

5-Step Online Marketing Blueprint

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“5-Step Online Marketing Blueprint For Martial Arts Schools”

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Introduction

WE FEAR CHANGE!

The one thing that is consistent with the Internet is that it is consistently changing! In order to be an online ass-kicker, you've got to have 'eternal vigilance' and stay up to date on all online marketing strategies and techniques.

Some of the techniques that I will share with you in this manual were not very important a few years ago and may be replaced in months/years to come with something else.

Secrets to Success

Here are just a few of my Success Strategies; I would have never filled my school up with students or helped out so many clients had I not adhered to these golden rules.

1. **CONSISTENCY** – Internet Marketing is not something you do 'once'. There is no 'set it and forget it' setting for this stuff. It needs to be consistent and ongoing. Don't let a single day go by without you 'marketing' your school, your programs and of course your website!

2. **OUTSOURCING** – Don't waste your time doing something that you can pay someone to do that earns less money than you. If your time is typically worth \$75 per hour, don't sit there and write Online Articles. Instead, pay a high schools student or a stay-at-home Mom \$8-\$10 per hour. Makes sense, right? Great sites for outsourcing; www.odesk.com, www.scriptlance.com, www.elance.com. Be careful when using these sites though – check reviews on anyone you're intend on hiring and be very clear in what you want. You are not going to get anything better than what you ask for so make sure what you ask for is what you want!

3. **OVERCOMING OBSTACLES** – the Internet is a touch opponent. Just when you think you've got it all figured out and you've got everything working for you, it hits you with a 3-punch combo that knocks you the f*ck out! Search engines like Google are always trying to combat internet marketers and preserve a 'good user experience' for people. As a result, they're always coming up with ways to block stuff and generally give you a hard time about getting ranking and promoting your business.

You have to be tenacious and utilize that 'non-quitting' spirit we talk so much about. For every business person that runs a successful campaign online, there are 1000 others that tried and failed. Not for lack of talent, intelligence or even resources. They fail because they give up.

4. **TIME MANAGEMENT** – One of the most important concepts in Internet Marketing in my opinion. It's very easy to get caught up in emails, Facebook and looking at videos. Next thing you know, it's almost 4:00 and you've got no real discernable work done. A good approach I learned was to take my day and week and split them up with certain tasks. For example; I'm most creative in the mornings, so that's when I do all of my creative writing. Whether it's sales copy for a website, an email auto responder campaign or a blog post for my clients.

I also try to get the bulk of my writing in on 3 days per week, Monday, Wednesday and Friday. I take a certain amount of time each day to answer emails, limit my personal calls to a small window each day and try to stay off Facebook.

Try checking out Timothy Ferris's NY Times Best seller "The 4-Hour Work Week." Reading it will really change the way you look at your time.

Designate specific times of day that you answer email, phone calls, etc. Checking Facebook and answering emails can rob you of precious time. Organize your day in a way that works for you and help you to G.S.D! (Get Sh*t Done!)

1. Websites.

One of the worst things that school owners can do is to hire an amateur to build their schools website or even worse – do it themselves. Your website is really an extension of your actual business and if it looks amateurish, then so does your business.

Just think, if you walk into a local business and you notice that the construction in their lobby is unfinished, the desk is messy - let's face it; you're not going to have a lot of confidence in that business. Your website is no different.

If you have a poor design, a lot of stuff that's not relevant to your prospect, crappy cut-out graphics, music etc., you will turn people away.

That being said, let's go over what a 'real' sales site needs to have in order to make it work;

By the way, you may be asking yourself "what makes this dude think he's the authority?" I'll tell you what makes me the authority and why you should listen to me closely;

The websites that I've built for clients over the last 18 months have generated over 91,503 opt-ins or 'leads' and converted 42,498 people to actual online enrollments! That means that 42,498 people took out a credit card and purchased an offer for membership on one of the websites that we've built. Those online enrollments resulted in over \$22,757,688 in actual contracts.

Do I have your attention? 😊

Okay, here's my website design strategy; these are my closely guarded secrets and can literally enable you to dominate your market. Make sure to use these strategies for good and stay away from the dark side of the force!

1. Your home page must be clean, straight to the point. Prospective students need to find out how to get started in your program in less than 2 seconds. Check your website, does it fail or pass this test? Here's an example of a perfect home page;



"No bones about it. A prospect is not going to get confused when they come upon this site. They know right where to go."

