

# Mile High Karate Marketing Plan

## January

Purchase of 2-3-marriage mailer

*Example:*

*Money Mailer*

*Pocket Coupon*

*Penny Pages*

Mail a 4 part direct response to all past prospects

Mail "New Years" Cards to prospects

New Years Eve Party at Your School

New Years Resolution Class

3-5 New Years JV or Business to Business

*Example:*

*Guest Passes to all health clubs*

*Booth off site – health clubs*

*Gift Certificate to all business within a 4-mile radius*

1 Martial Arts Event: Focused on a New Year, new start or New Year's resolution

*Example:*

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1/Community Service Class – market to past prospects, buddy event attendees, and leads from your marriage mailing as well as schools, daycare, and places of worship

*Example:*

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare – collect contact information prior to event

2-4 Camps and/or before and after school care programs – collect contact info

2 After school programs – See Mile High Karate After School Program

8-12 birthday parties - average two per weekend see MHK Birthday Parties

12 pizza parties – Combine 2-5 parties together with like ages

*Example for having the party:*

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*

Parent coaching workshop

## **February**

Send Out Valentine's Day Cards

Example:

*To all Past Prospects*  
*Packets of 30 for your students to hand out at school*  
*To Pass out to all groups you are currently working with*

Valentine's Day Party on site

Mail Valentine's Day cards to prospects

Valentine's Day card for your students to pass out at Elementary School

3-5 Valentine's Day JV or Business to Business

Example:

*Guest Passes – to flower shops, candy stores*  
*Booth off site – schools, churches, stores in a 2-mile radius*  
*Gift Certificate – to moms to give co-workers and friends*

1 Martial Arts Event: focused on friends train "FREE" and/or Families train "FREE"

Example:

*Special Weapons Class*  
*Special Technique Classes*  
*Board Breaking Class*

1 Community Service Class – Market to the families of your active students. Use chain e-vite

Example:

*Anti Bullying Class*  
*Study Skills Class*  
*Women's Self defense Class*  
*Family Self Defense Class*

2-4 Single Day Program at a daycare – Collect all contact info prior to the event

2-4 Camps and/or before and after school care programs – collect contact info prior to event

2 After school programs – See Mile High Karate ASP

8-12 birthday parties – conduct 2 per weekend

12 pizza parties – combine 2- 4 parties per weekend

Example:

*Good Grades*  
*Gift for renewing*  
*Gift for enrolling*  
*Gift for sponsoring a new member*

Parent coaching workshop

Market to prospects families, as a study skills workshop

## **March**

### **Buddy Week the second week of the month**

The students get a ticket for participating in the event, 2 tickets for bringing a friend, 10 if the friend signs up. Do a drawing for the prizes.

Example:

*Monday – Hat day*

*Tuesday – T- shirt Day*

*Wednesday - Tie Day*

*Thursday – Jump kick day*

**Prizes:** One day private training with Instructor, Movie Party for 10 friends, treasure chest of gold dollars

St. Patrick's Day Party on site

Mail St.Patrick's Day cards to prospects

St. Patrick's Day card for students to pass out at Elementary School

3-5 St. Patrick's Day JV or Business to Business

Example:

*Guest Passes – to all your students to pass out at school*

*Booth off site – At place of worship, Bank, Fair*

*Gift Certificate – 3 Businesses within a 5-mile radius*

1 Martial Arts Event: The focus is get a “FREE” pizza party for participating

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1 Community Service Class – Market within the school(s) you're working with

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare – Spring break safety class, collect contact info

2-4 Camps and/or before and after school care programs - spring break safety class, collect contact info

2 After school programs – See MHK After School Program

8-12 birthday parties – 2 per weekend, schedule at enrollment

12 pizza parties - combine 2-4 parties at once

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*

## **April**

Direct mail campaign to past prospects and current prospects

Example:

- Long Form Letter
- Post Card
- Short Form Letter

Easter Party on site

Mail Easter cards to prospects

Spring Day card for your students to pass out at Elementary School

3-5 Easter JV or Business to Business

Example:

- Guest Passes – to every student to pass out at school, to all past prospects*
- Booth off site – 3-5 at community centers, and places of worship*
- Gift Certificate – to 5 Easter egg hunts*

1 Martial Arts Event: Focus on a new start

Example:

