

# Go2Karate® Marketing Guide

For Martial Artists Looking To Grow Their Business

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Go2Karate®



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## 1. Introduction

Are you a martial artist who trains students? Do you own a martial arts training school? If yes, the Go2Karate® Marketing work book is just what you need to increase profits and improve revenues. Written for fellow martial artists from around the world, this work book underlines the importance of employing a strong, strategic marketing plan.

What sets the Go2Karate® Marketing workbook apart from other sales and marketing books in the market, is its focus on the martial arts industry. No generic marketing rules, no impracticable strategies that do not fit the martial arts. Instead, industry specific strategies and tested techniques to help you market your karate school better.

### **Why Go2Karate.com?**

Go2Karate.com is not your average “karate marketing company” or a “karate marketing website” that you can choose to ignore. It is an influential and widely regarded martial arts directory, in fact, the largest martial arts directory in the world. With the current strength exceeding 25,000 listings of martial arts schools, Go2Karate.com is the most sought after online directory in the world.

Calling it the largest and the single most powerful marketing website catering to the martial- arts industry, in the world, would be no overstatement. Go2Karate.com produces, qualifies and converts more leads than any other web-portal in the world. Consequently, it provides karate schools with more students, than any other web-portal ever has, in the history of marketing in martial arts.

### **Some benefits of employing a strategic marketing plan for your martial arts school**

The benefits of employing a strategic marketing plan are numerous. A common characteristic we've come across all martial arts trainers is their passion for the art – something they want the future generations to know and learn. If you think you share the same passion, does it not make good business sense to have a professional marketing company handle your marketing plan?

Free from the concerns of marketing your school, you can concentrate on teaching and training students. On employing a reputed and martial arts-industry-based marketing company you can rest assured the marketer will be able to employ a strategic plan that fits your niche market.

Here are just *some* of the benefits you'll earn out of putting a strategic marketing plan in place -

- **More opportunities** – the martial arts industry is constantly changing – evolving and expanding. A plan will help you discover new opportunities and also determine if they make sense for your school in particular.
- **More confidence** – having a plan will let you focus on the bigger picture, especially on the days when your confidence drops low. It will be a constant reminder of where you're heading towards.

- **More proactive** – a strategic plan will help you remain focused on your long term goals and prevent you from making the wrong investments. Several organizations, for example, blindly follow fads without checking the relevance, resulting in wasted time and opportunities. With a plan in place, you'll have a definite set of strategies at hand and can prevent yourself from falling in the fad trap.
- **More success** – you're already familiar with the, *you plan to fail if you fail to plan* saying right? Don't you think the opposite is true as well?

### **What is so different about Go2Karate.com?**

As a school owner you may want to know what makes us so different. Or perhaps why you've heard so much about our success.

We're different because we comprehended that martial arts and marketing are pretty much the same, in our early days. And the understanding helped us offer more comprehensive solutions for marketing, to the martial arts industry.

Consider martial arts. You place the moves together in a martial arts form - sparring, grappling or reality based defense scenario. A student may be good at one move but you know it doesn't mean he is good at martial arts. Only when he learns to place multiple martial art techniques in unison or in succession repetitively, will he be able to become a great martial artist.

He must be able to react naturally to any given scenario, without thought, many times. Muscle memory needs to kick in from the hard and repetitive training, enabling him to utilize the skills for enhancing his position for survival in any given situation. And here we do the same.

Go2Karate® repetitively markets and reacts naturally in defense for reputation management. We place all of the puzzle pieces together (like martial arts techniques) and utilize the skill set to enhance our clients performance, financial status and marketing effectiveness for the survival and growth of their business. Follow our Go2Karate.com workbook closely and see your martial arts revenue stream increase greatly!

### **What are the TOP Three Compelling Reasons to Utilize Go2Karate Marketing?**

There are many reasons to utilize the G2K™ marketing campaign but at the end of the day it comes down to three reasons why our clients believe in the marketing system.

1. **High volume of Quality Leads** = a higher NPV + LTV = the best ROI in the industry. This means that a school will increase their Net Profit Value and their clients Lifetime Value for a strong Return On Investment. The key with Go2Karate is quality lead generation.
2. **Own your local Online Market Real Estate.** That's right, you need to own page one and be King of Content. You can't just be found online, you need a company that cross markets your brand with multiple marketing techniques.

3. **Increased Revenues** = less stress, more relax time, financial freedom and a well rounded business that will have REAL value in business so that it may be one day to be sold.

Go2Karate® has clients who have told us over and over that they can now see that they CAN and WILL one day sell there school or keep it when they retire. Go2Karate has transformed the owner / operator into owning a business and choosing when they want to operate / teach.

