

The more that you target the better the response will be. The bigger the need the more likely they will enroll

Target audience must be defined

Get inside their head (the problem)

Have the solution to the problem

And what you use to get the word out (message, target, and media)

Direct mail

Resident list	Compiled list	Response list
All residents'	sorts' prospects	just bought
In the area	more details	in the last 30 days
Geography		Hot, warm, cold

Response list will outperform the compiled list and the compiled list will outperform the resident list

The value of your average student has a huge impact on your marketing decisions. Your own lead list is the best lead list to have. Your own lead list is better than all the other lists, that is your hottest list this also includes former students. This is from a direct mail stand point.

Who sees the ads who responds, does it have the right target audience. You need to keep sending out the ads and don't stop this applies to all medias

Follow up systems:

Contact info, someone interested, enrollment, and upgrade

Most people don't enroll because they are just busy at the time so you must follow up. They are still interested they just need to be reminded

Follow up is the key there are very few people that left because they didn't like you.

If someone says that they can't afford it lowering the price will not solve anything

50% percent of the prospects will say that it's the initial payment that is hard to

Make this can be fixed by splitting the payments.

Best ways to get in touch with prospects

#1 face to face

#2 call on the phone (most people won't answer)

Email is dying

#3 text message

#4 direct mail

# 5 broadcast mail

#6 email

#7 Facebook

Once you have a lead you want constantly keep in touch with them always

Contact them immediately don't wait do it within 24 hours Hot lead, warm lead,

Cold lead

When designing a follow up system you want to contact them quickly easily and

Often

Auto responder, email, text, and voice mail.

Sequential Auto responder can be programmed and can be done frequently

And automatically.

Resource

#1 Member DFY

Kickin news letter

BBC

Leadership

Gold team

#2Email

Cheap and easy

Aweber

Mail chimp

Constant contact

Voice mail call loop

Text

Call loop and aweber work together

Info usa for compiled lists in your area

Srds

Mailing list brokers

Direct mail resource

Amazing mail

Sendout cards

Getmembers .com (up to 1000pc)

Handy mail (5000 or more)

You are always better-off face to face. What level of frequency do we pursue a lead

Calling, keep calling till you get an answer use the napma site for the resources in emails put names into the resources you can do this every month or every other month

Emails

Emails should be done at least once per day (valuable and interesting content) educational material, invitations to things going on at your school. Info about the school Re: testing, tournaments, periodic specials, always use different subject in subject block

Text message

Can use this to remind of emails sent out and other info. Must use with an opt out link in case they want you to stop sending them texts.

Important

In the age of internet there is a wide variety of information that is bad for your career there a lot of people with opinions and advise that aren't good at all find the right sources to speak with and listen to it could make or break you.

Frequency

Outbound telemarketing 12 months 6 times per plus a text direct mail, news letter every month with invite at least once per month color postcard with sensitive special. At least once per month info card without pitch

### Email (call loop)

2 per day human interest stories. A couple times per week send educational info proof of value.

You can use tiny URLs for educational links for them to go to ex: you tube videos you can use the videos for testimonials and upload to you tube then send it on a text

Should be sending 4 to 5 pieces of direct mail per month, should be texting 3 to 4 times per month along with other medias

### Facebook

You can go in and upload your own list to your ads

### Retargeting

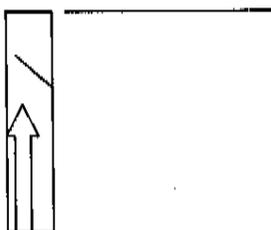
Online pay per click is a better option just need to make sure that there are not false clicks happening that could be costly