2. Your site should have high-end graphics and a professional look. Crappy cut-outs or do it yourself web design will cost you money.

3. Your home page needs minimal navigation. Don't confuse your prospect. And absolutely NO dropdown menus. They went out years ago and don't function well on many mobile devices.



4. You must have sales pages. People don't care about you, your lineage or what mountain what master came from. They want to know how to get started NOW. You can fill them in on everything else AFTER they get enrolled. [see examples below of complete websites]
5. Your page must be optimized to show up for your most searched terms. This includes
 - a. Keyword-rich domain name; acronyms for your school name are not good at all. Even your subdirectory urls need to be optimized.
 - b. Title tags must be keyword-rich for each and every page. They must also be different from page to page and should include a variety of keywords for your arts.
 - c. Meta-Tags need to contain keywords although this no longer has great weight with search engines, it's still valued for Google PPC campaigns.
 - d. H1, H2, H3 tags should all be connected to optimized sentences or phrases on your website. They are headline tags and are very important for optimization
 - e. ALT tags on your pictures need to have relevant keywords attached. Your pics or images on your site need to be named with things like "Your town Your Martial Arts" as an example. Only give

optimized names for pics that are relevant. Don't take a button and name it "Queens Karate Button". Google knows what you're trying to do and it doesn't like it. It will eventually penalize you for giving out info that is not helpful to it's users.

- f. You must have copy that contains your keywords but does not 'over do it'. 3-5% is a good amount of keyword density. Go to www.keyworddensity.com and you'll see what I mean. If you make your copy 10% keywords, search engines will think you are just being spammy.

“Now that you’ve got all that done, here comes the best part – the Program Sales Pages.”

Now, I prefer a long-form sales page and as you have already heard, I've been pretty darn successful with it. Over the last two years, we've refined it and tweaked it a dozen times. It's an ongoing process to find out what works and what works 'better'.

Here's my long-page formula along with examples of the pages my company builds for schools. A sales page like these, including copy, design and development would normally cost you about \$4,000-\$8,000 to have professionally done. At the time of this writing, my company is able to build these for schools for only \$599 down and only \$199 per month.

(Don't quote me on that as the prices may have gone up by the time your reading this.)

Call the office M-F from 10:00 am – 6:00 PM EST to find out how to get one of these killer sites for your school right away!

Here are a few sites built with the “Martial Arts Website Formula”

<http://blackbeltkaratestudio.com/> (adults, kids, cage fitness)

<http://queensmartialarts.com/> (kickboxing, adults, birthday parties, kids)

<http://bluespringsmartialarts.com/> (kickboxing, adults, mma, kids)

<http://randolphmartialarts.com/> (kickboxing, kids, krav maga)

<http://brooklynmartialarts.com/> (bjj, kickboxing, kids)

<http://teamdragonstar.com/> (krav maga, kids, birthday parties)

<http://martialartsrahway.com/> (kickboxing, adults, mma, kids)

<http://youngstownmartialarts.com/> (mma, bjj, kickboxing, muay thai, kids)

As you can see, the main site has covered the above items and the sales pages adhere to the formula below. Basically, if you wanna sell memberships online and turn your website into a ‘student-getting’ machine, your sites have got to have these things;

1. Headline – must be compelling and/or promise a massive benefit
2. Opt-In Area – must be on right hand side, and don’t ask for phone #'s!
3. Ethical Bribe – a report, video, tips, etc. Make it good!
4. Sales Copy – most important part. Get it done by a pro
5. Social Proof – show others using your service and their results
6. Offer – test out several to see what works. Not every offer will pull
7. Guarantee – if you don’t guarantee your services, no one will trust you
8. Call to Action - tell them what to do, click, call, etc. Be specific
9. Sense of Urgency – let ‘em know that this won’t go on forever
10. Payment – make sure they can BUY an intro program on your site!

Follow these steps and you’ll be killing it online in no time. If you have any questions about this section, call me directly – (516) 543-0041 or find me on Facebook: <http://www.facebook.com/michael.parrella1>

2. Traffic.



Doesn't matter how good your website is, your not going to get any students from it if no one sees it! So in order to make that happen you've got to get it some good 'ole traffic!

Most school owners think that the organic ranking of your site is paramount – but it's not. It doesn't matter if you have the top spot in google, if my website has 8 of the remaining 9 spots, odds are it'll get clicked before yours does.