## **How to utilize the Go2Karate® Marketing Work Book**

- **What will a Go2Karate® Marketing Campaign do for me?**
  
- **How Can I get Started Today?**
  
- **How will this impact my financial status?**

## 2. A Go2Karate® Marketing Website

Your martial arts school's website created by Go2Karate® is more than just a website. It is a *marketing site* that is connected to several Marketing Puzzle Pieces that Go2Karate® solves. A good analogy for the same would be a sports car.

Your Go2Karate® marketing website is built like a sports car. The body of the car represents your website. The quality of the wheels and rubber keep traction on the road, the same way as Google Places keeps traction in your community. The organic engine drives up reputation management and lets the car be seen racing by. The Go2Karate paid per click turbo set accelerates the car past its competitors, attracting a large number of new students in the process. And these are just the basics of the marketing that you can do using your Go2Karate® marketing website.

### **Use your school's website as a marketing tool**

The Go2Karate® marketing website fits several roles. You can use it to educate site visitors. The importance of karate in today's world, karate for self-defense, karate for increased self-confidence, for better health and so on. You can also use the site to get interested students and parents to come into your school for demos and free lessons or simply to learn more.

The Go2Karate® marketing website will be your branding tool as well as a live communications tool that represents you 24x7. You can use the website to enhance your image, educate people about your school and have them sign up for events or information (adding to your mailing list). Live chat, blogs and audio/video posts about martial arts are some of the several ways the Go2Karate® marketing website yields superior results for your marketing school, than other websites.

### **Unearth the trade secrets of the martial arts industry with Go2Karate®**

Unlike all cosmopolitan marketing companies that provide generic marketing systems and solutions for your martial arts school, Go2Karate® is a specialist in the field of martial arts. Managed by a martial artist himself, and backed by 1000's of happy clients, our team understands all the intricacies of the field, helping you streamline your efforts for better results.

The Go2Karate.com website is the largest directory of martial arts schools in the world. It is referred to by several prospects and customers day in and day out and is widely regarded as a figure of authority in the martial arts training industry.

Leverage the skill and expertise of the same team that built the Go2Karate.com website to have your own marketing website built. Our designing team knows what students and parents want to see on your website and uses state-of-the-art technology to regulate and automate functioning of the website. Two big advantages of this approach are:

- You can target all your time and energy towards running your school.
- You have all aspects of sales and marketing for your school managed by the best in business.



The result is an increased number of high quality leads, satisfied students, positive word of mouth, more referrals, more revenues and better ROI!

### **Go2Karate® Marketing Website**

- **What will a Go2Karate® Marketing Website do for me?**
  
- **Is my current site working well in all the different marketing aspects?**
  
- **Can I effectively market with my current site?**

### 3. Digital Coupons

Go2Karate.com special coupons are more than coupons. Special offers, deals and coupons have proved to be widely popular with consumers of all kinds. Coupons in particular have taken the industry by storm. And with the rise of the Internet, coupons are no longer limited to monthly flyers or the Sunday newspaper. With customers searching for coupons online, digital coupons of become the order of the day.

The coupon buying site known as Groupon, offers daily deals and famously rejected Google's \$6 billion buy-out offer. The company, which now has consumers actively looking for coupons on its site, was one of the earliest to map the vast potential of coupons and the related industry. Go2Karate® helps you do the same – use the power of coupons to attract and drive more traffic to your martial arts school. We offer on-site digital coupons and special coupon services, including Groupon.

#### **Why use digital coupons?**

Another piece of the marketing puzzle, digital coupons, when placed properly, enhance the growth of your karate school greatly.

**Attract more students** – Digital coupons are a great way to reach new students by appealing to those who never thought about your brand. Groupon and Go2Karate build that bridge with a quality name brand recognition. Current consumers don't mind paying full price, but new consumers are often skeptic. Digital coupons are a great way to break ice with such consumers to get them in your door.

**Advertise your school** – Many students use Groupon and other sites to search for coupons and come across your school, even if they weren't aware of your existence previously.

**Build relationships** – Price promotion deals attract new customers for a one-time business at least. By delivering great service, you can convert these customers into repeat customers. Further, satisfying customers increases instances of referrals and positive word of mouth. Using the net present value (NPV) of each Groupon customer, you can predict the life time value (LTV) and target other marketing efforts accordingly.

**Generate high ROI** - If your school works on a fixed-cost or a low-cost structure, coupons can actually help you make money by attracting more new members that enroll on their first visit, even if they pay slightly less for the first service (initial visit discount). Plus, there are profits generated by satisfied customers who act as ambassadors for your school – bringing in more business.

#### **Go2Karate® - the Groupon champion**

Groupon is one of the most popular coupon-services in the market today and according to the company, Go2Karate® has sold more coupons in the industry then any other marketing company or individual school owner.