- Special Weapons Class*
- Special Technique Classes*
- Board Breaking Class*

1 Community Service Class – Market to the JV and Business-to-Business groups you're working with

Example:

- Anti Bullying Class*
- Study Skills Class*
- Women's Self defense Class*
- Family Self Defense Class*

2-4 Single places of worship groups – collect contact info

2-4 Business adult self-defense classes – collect contact info

2 After school programs – See MHK after school program

8-12 birthday parties – 2 per weekend, you can set them as gifts for past prospects

12 pizza parties – combine parties

Example:

- Past ASP participants*
- Gift for sponsoring a new members*

## **May**

Mothers train for *FREE* month. Huge campaign!

Example:

*Email past prospects and mother*  
*Phone Campaign*  
*Post cards*

Mother's Day mixer/ Party on site

Mail Mother's Day cards to prospects

Mother's Day card for your students to pass out at Elementary School to all teachers

3-5 Mother's Day/ May Day JV or Business to Business

Example:

*Guest Passes – Nail & hair salons as well as spas*  
*Booth off site – Community walks and runs*  
*Gift Certificate – Flower Shops*

*1* Martial Arts Event: Focus on female safety

Example:

*Special Weapons Class*  
*Special Technique Classes*  
*Board Breaking Class*

*1* Community Service Class – Focus on female safety, market within the JV circle

Example:

*Anti Bullying Class*  
*Study Skills Class*  
*Women's Self defense Class*  
*Family Self Defense Class*

2-4 Single Day Program at a Day care – mommy and me theme, collect contact info

2-4 of site women self-defense classes

2 After school programs – See MHK After School Program

8-12 birthday parties – 2 parties per weekend

12 pizza parties – Combine parties with like ages

Example:

*Good Grades*  
*Gift for renewing*  
*Gift for enrolling*  
*Gift for sponsoring a new member*

Parent coaching workshop

Mommy and me self defense class

## **June**

Purchase of 2-3-marriage mailer – summer special Focus

Example:

*Money Mailer*

*Pocket Coupon*

*Penny Pages*

5 Piece direct response mail campaign

Father's Day Party on site

Father's Day cards to prospects

3-5 Father's Day JV or Business to Business

Example:

*Guest Passes – Public and Private pools*

*Booth off site – community fair*

*Gift Certificate – Golf Courses and Country Clubs*

1 Martial Arts Event: Focus on “Kicking with the family “ theme

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1 Community Service Class

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare – collect contact info

2-4 Camps and/or daycare programs – collect contact info

2 youth group programs – Collect all contact info

8-12 birthday parties – 2 per weekend

12 pizza parties – combine several parties

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*

## **July**

### **Buddy Week the second week of the month**

The students get a ticket for participating in the event, 2 tickets for bringing a friend, 10 if the friend signs up. Do a drawing for the prizes.

Example:

*Monday –Shorts Day*  
*Tuesday – Weapons*  
*Wednesday - Street closes Day*  
*Thursday – Instructor pay back Day*

4<sup>th</sup> of July Party on site

Independence Day cards to prospects

3-5 4<sup>th</sup> of July JV or Business to Business

Example:

*Guest Passes – fireworks stands*  
*Booth off site - Fairs*  
*Gift Certificate - Daycares*

1 Martial Arts Event: Focus on “Summer Fun” Double class credit

Example:

*Special Weapons Class*  
*Special Technique Classes*  
*Board Breaking Class*

1 Community Service Class; Focus on child safety

Example:

*Anti Bullying Class*  
*Study Skills Class*  
*Women's Self defense Class*  
*Family Self Defense Class*

2-4 Single Day Program at a daycare – Collect all contact info

2-4 Camps – Collect all contact info

2 Family safety Classes – collect all contact info

8-12 birthday parties – 2 per weekend

12 pizza parties – combine parties with like ages

Example:

*Good Grades*  
*Gift for renewing*  
*Gift for enrolling*  
*Gift for sponsoring a new member*

## **August**

Purchase of 2-3-marriage mailer – Back-to-school Campaign

Example:

*Money Mailer*

*Pocket Coupon*

*Penny Pages*

5 Piece direct response mail campaign – Back-to-school

Back to school postcards to prospects

10 pack of business card to pass out at Elementary School

“Fun Holiday” Party on site – *See [www.brownielock.com](http://www.brownielock.com)*