So, since our website can't be in every spot on the search engine, let's see how we can leverage other high-page-ranking websites to help us take up some other spots and make your site much more appealing and visible.

Here are the main areas that my company focuses on when driving traffic to one of our iLoveKickboxing.com locations or to our website clients that hire us to do marketing;

These are not in any specific order but I favor the top 4.

1. Articles
2. Video
3. Business Directories
4. Classified Ads
5. Blogs
6. Facebook/Social Networks
7. Social Bookmarks
8. Press Releases
9. Web 2.0
10. Deal Sites
11. Ebay/Amazon
12. Forums
13. Answer Sites
14. Photo Sites
15. iTunes

Although I'll give you the run down on a few of them here, I could literally write a manual on each one. But this will get you started for sure;

1. **Articles** – use sites like: www.ezinearticles.com, www.ehow.com, www.articlesnatch.com, www.articledepot.com, www.goarticles.com

When writing articles, make sure of a few things;

- a. Make your articles approx. 400-500 words
 - b. Make them 'keyword rich'. In other words, work in the most popular search terms for a specific martial art. Do make your article 2-3% keyword rich. Any greater percentage and your article most likely will get rejected for being too 'spammy'
 - c. You should make the article interesting and informative and most importantly, relevant to your topic.
 - d. Make it specific – Write a cool article about a specific benefit of kids martial arts. Don't just do a "Martial arts is great for everyone, blah blah blah" article. No one wants to read that.
 - e. Don't write it as a huge ad for your school. Don't make it read like a sales pitch. You've got to work yourself in there but be subtle about it.
 - f. Include a quote from one of your instructors or parents. Think newspaper article or news report. There's always the eye-witness or the quote from victim's family, etc.
2. **Video** – use sites like: www.youtube.com, www.viddler.com, www.vimeo.com, www.dailymotion.com, www.Kwego.cokm, www.metacafe.com

Video is a really powerful tool since search engines always favor video content you have a great chance of getting your video to show up on the first page if you do it right.

Flip style cams are cheap and available everywhere. I like to use the Kodak ZI8 but the newest model looks pretty cool. Why I prefer these models over others is that they allow for an external mic. It makes a HUGE difference in the sound quality when filming testimonials or speaking parts.

http://store.kodak.com/store/ekconsus/en_US/pd/PLAYTOUCH_Video_Camera/productID.200992300

Here are few tips about video marketing;

- a. Make your videos :30-2:30 minutes long, MAX! Don't go longer if you can avoid it. Shorter is always better.
- b. Make sure your website is listed at the beginning of the video and at the end. Showing it on the lower right hand corner during the video is good too.
- c. Don't you hate that after your video finishes playing that some of your competitor's videos pop up? Video sites like to show relevant videos right after yours finishes. Here's a way around that; Leave 0:15 seconds of pure black screen at the end of your video. This will prevent people from watching your video long enough to see your competitor's relevant videos. After a few seconds of black they'll think it's over and either click your link or leave.
- d. Always include you website link in the description and some keyword rich copy as a description.
- e. If you don't have video handy, try taking 15 pics or so and dumping them into a free slideshow program. Let each pic show for about 2-

3 seconds each. Then drop in some free music as the soundtrack and you're good to go!

- f. Post your video on several video sites. Put video #1 on 5-10 sites, then put video #2 on 5-10 sites, etc. etc. **Don't do them all in one week.** That's a great way to get your videos banned or kicked off the sites. Best practice is to do one per week.

- g. The number one rule: Make the title of your video Keyword Rich! Naming your video "Roundhouse Kick Defense" might get it seen by martial arts enthusiasts, but probably not local prospects. Naming it "YourMainTown Martial Arts Classes: SecondaryTown Self Defense Class" will go a lot further in getting you more students!

- h. Make videos of non-intimidating activities going on in your school. If you make a video montage of kids punching each other in the face, although you and I would love to see that, it might not resonate with parents who want a safe activity for their kids, dig?

If you find this a bit overwhelming and you're looking to get it all "done-for-you" – call me. We launch online 'assaults' for our clients all the time and get them all over the first pages of search engines. 516 543-0041

3. Pay-Per-Click Advertising.

What is it?

Pay-Per-Click ads or PPC for short appear as tiny classified-style ads on the right hand side of Facebook or search engines like Google, Yahoo and Bing. They also appear on the tops of searches on those three, but Facebook is only limited to the right hand column.

