

Online Marketing Strategies

Martial Launch! Services



7 Steps To Achieving Maximum...

- **Visibility**
- **Lead Generation**
- **Conversion and**
- **Retention**



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Please see important supporting resources (links, services, downloads, etc) at the end of this document.





The Seven Steps

1. Define your goals
2. Invest – Foundation Principle
3. Know Your Audience
4. Create Demand
5. Lead Them To Drink
6. Capture Existing Demand
7. Engage

Step 1 – Define Your Goals

Before launching any form of Internet (or other) Campaign, it's important to know what you're trying to accomplish.

- **Build Awareness**
 - **Demand Generation**
 - **Capture Prospects**
 - **Generate Sales**
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- Other factors (Local/National/Global)



Step 2 - Invest–Foundation Principle

- Without this foundation, your business will not survive and certainly will not grow.
- Some people refuse or are afraid to invest money and/or time into marketing: advertising, promotion and PR.
- Think of marriage or any other relationship.
 - **If you keep pulling away, eventually that relationship will suffer**
 - **What would Dr. Phil say?**
 - **Remember the acting story- Don't Just Think It... Find Out How and Then Do It.**



Step 3 - Know Your Audience

Internet Consumers are a tricky bunch. You should know... you're probably one of them.

- Some are just looking and some are ready to buy (Point Of Interest – 30% Buy Locally)
- Learn what they want - No assumptions? (Remember Jr. High Kids and GPS story)
- Both (buyers/lookers) are important to your business
- The web makes it possible to:
 - **Get to know them (stats)**
 - **Reach out to both 24/7 (web presence)**



Step 4 – Create Demand

Generate demand (online and ...)

- **Banner Ads**
- **Print Ads**
- **Seminars**
- **Special Events**
- **National and Local Media**

NOTE: Search engines (Organic/PPC) do not create demand, They are portals to information.



Step 5 – Lead Them To Drink

Use available tools and technologies to capture visitors attention based on their needs and take them where you want them to go.

- Layout (button placement)
- Content (FAQs, Contextual Links)
- Don't deceive (Remember Consent Slip, Dim Mak and College Letter Story)
- Email Marketing
- Be like water my friend.



Step 6 – Capture Existing Demand

You Must Give

- Promotions, Reports, Special Offers, Give-Aways

To Get Information Via

- Contact Forms
- Post anti-spam email address
- Phone/Call back Request
- Pop-Ups, Overs, Unders, On Exit, On Entry



Step 7 - Engage

Follow-up and stay in contact with leads, prospects, students

- Auto Responders (Thank you, Did you know)
- Trial Classes
- Call Backs
- Newsletters
- Videos (YouTube)
- Social Networks (Facebook, MySpace, Twitter). Discussion board vs. boreds??
- Create your own (Ning)



Tools and weapons of the trade

- Contact Management Systems
- Newsletter Systems
- Viral Marketing
- Mobile Marketing (Mark my words!)
- The Most Neglected
 - **Your Web Site**
 - **Your Business Card**
 - **Access Points**
 - Advertisers Advertise... Learners, Learn... Go where they go, connect with people already there and promote there. Cut 30% of objections



In summary

- Treat your online promotion and marketing like a process and not necessarily a plan
- Promote both online and off
- DO NOT IGNORE new technologies and changes
- Eat right, take your vitamins, say your prayers then Live Long and Prosper



Resources

- Start an email newsletter (Free Trial)
 - <http://martiallaunch.icontact.com>
- Create your own social network:
 - www.Ning.com
- Trial Class and Event Registration
 - www.FirstClassBookingSystem.com
- Martial Arts Marketing and Local Search
 - www.MartialLaunch.com
- Download “Dominate Your Local Market” White Paper
 - www.MartialLaunch.com/master