The performance of G2K, which managed three martial arts schools in Arizona, was tested against

another industry group managing 15 schools in total in the same area, at the same time. G2K's marketing efforts and digital-coupons strategy helped outperform the group 20 to 1. The remarkable success caught the attention of not only the three school owners but also coupon shoppers and the company Groupon itself. Our success comes from linking all of the puzzle pieces together in a superior manner that is unmatched by others.

### **Digital Coupons**

- **What will a Go2Karate® Marketing Digital Coupons do for me?**
  
- **What will this do for my LTV (Life Time Value) and NPV (Net Present Value)?**
  
- **Will my ROI be able to be seen by my accountant?**

## 4. Display Marketing & PPC

Are you a martial arts trainer or martial arts school owner looking for quick help with new students? If so, the Pay Per Click (PPC) and display marketing campaigns by Go2Karate® are just what you need.

Designed to target audiences using keywords and phrases specific to the martial arts industry, PPC ads are investments that yield great ROI. Display ads are also an effective way of directing customers towards a landing page. Do you want to attract new students quickly? Do you want to drive your business forward continuously? Go2Karate® helps you achieve your marketing goals by making the best of both PPC and Display Marketing campaigns.

### **Go2Karate®'s PPC advertising campaigns**

When was the last time you turned to the phone book or yellow pages to look for a business? Advertising online makes good business sense. Targeting all major search engines including Yahoo! and Bing. A good place to start however is Google. The search engine giant gets more than 500 million hits a day and its PPC option – Google AdWords is the most widely used form of paid advertising. It is in fact, consider the steroid of marketing by marketing companies, primarily because of its ability to get your school seen in the number one position in a short span of time.

Successful AdWords campaigns however take in a lot of research. Monitoring and analyzing the quality scores, cost-per-click, click-through rates, cost-per-acquisition and periodical testing of campaigns for keywords and phrases that work and those that don't are just *some* of the efforts that go into designing and running a successful campaign.

As martial art school owners you hardly have the time to monitor and analyze these metrics. Unless you are an expert in paid advertising and online marketing, it is best to leave the details to a professional marketing company that is also a martial arts industry insider. Yes, you got it right - the Go2Karate® team.

There's another reason why it is best to leave paid advertisements to professionals. With Google charging high rates for the use of certain keywords, and the cost of placing ads coming from your pockets, it is best to have professional companies pool in their experience and expertise for increased ROI.

### **Go2Karate®'s display marketing campaigns**

In matters of generating quality leads for your martial arts school, being seen is as important as being found. Leverage the power of attractive banners and display ads by using display marketing campaigns designed and implemented by the experts at Go2Karate®. Designing an attractive banner bearing your school's name, the logo and multimedia content like promotion message is no child's play. Another concern in display marketing campaigns is the placement of ads. Proper use of Google's placement tool and other metrics are imperative to the success of a display marketing campaign – something that Go2Karate® excels at.

Go2Karate® helps you use your time and energy for running and managing your school. Leave all the cares of designing, monitoring, analyzing and altering paid advertising campaigns at the hands of a company that understands both marketing and martial arts like no other.

### **Display Marketing & PPC**

- **What will a Go2Karate® Marketing Pay Per click Campaign do for me?**
  
- **How many students may I expect to get from this campaign?**
  
- **When can I start?**

## 5. Link Building

Link building is the term used for an array of techniques and strategies used to increase the quality and the number of inbound links to a webpage. Links are analyzed by search engines to check the popularity of your marketing website and individual pages. This includes monitoring the number of and analyzing the popularity of the webpages linking to your links. Search engines also determine the authority, trust and spam-content of your website using the number and nature of links. Link building therefore, is a long term strategy that contributes significantly to the overall visibility of your marketing website and thus, its ability to draw traffic.

### **Go2Karate® establishes you as a trusted authority by effective link building**

Link building has its roots in techniques used for search engine optimization and is critical to the success of such an effort. It is also the single, most challenging part of any SEO job. It requires placing the puzzle pieces together in marketing and takes a great deal of marketing accuracy and proficiency to actualize.

It is therefore, that link building is often referred to as an “art” in the marketing circles. No two link building strategies can be the same. At Go2Karate®, we tailor all our link building strategies to increase the number and quality of inbound links (links to your school's marketing website from others) and establish you as a trusted and authoritative figure in the martial arts training industry.

The three basic types of link-acquiring strategies are -

**“Natural” link building** – Editorial links that are naturally given by websites and webpages that want to link to your company, the website or content.

**“Outreach” link building** – Links essentially “created” by several techniques like paying for being listed, requesting bloggers for links via emails, or by having the website listed on relevant directories.

**“Self-created” link building** – Self-created links are essentially the non-editorial kind that are created when visitors sign guest books, post comments on blogs, sign forums or create user profiles.