*“Every time someone ‘clicks’ on them, you pay a fee, hence the term **Pay-Per-Click.**”*

Basically, you set up an account on one of the above sites and locate their PPC webpage. You will most likely need to create a new account for PPC and have your CC ready for billing.

After you set up your basic info and your target area, (See #6 below) you’ll be asked to select the keywords in which you want your ads to appear. HINT* - ONLY pick relevant keywords. Do Not pick “Karate Sneakers” if you’re trying to rank for Karate. Stick to Martial Arts, Self Defense, Karate utilizing additional keywords like ‘lessons, instruction, course, program, classes, class’ etc.

To find relevant keywords (what people are actually searching for when it comes to your martial art in your area) use the Google Keyword tool. Just do a search for it and you’ll find it. Try typing in “Your Town Your Martial Art” and see what comes up. Then type in the other companion keywords I mentioned above. All in all, I think you might be very surprised to find out just what people were searching for. It’s probably very different from what you *thought* they were typing into the search engine.

Once you have your keyword list, you then need to construct ads. There is an art to writing an ad that 'pulls' or converts, so don't take this part lightly. I spend a lot of time testing and re-testing the right ads. My best recourse for inspiration: <http://Magazines.com>. You can search for just about any magazine out there. Fitness, Parenting, Training, you name it.

The coolest part is each magazine cover has tons of great ad copy. Think about it; headlines and short bursts of copy along with images sell those mags. They have talented and creative people writing them. They measure their results. They know what types of images sell more and what types of headlines and copy work best. Follow what they do.

That piece of info may just be one of the most valuable 'nuggets' that I've shared so far!

Here are some important facts you need to know that can save you thousands of dollars in the short term and much more over the course of a year or two.

1. Google and Facebook are the most popular and most expensive. As more people use them, they are actually going up in price.
2. Yahoo and Bing are cheaper as there are less businesses competing for clicks, but as you can imagine, they are less popular and therefore seen a lot less.
3. Facebook and Bing are the easiest to set up. Followed by Yahoo. Google however is a completely different story. Google makes it just easy enough to sign up and waste a ton of money. For a Google Adwords campaign, it's best to either find an expert and pay them to set up your campaign

(around \$300 or so) or spend several hours reading blogs, reports, manuals and watching videos. It's not impossible to learn, but it will take time.

4. Acceptable Click Thru Rate (CTR) “the number of times your ad is clicked vs. the number of times it's shown (impression)” has a lot to do with how much you'll wind up paying per click. Good CTR mean that you're making ads that people like and therefore you're viewed as a good and relevant advertiser. A good CTR on google, yahoo and bing is anything above a 1%. Facebook is .10%. This is the yardstick you can use to discern whether you created a good campaign structure with good ads.
5. Monitor your campaigns daily/weekly. Bid prices for keywords can change drastically, so you must augment your bid amounts accordingly.
6. Keep your ad campaign radius to a max of 25 miles, but you might chose closer to 10 if you are in a very rural city. Different than direct mail, you're not sending ads to people's homes – they're seeing your ads at work, at the coffee shop and on their mobile devices. They could be almost anywhere!
7. Make sure that the ads you run have at least one of your keywords in it. Your CTR will be higher. If I am running an ad for “Carle Place Kickboxing Classes” as a long-tail keyword, then I make sure that the ads I run for that keyword contain those words.
8. Test, Test and then Test Again! It's your money so use it wisely. Don't throw money on ads that don't work.
9. If sales copy is King for websites and ads, then a Headline is the Crown! Make sure it's a killer.

10. Make sure your copy has have an offer or a call to action contained in it: 'Click here for free report' or '6 weeks for only \$69', 'Click Now for Special Offer' etc.

11. Facebook ads will require an image. Make sure you're using an image that is horizontal in shape and follow their size guidelines. Make sure you are using a compelling picture that will grab people's attention.

12. Not all your ads will get approved. You'll need to comply with the guidelines for each PPC service. Some are looser than others. Facebook is probably the toughest, your pic must be relevant to your ad (can't use a pic of a swimsuit model if you're selling kids classes). My Rule: If you're not getting your ads disapproved, you're not trying hard enough. But don't be discouraged. Look at their guidelines when they reject your ads. Make the changes and resubmit.

