

**A Quick Marketing Checklist. (Version 1)**  
**By Stephen Oliver**

***It's ALWAYS the "Parthenon" – Never back off. Are you doing 20 significant marketing systems per month to generate new students?***

**If you have at least 100 ACTIVELY Training Students** – for effective REFERRAL Systems you have to have "Critical Mass"

- ( ) Hosting at least 2 "big event" buddy events per month.
- ( ) Systematically hosting "Pizza Parties" (See Ultimate Referral System) for new students as graduating to first belt.
- ( ) Scheduling Birthday Party (for Kids) during the enrollment process.
- ( ) Inviting and Requiring friends at Belt Graduations (especially the first 2 or 3)

**Family Enrollments (should enroll at least 50% of parents with kids)**

- ( ) For kids requiring (encouraging) both parents to take the Introductory Lessons
- ( ) Having Adult & "Family" classes. Eliminating the idea of "Kids Classes" all kids classes to include parents.
- ( ) Use – 2 Full Price = Family Enrollment Tuition Structure.
- ( ) Effectively encouraging parents to enroll at the enrollment conference

**Grassroots Marketing:**

- ( ) Signage and using store-front effectively:
  - ( ) 8 ½ X 11 flyer / brochure holder on front door (real estate flyer holder)
  - ( ) Inflatable "Kicker" in front of the school
  - ( ) "A" Frame Signs on sidewalk – in front of school
  - ( ) Signage with Phone, Offer, Website, QR Code, Short Code Text for Free Offer. On front windows.
  - ( ) Window "Clings" – Smiling Students, Testimonials.
  - ( ) Rotating seasonally appropriate offer Banner on Building. (Summer, Back-To-School, Holiday, etc.)
  - ( ) TV's in Window's running 24/7
  - ( ) Front Door open, "Live Event Booth" on Sidewalk as much as possible.
  - ( ) "Ring Doorbell" with signage on the front door.
  - ( ) "VIP" on sidewalks – in the shopping center & Vicinity.

- ( ) Have 250+ Rack Card Locations placed and serviced each 4-6 weeks.
- ( ) Charitable Fund-Raiser Flyers on Pizza Boxes and through other merchants.
- ( ) “Bandit Signs” out 50-100 locations. Rotate, Replenish.
- ( ) Flyers distributed CONSTANTLY:
  - Doorhangers
  - Post-It-Note Flyers (car windows, door-to-door, etc)
- ( ) VIP Conversations – Setting Appointments Face-To-Face.

### **Live Event Marketing**

- ( ) Manned Booth Movie Theaters with Appropriate “Block-Busters” throughout the year.
- ( ) Manned Booth at: “Movies’ in the Park”
- ( ) Manned Booth at: Fun Runs, 5 K Runs, Marathons and other similar events.
- ( ) Seasonal Live Events:
  - ( ) Thanksgiving/Christmas Events
  - ( ) Halloween Events – Haunted Houses, Carnivals, etc.
  - ( ) July 4<sup>th</sup> / Victoria Day, etc.
  - ( ) Easter Events (Easter Egg Events, etc.)

### **For Kids Market:**

- ( ) Working effectively with local Private/Public Elementary Schools:
  - ( ) PE Teacher for the Day with Permission Slips
  - ( ) Before or After School 6 lesson Enrichment Programs
  - ( ) Manned Booth at Back to School Nights
  - ( ) Carnivals – Fairs with Manned Booth.
  - ( ) Charitable Fund-Raiser Flyers Distributed regularly.
- ( ) Working effectively with local Day Cares/Camps, etc:
  - ( ) PE Teacher for the Day with Permission Slips
  - ( ) 6 lesson Enrichment Programs
  - ( ) Manned Booth at events
  - ( ) Charitable Fund-Raiser Flyers Distributed regularly.

### **Interested Prospects – Farming/Drip Systems (keeping leads warm)**

#### ***Communication (order of priority) via:***

1. Live outbound calls
2. Text Messaging

3. Direct Mail: Postcards, Letters, Robust Packages
4. Automated Voice Mail
5. Email
6. Custom Audience of Customers (Re-Targeting) – Facebook
7. Retargeting via uploaded email list – Google
8. Retargeting on Facebook via “Pixel”
9. Retargeting on Google via HTML code

**Frequency:**

Mail at Least 2 -3 per month.

Email – once or twice a day

Retargeting – Ongoing

Text Messaging – Live Outbound call. Once or twice a month. More frequently during initial contact period.

- ( ) Inviting to all Live Events (Buddy/Referral Events)
- ( ) Seasonally Aggressive Offers (Summer, Back-To-School, New Year’s, Holiday, etc)
- ( ) On-going “Education” on value of training (character development & testimonial content)
- ( ) School Newsletter Monthly or more.

**Online Marketing:**

**Google:**

- ( ) 50+ 5 Star Reviews
- ( ) Have taken control of your google local/google+ business page:
  - A. Interior, Exterior, Classroom Photos
  - B. Links to YouTube (Testimonial) Videos
  - C. Map correct to school
  - D. Phone, Website, etc. correct.
- ( ) Strong Search-Engine-Optimization for website for organic search  
Links, HTML Meta Tags, Fresh Content (blogs)
- ( ) Strong Google Pay-Per-Click placement with LOTS of appropriate key words and strong offer that leads to matching “Landing page”

**Facebook:**

- ( ) 50+ 5 Star Reviews
- ( ) Facebook Page with offers, website, phone correct, etc.
- ( ) Regular “Live Video” casts of All Major events (Boost)
- ( ) Misc. Daily posts – Event Photos, Student Photos, Congratulations, etc.
- ( ) Active and Aggressive Targeted Facebook Advertising with appropriately tied Landing pages.