The SEO team at Go2Karate® refrains from using non-editorial, self-created links for link building. Our up-to-date knowledge of the search and positioning algorithms of major search engines helps us protect you from using low value techniques that are written off by search engines. Our focus is on creating a value proposition for link targets like guest bloggers, directories and other listing sites, so that they create high-quality links. This includes explaining to the targets how link-creation is in their own best interests.

Techniques like social bookmarking, blogging and “link baiting” are some of the favorite link-building strategies of the SEO experts at Go2Karate®. Blogging is in fact Google's favorite too! There have been several instances of engineers at Google, personally recommending the creation of company blogs and filling them with valuable content – informative and entertaining.

Link baiting is the process of creating interesting content that inspire natural linking and viral sharing. We use it to give you a competitive edge over competitors and build trust, authority and high-ranking potential with search engines.

## **Link Building**

- **What will a Go2Karate® Marketing Link Building do for me?**
  
- **How will this help me with my online competition?**
  
- **Is it possible to link Go2Karate® to my current site?**

## 6. Google Places

Google Places is the local listing of Google that allows you to be placed on Google Maps. It is a great way for businesses to maintain a strong online presence even in the absence of a dedicated marketing website. For school-owners who have a designated website, a Google-Places listing is all that is needed to take the marketing campaign one step further and ensure great success.

### Why Google Places?

According to a recent post by Google, one in every five searches made on the search engine giant is related to location. With Google getting 500 million hits a day, that would translate into as many as a million location-searches! Given the utter volume of location searches, it is important to be visible on Google Maps isn't it? Further, how effective could your marketing strategies be if interested leads cannot find the physical location of your school with ease?

Google Places is what keeps on the ground locally. Getting back to our sports car analogy, it is akin the tires of the car. Care must be taken in choosing high-quality tires. You would not after all place any set of old tires on your sports car right? You would also not place the tires without taking care of the appropriate internal wiring of the car, right?

Claiming your Google Places listing is similar. Along with maintaining high quality, matching the listing with other marketing puzzle pieces is important too. You can of course list yourself on Google Places by yourself, but to truly claim that listing, professional help is a must.

With Go2Karate®, you can get the most out of your Google Places listing in a manner that increases the foot traffic to your brick-and-mortar school but also fits well with other marketing strategies you have in place – resulting in increased revenues and greater ROI.

### Google Places to list more than your location

Our marketing team at Go2Karate® creates your Google Places listing to be more comprehensive and informative – thereby creating a great user experience even before new students walk into your school. Go2Karate® optimizes your Google Places profile to include:

- Detailed information about your school and its courses
- Service areas and business hours
- Coupons for students to print and use
- Live updates about any special offers, training courses, seminars and so on
- Photos of your school, classes and other relevant images
- Additional information like how to find parking, rates and any other information that helps students and parents understand your school better and reach it faster.

Have a listing already? Great! We can add the features mentioned above and several more to help you use Google-Places as a marketing tool. Don't have a listing at all? No problem! We will help you get started. The Google Places dashboard has additional data that can help improve targeting and



marketing strategies. The dashboard reveals, for example, the number of people searching for your school on Google, the keywords/phrases used by them during the search, the number of people that actually viewed your profile on Google Places, even their zip codes.

## **Google Places**

- **What will a Go2Karate® Google Places Marketing do for me?**
  
- **I have already set-up Google Places can G2K manage connecting it to my other marketing puzzle pieces?**
  
- **I want to get new members from Google Places can I start this next week?**

## 7. Go2Karate SEM For Martial Artists

A growing number of martial arts enthusiasts are now taking to the Internet to search for the best trainers and martial arts schools in their area. SEM (Search Engine Marketing) is one of the key ways of ensuring they find enough information about you and your school online, thus bringing more students in.

Two techniques most commonly used in SEM are search engine optimization (SEO) and advertising. While SEO is aimed at improving your SERP (Search Engine Results Page) ranking – making your website more visible in organic searches, advertising is used in the form of pay per click listings. There do exist however, a myriad of other techniques that expert marketing companies use.

### **SEM strategies – fact vs fiction**

SEM, when done right, *will* help you rope in new students at higher rates. However, if you find a marketing company that makes promises of bringing in hundreds of new students each month, you want to check their credentials first. Over the years we have all heard some REALLY BIG stories about such expert marketers – the ones who make students flock to you in large numbers. Before believing such crafty companies, answer three questions:

- Have you heard of, seen or personally experienced what is being told to you?
- Have you personally been to their schools and seen hundreds of people coming in the doors?
- Do you know of any school owners that have all of these new prospects flocking to their schools?

No right? Separate the fact from fiction by checking the credentials of the company. Who do they market for? What is their experience in marketing or is it in the martial arts industry only? Are there any school owners who can vouch for them?