4. Reputation Management.

Here is an example how the internet is really changing the way we do business. This category didn't even exist 2 years ago. Now? It's the one element that can break a business in just a matter of weeks.

Back in the old days (like 5 years ago) if you had a disgruntled customer or even an employee, they really didn't do much to damage your reputation. Other than telling a few people, what were they going to do, hold picket signs up and march back and forth in front of your door?

Now? One pissed off customer or a cross-eyed ex-employee can literally become a one-man wrecking machine with the use of the Internet!

I personally think that with customers having this kind of 'voice' online, that some school owners will have to rethink exactly 'how' they handle challenges with customers in the future.

So here are some steps to follow;

1. Make sure your business is accurately listed on as many business directories as you can find. I recommend these at a minimum. They will also do a lot to help your business get 'found' online by consumers. Google Places, Bing.com, MerchantCircle.com, InsiderPages.com, SuperPages.com, Hotfrog.com, Yelp.com
2. Monitor these directories each and every week. Pick a day like a Friday and create a spreadsheet where you keep all your directory links.

3. Give links to your best/happiest students and ask them to post a positive review of your business on each of these. You may decide to give some sort of incentive, i.e., a pvt lesson if they fill out a review on 10 directories.
4. Keep some reviews from students on file so you may post them on their behalf (more on this in a second)

Okay, so you've done all this, you're swamped with positive reviews but then the inevitable happens. A customer gets mad because they signed a contract, came to class, used your services but now conveniently wants to break that 12-month contract and on top of that...is asking for a refund!

You politely inform them of their 'obligation' and let them know that you and your service will be here for them, but they still need to keep up their end. You offer them a few privates to keep them going and are even willing to extend their contract another 2 months for free. But it's no use, nothing gets resolved.

Two weeks later, a bunch of really bad reviews start popping up and it's not looking good for you. It seems that they have changed some of the facts around and are not exactly portraying you in a good light. You tried contacting the student, you even tried contacting the review site to remove the erroneous posting. No luck.

Here's what you do. Remember where I told you to keep a few reviews on file from your students? Ones that they just emailed you or you had them write while in the office one day? Well...now you post them right after the bad review at the rate of 1 per day for a week. This will not get rid of the negative review but it will suppress it and get it off the first page and out of people's line of sight. Plus,

these new reviews will bring your average score up (stars usually) and your business reputation will be back where it should be.

*WARNING – this is a powerful technique. If you misuse it, it'll look like you're just posting up your own reviews which is not only unethical but totally uncool. Only post REAL REVIEWS. And if you are posting on behalf of your students with reviews that they have given you, make sure you do it from completely different accounts.

Follow these steps and you'll have great reviews, attract more students and have a stellar online reputation!

5. Social Networking.

Social Networking sites (primarily Facebook) are one of the best ways to market your programs. Why? Well, not only are all your students on there, so are their friends (your prospects), and their friends (more prospects) and their friends... See where I'm going? It has become the place we all go to hang out, stalk our ex's and see who's got what going on in their life.

Picture this; one of your Facebook friends just got a brand new car. Something you would usually hear about through the grapevine. All of a sudden, a new post on your news feed comes up that says...

"just got a brand new, kick-ass BMW 750i complete with an awesome sound system! Who wants to go for a ride?"

Here's the point; when something exciting happens in our lives now-a-days, Facebook is the first place we go to tell everyone about it. It's like our own personal news source. Now picture this; another one of your Facebook friends just signed up for Martial Arts classes. Guess what the Facebook news feed might say now...

"just signed up for this awesome martial arts class! Can't wait to go back and learn some more cool stuff!"

Interesting, huh? Now check out the same post with a little bit of coaching by you...

“just signed up for this awesome martial arts class at XYZ Martial Arts! They have a great online special to get started! Check out their website here...<http://www.yourwebsite.com>. Who wants to go with me?”

See what just happened? This person probably has the average 175-400 friends on Facebook. That’s 175-400 people who just saw your link with one post from one member. Now imagine you get your entire student body to do this? Think of the amount of traffic your site will get!

To learn 7 more awesome Facebook tips, check out the report we wrote entitled appropriately; "A Student a Day With Facebook". Just enter your name and email on the following site and it’s yours FREE!

<http://www.fconlinemarketing.com>

Remember, social networking sites are powerful traffic drivers. But traffic to a poor site is a waste! Make sure you have a high-powered sales site to send people to so you can track the results and reap the benefits!

Committed to you success,

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