### 3D mailing results

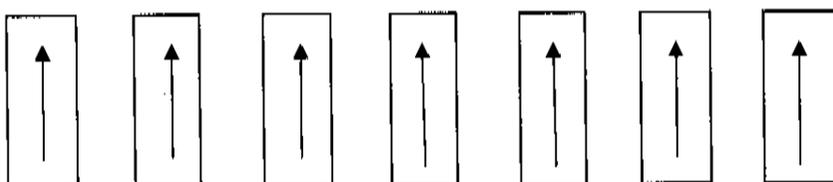
Unique packaging like a money bag with their address on it or some kind of special package addressed personally to them

Most businesses are like a diving board one stream of input if it gets interrupted you are in trouble. You need to have several streams or avenues

### Trouble



### Several avenues of or streams



Don't get stuck on only the cheap ways of advertising. Focus on what works what is it worth per student that which is the tolerable price

Pillars like the example before

#1 publicity	#2 referrals	#3 family add-ons
Free press	referral system	should be able to add-on
Anywhere	mostly work on	about half of all kids parents
You can	school events	
Get it	buddy system	
TV	Birthday parties	
Daily news	Pizza parties	

Local radio

#4 community outreach	#5 broadcast media	#6 online ads
Community events		the new yellow pages
Organizations		entertainment, goggle
Public schools /prvt		you tube, amazon
Churches		entertainment
		Education

Everything feeds into that they have to contact you or you have to contact them.

Redplum

Coupons go in with the other coupons advertise in the inserts

In a single school automate whatever you can centralize whatever you can

The only constant in your marketing the media never changes but everything else dose

The key to publicity is to key into the news and tie into how you can become an expert on it either celebrity, or human interest.

Tie into the news story to become the expert. An event that is visually appealing. Charity related stories are good you have to constantly throw things out to the media

Ex: the knock out game that is currently going on in our area we are experts on self-defense how could we help these people.

Figure out where you can advertise appropriately and don't stop all other avenues if we hit a home run

\*how do you get to TV stations / newspaper /radio. For newspapers you need to talk to the right editors. For TV you need to talk to the right producers. For radio you need to talk to producers of the show and the radio personality. You need to send your press release to the right people in any sales environment its Wiifm

(What's in it for me?) You want to become the go to expert.

When planning your marketing agenda what are you going to do

Ex:

Valpak

Direct mail

Ninja turtles movie night

What number do you want to hit per month

Ex: if your number is 20 you want to hit 40 the optimistic number is 40 and the pessimistic number is 20 always shoot for the optimistic number

Good retention and good upgrade also help with your plan

If you have enough avenues if one fails it won't be a problem that's why you need several or the Parthenon

Internet

Gives you a chance to get an info call / you need a way to track it

Action is optimal

Email address, phone Number, address, and name

If you get a phone number and email address you can make a call, make a text, leave a voice mail, and send an email.

### Step one

Educate them enough so that they give you info

### Step two

Take an action (they call you) you really want them to call you and you need to be there to pick up the phone

The person answering the phone needs to be well trained (just like we train in taekwondo we need to train in school operations) they need to know the phone script up, down, backwards, and forwards. Training must always continue always never stop training just like our martial arts training.

Go to the napma member site on videos on staff training.

Staff training is one of the most important things we have to do, if we don't train the staff right then everything we do with our marketing will not matter.

Big difference between getting leads from website or purchasing from website

80% to 90% will check you out on line before they contact you

SEO Search engine optimization /goggle analytics key words it is important to concentrate on this, this is what drives prospects to your website, pay a lot of attention to your goggle plus page.

## Key Words

Recovery of contact

Quality of content

You need a lot of positive ratings, links coming back to your site ex: Facebook

Optimize goggle plus, and YouTube.

## Pay for click (paying for action taken)

Goggle use the geography

Facebook don't use the stuff you don't want

Yahoo don't want to pay for clicks that you don't need

Bing bounce rate

## Goggle analytics'

Landing page good for tracking your numbers from every prospect that search for your school. The landing page is just an info page; the purpose of the webpage is to get the prospects to make an appointment either on line or on the phone.

Need to get the phone number and the name. We don't need Facebook or twitter on the webpage. The webpage is designed give info and to get an appointment.