### **SEM by Go2Karate®**

Go2Karate® isn't blowing smoke or making up stories to look good. We have been producing more new leads and students than any other martial arts marketing company and, have been producing them consistently. Our combined package of Search Engine Marketing and Marketing Puzzle Pieces is the best that there is on the market today for school owners. The Go2Karate.com website has brought more than 30,000 quality new leads to martial arts schools in the country. Not to mention the new leads generated for schools outside of the United States.

We optimize your website for local search by listing it on the most widely-used local directories, including the Go2Karate.com website that is referred to by prospects from all over the world. We list you with Google, Yahoo!, Bing and other major search engines to increase your exposure. Fresh, original and quality content is regularly added to your website to improve its SERP. Our strategies are numerous! Further, we tweak our strategies as and when search engines change their algorithms, to keep your school on the top of results page at all times.

To put it in one sentence – the *G2K SEM team is among the best in the nation*. And know why? The SEM team is overseen by a **martial artist** and managed by the experts in igniting the online performance.

### **Go2Karate SEM For Martial Artists**

- **What will a Go2Karate® SEM Marketing Campaign do for me?**
  
- **I want to be King of Content in my area. Can Go2Karate® do this for me?**
  
- **I want ten new students this month from my SEM. Will G2K be able to do this?**

## 8. G2K Punch Page™

The G2K Punch Page™ is a great way to market your martial arts school, individual courses and special events. Together with your G2K Marketing Website, it is a fool-proof way of increasing revenue. While the G2K Marketing Website is designed to generate fresh leads and convert them, the G2K Punch Page™ is designed to sell coupons and drive quality leads to you the school owner.

On the G2K Punch Page, all marketing efforts are targeted on prospects who have already made a commitment to you and your martial-arts academy via a previous purchase. With the G2K Punch Page™, you can drive these leads in through your doors and convert them into customers.

### Using a G2K Punch Page™

Let's begin with an example of a punch page on the Go2Karate.com website. The Changing Lives Martial Arts punch page created for one of our happiest clients – Virginia Beach based Changing Lives Martial Arts school has excelled in lead generation and conversion since the web went up and running.

A quick look at the page and you'll know why we choose to call it the Punch Page. ***A marketing page with a Real Punch*** – the G2K Punch Page™ uses a plethora of lucrative offers, value propositions, customer testimonials and benefits of enrolling in martial arts coaching to convert prospects. Getting students to purchase a digital coupon on the site is just an extra bonus. We've noticed that 60 to 80 percent of the customers who buy the coupons will buy more from you.

On the Changing Lives Martial Arts Punch Page by Go2Karate.com, we've strategically included all the information that your students and their parents would need to make a confident decision of joining your school.

- The name of your school, its address and listing on Google Maps is placed at the top right hand corner, in a font, size and color that just can't go unnoticed.
- Your phone number, with area code, stands out and attracts attention with ease.
- Your service area (both what you teach and where you teach) is added on the top to increase the straightforwardness with which the punch page presents information to customers.
- Bold, clear call to actions are included with short information-requests from the customer. Just the name and email address in contrast to asking for the phone number, area code and a host of other information that may overwhelm prospects even before they start filling the form up.
- Bullet lists for the advantages of enrolling in a martial-arts class at your school are included to prevent the page from looking dull and to prevent customers from skipping important information.
- Images, colors, font – we take care of everything while building your G2K Punch Page™. Every relevant marketing puzzle is put in place on the page to ensure your marketing message

and value proposition are conveyed in an irresistible manner.

In short, the G2K Punch Page™ is an effective marketing tool. A secondary means of marketing, it works hand in hand with your G2K Marketing Website and brings new students to your school. Unlike other pages, this marketing page is always ready to grab new students and point them in the right direction - to you and your business.

## **G2K Punch Page™**

- **What will a Go2Karate® G2K Punch Page™ do for me?**
  
- **Will I have the only G2K Punch Page™ in my area or will other non-associated schools have one also?**
  
- **Can I change the offer on the G2K Punch Page™?**

## 9.G2K District Site™

The Internet has increasingly become the medium of choice for karate enthusiasts and interested parents to search for trainers, courses and martial arts schools. Your tech-savvy prospects today don't just search for “best karate school” on a browser. Instead, they search for “best karate school in...” - their location. And, on the results they get, prospective customers want more than just the name and address of your school. They want comprehensive information about your school.

The G2K District Sites™ are web platforms that help you do just that – list yourself locally on a relevant district site, provide information about your martial arts school and courses. G2K District Sites™ are also a great platform for marketing and linking.

### **G2K District Sites™ help school-owners attract more students**

With close to 97 percent consumers turning to the Internet to look for local businesses, it is only a good idea to put more than one local marketing plan in action. Our G2K District Sites™ are well connected with the other marketing puzzle pieces and help you focus more on driving in local customers.

In conjunction with Google Places, the G2K District Sites™ are a great way to make yourself visible to the large pool of prospects that exist locally. We currently have seven martial arts marketing districts in the U.S., divided according to their geographical locations. For martial arts school owners outside of the U.S., separate District Sites have been set up to facilitate local search and local SEO.

