9 Pillars Summer Success Strategy

# Killer Summer Marketing Activities

Many schools struggle through the summer months….

Others just stop growing….

Yet others do fine…but are forced to add summer day care to their school – Labor intense, time intense….doesn’t generate many new enrollments etc…..

Top 20% -vs- Bottom 80%

Excuses:

“Everyone” slows down….  
It’s Normal/”OK” to slow down in the summer….

Revenue Decline:

Lots of families are on vacation, and don’t want to continue paying for lessons in the summer

Low Enrollments/Lead Generation:

“Everyone” is too busy/distracted in “other” summer camps/activities etc….

**Case Studies:**

1. “Other” Summer Camps (Filed Trip/Character Program)
2. Summer Community Events
   1. Kids/Families
      1. Festivals, Marathons, Fun Runs, Art Fests
      2. Home Shows
      3. Boat Shows
   2. Adult Market
      1. Music Festivals/Concerts
      2. Motorcycle Shows
3. Family and/or Blockbuster Movie Releases
4. B2B – Summer/Seasonal Businesses
   1. Mother’s Day
   2. Father’s Day
   3. 4th of July – Fireworks Vendors
   4. Etc….
5. Accelerated Staff Training Event
6. Website SEO-SEM
   1. Targeting Summer Keywords and offers
      1. Summer Camps
7. Re-Targeting Follow Up Systems for Summer Relevance
8. Internal Summer Camps
9. Social Coupon-ing (Summer Camp)
   1. Some social coupon sites resist Martial Arts, but many have been able to get their Summer Camp’s featured. (Specifically Living Social and Groupon)

Summer Class Execution:

* Collect Data
  + Enter Data
    - Email
      * Program Info + Soft Pitch
      * Blog Post Videos
    - Voice Broadcast
    - SMS
    - Mail Package
* Pre Event Call
* During Event Call
* Post Event Call
* Sticker/Flyer/Ad Card/Jelly Bracelets etc....
* + More +
* "Program" them for the special class (Something COOL) Thursday at 5:00pm (Weekday evening, day following etc....)
* + Saturday "event"....perhaps.
* + Video of "Mat Chat" (or testims etc.....put on blog)
* + Email/SMS/Mail FU Seq.