You have to hold their attention when you get it, keep it simple make it easy most people do not have a lot of time to spare, so keep it simple.

## The prospect site

Should be as simple as when they see it that's what they want, have a solution to their problem, give the info make an appointment

Webpage: Headline, info about us, info from prospect, give away.

Upgrades

Basic → Black Belt Club → Leadership

Trial

When you raise the prices offer the existing students to renew at their current price at the time of their renewal. All new students that come in would not get that option. This would elevate the tension with existing students

<u>Initial</u>	\$349		\$449		\$649
Basic monthly	\$189	BBC	\$249	Leadership	\$349

You always want to leap frog and set new goals get them to be committed to go to Black Belt and beyond.

Enrollments, retention, and renewals make sure you keep track of all of these things always want to be on top of the numbers in all of these areas.

Community out reach

Who do we have at our school that would be useful in helping it grow in this area need to reach out to the whole community at live events the best case would be to get a paid intro, worst case an appointment, and fall back a lead

Marketing Ideas

Birthday parties

PE Class (local schools)

Open house

Free workshop

Buddy day

Flyers

Visibility in the community

Event booth

Outdoor markets

Bandit signs/lawn signs

After school programs

Presentations at camps

Visit chamber of commerce

Party after testing

Street fairs

Movie night

Theater activity

Social activity (bring a friend)

Website online

Classroom demo (local schools)

Breakathon

Gift certificate for charity

Pizza boxes flyer on top

Referrals

VIP

Daycare intros (Montessori school)

Summer camp intros

Libraries

Seminars

Sporting events

Cultural events

After school enrichment programs. Ask the school what they would need to raise money for charge the attendees' a low price and give all the money to the cause we do the program for free and use it as a feeder program.

#### Martial arts and the community

Martial arts will cause a positive ripple effect in the community

#1 educate the community of martial arts

#2 it has a positive ripple effect in the community

#3 grow the school to increase that effect.

#### Some things we need to do

Go to autoland and VIP, go to shorthills mall and try to get in there

Martial arts are one of the best ways to help children with behavioral, and learning problems, let us help you.

When students first enroll book a birthday party that day make it free add it into their monthly membership

### Kids Market

Should know all the churches, daycares, and summer camps in the area

### Adult Market

Know all the major employers, and all adult based businesses,

Should have all of these on a list

### Sum up

Biggest barrier is what we have done in the past. We need to clean the slate start from new. Do more stuff and get efficient at it. Every month we should have 20 different marketing things going on. Every month you need publicity going on, every month you need 2 or3 referral actions happening, every month you need tons of follow up.

## Marketing plan for September to December Mill burn Karate for Kids LLC. (ATA Martial Arts)2014

	Cost	High	Low
<b><u>August</u></b>			
Direct Mail for back to school (From targeted list)	\$3000	20	12
Revamp website	N/A		
<b><u>September</u></b>			
School appreciation BBC (bring a friend)	\$250	7	3
Street Fair (booth)	\$275	10	5
Groupon	\$0	5	3
Dentist office flyers (2 locations)	\$250	5	2
<b><u>October</u></b>			
Parents night out (bring a friend)	\$65	7	3
Street Fair (booth)	\$275	10	5
Halloween Party (trunk or treat)	\$200	5	2
Safety awareness' seminar (for Halloween)	\$90	10	4
Groupon	\$0	5	3
<b><u>November</u></b>			
Ladies self-defense	\$50	5	2
Parents Night out	\$65	7	3
Groupon	\$0	5	3
Black Friday workout and special bring a friend	\$65	5	3
<b><u>December</u></b>			

Direct mail holiday special (from targeted list)	\$3000	20	12
Website specials (holiday)	\$0	5	2
Holiday rank advancement and party	\$200	5	2
Parents night out (holiday shopping)	\$65	7	3

Totals =	\$7850.00	144	72
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Budget of \$8000