Each G2K District Site™ lists martial arts schools of the community that are affiliated or associated clients of Go2Karate®. The platform is used by school-owners to establish and maintain consistent visibility in the community, while marketing the school at the same time. You can use it to post schedules of martial arts training class, specific courses or special events like tests, tournaments, workshops and so on. You can also use the platform to announce competitions, tournaments and sell tickets for the same.

### **Individual districts for the G2K District Sites™**

The Upper Atlantic District  
The Central Atlantic District  
The Lower Atlantic District  
The Gulf Coast District  
The West Coast District  
The Midwest District  
The Rocky Mountain District  
The Canadian District

Each district covers all major cities and metropolitan areas falling within the geographical boundary – providing individual schools enough scope to differentiate themselves from other schools in the community. Since all martial arts schools that affiliated or associated with Go2Karate.com and operate from within the district, are listed on a particular G2K District Site™, students view the listings as authoritative and choose the school that attracts them the most. Further, the G2K District Site™ is the

only martial arts marketing site of its kind that isn't just about one or two ways to market community members. It is very well connected to all of the G2K marketing puzzle pieces and attracts much more than just new quality students.

### **G2K District Site™**

- **What will a Go2Karate® G2K District Site™ do for me?**
  
- **I want to have the G2K District™ site connect my website, social sites, and all of my online marketing. How long would this take?**
  
- **I have heard school owners stating they have to add more classes or expand their business from the Go2Karate® marketing effectiveness. Can G2K help me with the growth?**



## 10. Go2Karate® Email Marketing

Email marketing is a low-cost marketing tool that, when done right, can help you increase revenues significantly by bringing in more students. Without spending on the costs associated with print and postage, or the ones associated with gaining exposure on billboards, magazines, television, radio and other forms of mass media, email marketing can help you bring new leads and win back any that you may have lost.

The trick of course is to engage with a marketing company that understands the martial arts industry in detail and can customize email marketing strategies accordingly.

### **Go2Karate® Email Marketing**

The Email Marketing team at G2K will set you up with an automated system and special software for the delivery, tracking and evaluation of emails sent. Our team focuses on the martial arts industry alone and therefore is, equipped with comprehensive knowledge of what works and what doesn't work in the industry.

Our targeted email-marketing campaigns will not only help attract more students to your school, they will also help you enhance your relationship with current and previous customers – facilitating word of mouth and referrals from them.

Did you know that almost 50 percent of the American internet users send or check emails on a typical day? And according to individual reports by BtoB Magazine and the website Mailermailer.com, emails delivered in the period of 1am to 5am (local time) have more open rates and click rates than those delivered at any other time of the day? Well now you know!

Further, did you know that direct mails fare better than standard emails in email marketing campaigns? According to the Harvard Business Review, direct emails get more average order value and higher response rate when compared to standard emails. The G2K Email Marketing team makes use of such groundbreaking results to optimize the campaign for you.

### **Improving revenue using Go2Karate® Email Marketing**

Have you ever had a flurry of emails from a company? Perhaps after making a purchase from them or after registering a complaint with them? Annoying isn't it? Our team knows better than bombarding your prospects with several emails and irritating them thoroughly in the process.

We use Pareto's 80-20 rule to leverage the marketing efforts for your martial arts school. The rule holds, and rightly so, that 80 percent of profits come from 20 percent of clients. Our team segments your email list to discover who the 20 percent are and then tailors all emails – offers, newsletters, coupons and so on, to better suit them. And no, the other segment of clients are not ignored. We tailor emails according to their tastes too. Newsletters, free seminars/workshops, more information about your school, special offers and other content is chosen based on the segment each customer or prospect falls in. Further, our team crafts an interesting email message with a unique value proposition to keep

readers interested and engaged.

And there's more! Our strategies are designed to give you all the free time you need to manage your school while we manage the incoming of new students. Enroll with us to know more.

### **Go2Karate® Email Marketing**

- **What will Go2Karate® Email Marketing do for me?**
  
- **I want to utilize this system to attract lost leads in my school from my website. How long does this take to set-up?**
  
- **Can I have them purchase a coupon right from the email so I can increase my percentage of shows?**

## **11. Go2Karate® Reputation Management**

Reputation management is like self-defense – unless you defend yourself proactively, you are going to get knocked out. As expert martial arts Instructors and school owners, you already know the importance of self-defense. What goes unnoticed by many Instructors and school-owners however is that self-defense is imperative for businesses too. All it takes is one bad review do knock you out of business.

In martial arts, Instructors talk about situational awareness and preemptive striking to protect the self, family and friends. Yet when it comes to online marketing, school owners fail in protecting themselves with reputation and brand awareness.

