

**MINI HEALTH CHECK GUIDE**  
**ONLINE PRESENCE**  
**BUSINESS BASICS**

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**THE HOME OF**  
**MARTIAL ARTS BUSINESS**



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# NEST

## ONLINE PRESENCE BUSINESS BASICS

Having a strong online presence is essential for any martial arts club in today's digital age. With the vast majority of people using the internet to find information about local businesses, having a website, social media accounts, and other online resources is crucial for attracting and retaining students.

By showcasing your clubs strengths and unique features, such as experienced instructors, a variety of classes, or a welcoming and inclusive environment, a martial arts club can differentiate itself from competitors and establish itself as a trusted and respected local business.





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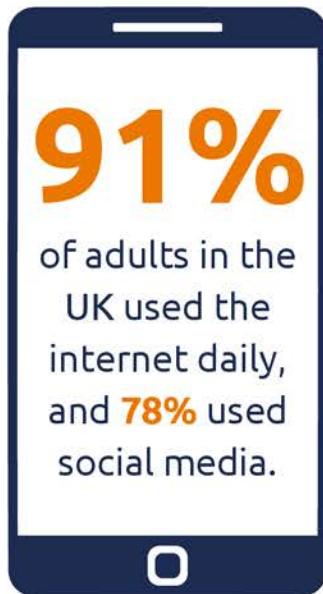
# SOCIAL MEDIA

# FACEBOOK:



Recent UK-based statistics highlight the importance of having and keeping a martial arts schools Facebook page up to date and active.

**According to a survey conducted by the Office for National Statistics, in 2021,**



Furthermore, research by Facebook found that **74%** of people use social media to find information about local businesses, and **76%** of people who search for a local business on their smartphone visit that business within...



**This emphasises the importance of having an active and engaging public Facebook page for your school.**

By regularly posting updates, photos, videos, promotions, offers and responding to comments and messages, a martial arts club can build a strong online presence, retain and attract new students.

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## TOP TIPS



Make sure your telephone number, email and club address are on your Facebook page and are the same on your website too.



Having your profile picture as your clubs logo will make it easier for students and prospects to identify your Facebook page.



Keep your Facebook page active with at least one post a week, engaging with comments and responding to enquiries within 24 hours.

# INSTAGRAM:

As well as keeping your Facebook active, Instagram is equally as important.

As per a report by Hootsuite, in 2021,

# 40%

of UK internet users aged **16-64** use Instagram, making it the third most popular social media platform in the country.

**Instagram users are more likely to engage with brands and businesses than on any other social media platforms, with...**

**This highlights the importance of having an active and engaging Instagram presence to attract and retain students.**

By consistently posting visually appealing and engaging content, such as training clips, motivational quotes, and behind-the-scenes glimpses, a martial arts club can increase its reach and visibility, establish a strong brand identity, and build a community of dedicated followers.

# 68%

of users engaging with brands regularly.



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## TOP TIPS



Use Instagram Reels to showcase your clubs techniques, training, and competitions in a visually engaging way.



Make sure your Instagram bio is filled in with all the important information including name, location, contact details and a link to your website.



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**WEBSITE**

## WEBSITE:

According to a study by Google, in 2021,



of consumers search online for local businesses and services, making it **essential** for martial arts clubs to have an online presence. Furthermore, research by the **Office for National Statistics** found that in 2021,



of adults in the UK used the internet to find information about goods and services.

**Having a website can help a martial arts club to provide essential information to potential students, such as class timetables, instructor bios, and pricing options.**

It can also serve as a platform to showcase the club's achievements, events, and community engagement. By having a professional and user-friendly website, a martial arts club can improve its online visibility, attract new members, and establish itself as a reputable and reliable local business.

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## TOP TIPS



Make sure your contact details are easy to locate on your website. Ideally on your homepage or in your menu bar at the top of your website.



Having your timetable and pricing on your website provides potential students with all the info they need to make an informed decision to join.



Having an online booking widget/form provides a convenient and easy way for potential students to sign up for trial lessons and book their classes.



## GOOGLE:

According to Google, in 2021,

**G 46%**

of searches on its platform were for local businesses and services, making it crucial for martial arts clubs to rank highly on Google.



Moreover, a study by BrightLocal found that

**86%**

of consumers **read online reviews** for local businesses, highlighting the importance of having a positive online reputation.

To stay top of the Google rankings, you can utilise a range of digital marketing strategies, such as **search engine optimisation** (SEO), content marketing, and online reputation management. For instance, by optimising your website for relevant keywords, creating high-quality and engaging content, and building a strong presence on social media platforms, you can enhance your visibility and credibility online.

**By staying on top of the Google rankings, a martial arts club can reach a wider audience, establish itself as a trusted and reputable local business, and ultimately grow its student base.**

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## TOP TIPS



Encourage satisfied students to leave positive reviews on Google so you can improve online reputation and attract more potential students.



Make sure your Google information is up to date so if someone Googles your business it displays all the important contact details and location.



In today's digital age, having a strong online presence is crucial for a martial arts club to attract new members, engage with existing ones, and establish itself as a reputable and reliable local business.

From social media platforms like Facebook and Instagram to websites and online booking systems, a martial arts club can utilise a range of digital marketing strategies to improve its visibility, credibility, and user experience. Recent UK-based statistics demonstrate the importance of staying on top of the Google rankings, maintaining an active presence on social media, and having a professional and user-friendly website.

By embracing the opportunities offered by digital marketing and investing in their online presence, martial arts clubs can not only survive but thrive in today's competitive market, and continue to make a positive impact on their students and communities.





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