3-5 Holiday JV or Business to Business

Example:

*Guest Passes – Learning Centers*

*Booth off site - Fairs*

*Gift Certificate – To all schools for silent auctions and fund raisers*

1 Martial Arts Event: Goal Setting

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1 Community Service Class – Focus on study skills and back to school

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare – collect all contact info

2-4 Camps and/or before and after school care programs – collect all contact info

2 After school programs – See MHK After School Program

8-12 birthday parties - 2 per week

12 pizza parties – Combine parties with like age students

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*



## **September**

Labor Day Party on site

Mail Labor Day cards to prospects

Labor Day card for your students to pass out at Elementary School

3-5 Labor Day Theme JV or Business to Business

Example:

*Guest Passes – to all daycares*

*Booth off site – 3 community events*

*Gift Certificate – to businesses*

1 Martial Arts Event: Focus on Personal Growth

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1/Community Service Class –Focus on end Of Summer, re-focus on success

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare

2-4 Camps and/or before and after school care programs

2 After school programs

8-12 birthday parties

12 pizza parties

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*

Parent coaching workshop

## **October**

Have stores market for you. Attach guest passes to hard candy and have stores in the local mall, strip centers and Elementary schools distribute for you.

Example:

*Money Mailer*  
*Pocket Coupon*  
*Penny Pages*

Halloween Party on site

Mail Halloween cards to prospects

Halloween card for your students to pass out at Elementary School

Halloween card for your students to pass out to trick-or-treaters

3-5 Halloween JV or Business to Business

Example:

*Guest Passes – To all haunted houses and corn mazes*  
*Booth off site – Harvest festivals*  
*Gift Certificate – Costume stores*

1 Martial Arts Event: Focus on fun for all

Example:

*Special Weapons Class*  
*Special Technique Classes*  
*Board Breaking Class*

1 Community Service Class – Trick-or-Treat safety

Example:

*Anti Bullying Class*  
*Study Skills Class*  
*Women's Self defense Class*  
*Family Self Defense Class*

10-12 Single Day Program at a daycare – Trick-or-Treat safety class

2-4 Places of Worship and/or before and after school care programs – Trick -or-Treat safety

2 After school programs – See MHK After School Program

8-12 birthday parties - Two per week

12 pizza parties – host several parties at one time

Example:

*Good Grades*  
*Gift for renewing*  
*Gift for enrolling*  
*Gift for sponsoring a new member*

Parent coaching workshop

## **November**

Thanksgiving Party on site

Thanksgiving Day cards to prospects

Thanksgiving Day card for your students to pass out at Elementary School

3-5 Thanksgiving JV or Business to Business

Example:

*Guest Passes – at every grocery store*

*Booth off site – Kids entertainment venue*

*Gift Certificate – to all Elementary Schools for grades*

1 Martial Arts Event: Focus on Family training

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

1 Community Service Class – Safety for the community focus

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

2-4 Single Day Program at a daycare – Collect contact info prior to even

2 After school programs – See MHK After School Program

8-12 birthday parties - 2 per weekend

12 pizza parties – Group parties together with like age children

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*

Parent coaching workshop

Focus on “Helping your Child understand how to learn”

## **December**

Christmas, Hanukkah, and Kwanzaa Party on site

Christmas, Hanukkah, and Kwanzaa cards to prospects

Christmas, Hanukkah, and Kwanzaa card for your students to pass out at Elementary School

Christmas, Hanukkah, and Kwanzaa cards for you students to mail to friends

3-5 National Holiday JV or Business to Business

Example:

*Guest Passes – Retail Stores*

*Booth off site – in the Local Malls*

*Gift Certificate- Every employee of every store in a 5 mile radius*

**1 Martial Arts Event: Focus on family fun**

Example:

*Special Weapons Class*

*Special Technique Classes*

*Board Breaking Class*

**1/Community Service Class – Focus on family fun**

Example:

*Anti Bullying Class*

*Study Skills Class*

*Women's Self defense Class*

*Family Self Defense Class*

**2-4 Single Day Program at a daycare – Focus on Holiday fun**

**8-12 birthday parties**

**12 pizza parties – double up parties**

Example:

*Good Grades*

*Gift for renewing*

*Gift for enrolling*

*Gift for sponsoring a new member*