### **The importance of investing in reputation management**

The rise of the Internet has brought along several good things and, several bad things. It is now easier than ever, for anyone to engage in mud-slinging, negative feedback and other tactics to bring your reputation down. According to the most recent trust survey conducted by the marketing intelligence and analytics firm Nielsen, 70 percent of global online-consumers agreed they trust online reviews from strangers and base their purchasing decisions upon such reviews.

This means 70 percent consumers deciding not to do business with a certain company, based on the company's online reputation – reviews, feedback, ratings and so on. Does it not make good business sense therefore, to have a reputation management strategy in place?

It does. Karate enthusiasts, your prospective students and their parents want information about your school. Information, that reassures them that they want to enroll in your karate training school. Today, a lot of that reassurance comes from your online reputation. Manage your reputation well and you'll never have to lose business, students and revenues because of negative reviews or bad press.

### **Reputation management as your school's marketing priority**

It won't be an overstatement in the least bit to call reputation management a marketing priority. This is because every other marketing strategy – SEO, PPC, social media marketing or the online strategies like direct mail and ads in radio, television or magazines, when successful, will lead the prospects to learning more about you online.

How good will these strategies be in increasing revenues if you lead them to an online reputation that is negative, non-existent or poorly managed? On the other hand, if your prospects look you up online and find positive sentiments, you can consider conversion a done deal.

The Go2Karate team takes both martial arts and self-defense marketing seriously. If you don't have strong online presence and reputation, we build you one. If your reputation has been tarnished by wrongful means, we manage it for you. In the end, the Go2Karate team is committed to helping your prospects see the great martial arts school that you run and be confident in enrolling for martial arts training with you.

## **Go2Karate® Reputation Management**

- **What will a Go2Karate® Reputation Management do for me?**
  
- **I do not know what others are seeing or what my online reputation is on the internet. Can Go2Karate.com help me see this?**
  
- **I belong to a couple of associations and want to know what their reputation is being seen as by my students. I want to know if my association is protecting themselves to protect me. Can G2K help?**

## 12. Go2Karate® Social Media Marketing

Social media is more than a mere recreational tool now. It is a business tool that you can use to gain attention and increase traffic to your site. According to a recent research conducted by Digital Insights, the number of leads generated by social media is almost twice the number generated by daily mails, telemarketing, trade shows or PPC advertising. Some 4.2 billion people access their social media profiles using mobile devices, everyday. 74 percent of those interviewed, agreed that Facebook was a key element of their strategies for lead generation.

### **The importance of establishing and maintaining social media connections**

Given the widespread use of social media among your present and past students as well as prospects, it makes good business sense for you to venture into the social media world doesn't it?

The content you share on social media can help you generate profitable electronic word of mouth, on the condition that enough people come across your content in the first place. This is where your social connections come in.

Do you have a strong presence on the top social media sites today? We've had some school owners say they are “kind of” connected socially to their audiences. Some trainers find social media connections too time consuming to maintain. The truth is you're either socially connected or you're not. There's no “kind of” in social connections. Also, if you do not connect with your audiences proactively, you leave them at the risk of being wooed by other trainers and martial arts schools.

### **G2K helps you tap the enormous business potential of social media**

Don't have the time for making social media connections? Go2Karate® will ease the process up for you. Social media marketing delivers the best results when it works like an earned media and not a paid media. The G2K Social Media Marketing team doesn't buy social connections. It helps you develop and maintain them on your own, by way of workshops, seminars and training sessions.

We teach school owners and master trainers how to manage social connections using the marketing site built by the Go2Karate® team. Our strategies keep you connected locally, regionally, nationally and globally. The team develops interesting content to attract the attention of site visitors and encourages them to share the content with their social circles through in-site sharing, instant messages or via news feeds.

Your marketing message spreads from user to user and resonates at the same time – appearing to come from a neutral, third party source and not your school itself. This increases the trustworthiness of the message and results in earned media for you. More students come to your school because of what has been shared by others in their social circles. Further, our team employs specific software and automation systems to ensure you have all the time you need to manage your school while we manage the marketing strategies for you.

## **Go2Karate® Social Media Marketing**

- **What will a Go2Karate® Social Media Marketing campaign do for me?**
  
- **I want to flood the market socially. How do I start this process?**
  
- **Can Go2Karate® come to my school and do a workshop to train me and my staff?**

## 13. Go2Karate® Success Stories

A few good stories from the happiest customers you've had are all you need to have more students walk in through the front door! Yes, it's true. Oftentimes all it takes to convert prospects into paying customers is the reassurance that the company knows what it is selling. According to the most recent research conducted by the marketing intelligence firm Search Engine Land, 85 percent of the consumers interviewed agreed to reading online reviews and testimonials for the purpose of determining whether or not, it would be a good idea to do business with a certain local business.

Further, a whopping 73 percent agreed to trusting a local business more when they read positive testimonials and reviews. And there's more! A whole 79 percent agreed to trusting online reviews, testimonials and other such reassuring material as much as they would trust personal recommendations.

Great isn't it? Testimonials, reviews, success stories work as positive reinforcement for the interested prospects and can be a great way to convert leads. With G2K Success Stories you can use the power of success stories for marketing! The Go2Karate® Team has mastered this as an art form.

### **Success stories as a marketing tool?**

Yes, indeed. Go2Karate.com uses your present/past successes to increase new sales! Success stories from a couple of your happiest customers will also come in handy in the marketing and PR management of your school – all thanks to the out-of-the-box thinking of the marketing strategists at G2K.

We'll make your success stories stand out, so much so that they become your brand ambassadors – marketing your school and its courses for you. The approach has many benefits. Two of our favorite ones are - a) the opportunity to make some cuts in your marketing budget and b) higher rate of conversion therefore more ROI. Customers believe other customers more than they believe any ads or marketing messages.

### **The G2K Success Stories**

When we talk about using success stories as a marketing tool, we talk about genuine, 100 percent original success stories, reviews and testimonials only. The market today throngs with businesses using cheap tricks and tactics to force customers into writing reviews and success stories or, forging it themselves.

Go2Karate® Success Stories take you beyond the realm of fake reviews and forged success stories. You “Keep it Real” in your martial arts school don't you? Well, we Keep it Real when marketing for you! G2K has an eye for detail and can easily spot fake and forged reviews and stories. This quality has also given us a greater understanding of the ways in which genuine success stories can be used to bring more students. We utilize them like the black belts in marketing and project you in front of the world, as you are – passionate, real and expert in martial arts training.

## **Go2Karate® Success Stories**

- **What will Go2Karate® Success Stories do for me?**
  
- **How can I get a Success Story on the Internet the correct way to bring in new members?**
  
- **I want to be the expert martial artist in my area. I want to educate the public on what I do. Can G2K take care of this for me?**



## 14. Quality-Lead Generation and Conversion Like Never Before

We at Go2Karate® understand your passion for martial arts. The culture of self-discipline, nonviolent conflict resolution, increasing focus, strengthening the body, mind and soul and developing a sense of respect for the self and others – there are few things in the world that can truly transform the body, mind and soul as good as martial arts can. Students of martial arts grow up to be responsible citizens. Their increased fitness level, higher confidence, better cooperation skills and acceptance of nonviolence as the first choice in resolution of conflicts can help them change the world!

It is only fair that martial arts trainers and school owners have all the time and resources they need to teach and train students, at their disposal. Go2Karate® works with the sole aim of doing just that! From setting up a unique “marketing website” and listing you on local and national directories to setting up systems for lead generation and marketing your school using multiple techniques – ***Go2Karate® is your one stop shop for the most comprehensive, superior marketing strategies.***

### **Five quick reasons to market with Go2Karate®**

- **A vast pool of expertise and experience**

Go2Karate.com™ draws upon the expertise of professional martial artists and instructors with more than three decades of experience in the field. Good judgment comes from experience, doesn't it?

*“A gram of experience equals a ton of theory in worth”*. The experienced in martial arts and marketing work for you when you work with us!

- **Specific to the martial arts industry**

We are an industry-specific organization. Our marketing strategies are tailored for implementation in *your* industry. Managed by expert martial artists, we know the industry in detail and have a stronger grip.

- **Developers of the Go2Karate.com directory**

Apart from being the most powerful marketing system out there, Go2Karate.com is also the largest martial arts marketing directory in the world. Add to it the fact that we are the only martial arts marketing company to manage marketing with Groupon directly as you have three compelling reasons to work with us.

- **Comprehensive marketing solutions**

Successful strategies are those that place all pieces of the marketing puzzle together and work in conjunction. We are the specialist in placing the puzzle pieces together and give you an all-encompassing strategy. Individual strategies work not only singularly but also in a harmony with each other, giving you a greater ROI.

- **String of happy relationships**

We take immense pleasure in noting that our journey has been one filled with happy and satisfied customers. Right from school-owners and martial arts trainers to consumers who use the website for choosing a school, our work has enabled us to establish and maintain great relationships – something we look forward to sharing with you.

### **One single step to get started**

Don't wait another minute to put the talented people behind world's largest and most widely-used martial arts directory, to work towards bringing in more students to your school. Call us on 234-738-2890. We're available Monday to Friday from 8am to 6pm.

Can't seem to find time within our working hours? No problem! We've got you covered as always. Fill out this *quick form*, hit the submit button and let's get the action started. It'll take less than a minute.

We at Go2Karate® look forward to indulging in our passion of generating high-quality leads for your school in a manner that lets you indulge in yours – training students in the science and art that is martial arts.