

Prospect 1

Prospect 1:

Ground Fighter

Sell Bjj clothes and equipment

Dallas, Texas, US

<https://groundfighter.net/>

Evaluate Current Marketing: Determine current strategies (e.g. Facebook, Ads, SEO, Blogs, Instagram, etc.)

Facebook:

<https://www.facebook.com/GroundFighter.Net/>

- Last post: 25/11/2022 (not active)

Instagram

https://www.instagram.com/ground_fighter

- Last post: 25/11/2022 (not active)

Youtube:

<https://www.youtube.com/@GroundFighterMMA/videos>

- Last post: 8 years ago (not active)

Twitter:

https://x.com/ground_fighter

- Last post: 25/11/2022 (not active)

Ads:

<https://www.facebook.com/photo/?fbid=487750213459830&set=pcb.487750280126490>

- Last ad: 25/11/2022

Main angle for selling is discount and free shipping if purchase is + X\$ on their products.

Simple image advertising discount, followed by 2 or 3 pictures products (gi's, belts, rashguards, etc.)

Ads - same ad on facebook, instagram and twitter. (not sure if they made paid ads)

Blog:

- No Blog


Seo:

Searched for “Grappling Gear in Texas” - result is below:

AllImagesVideosProductsNewsWebBooksMoreTools


Near meFor saleMenOpen nowBest

Sponsored

JiuJiteirohttps://www.thejiujiteiro.com


JiuJiteiro Official Store | Shop Gi's and No-Gi Uniforms

Shop Kids Hoodies & Tees — Shop Gi, No-Gi, Apparel, Accessories and More. Free shipping on all...

Lang Son Tradershttps://www.langsontraders.net


Martial Arts Equipment | Arlington, TX | Lang Son Traders ...

Lang Son Traders has been supplying Arlington, Texas, with all of its martial arts needs such as training dvds, uniforms and weapons for over 30 years.

Jaguar Pro Gearhttps://jaguarprogear.com


Jaguar ProGear | Personalized BJJ Gi, Karate & MMA ...

Get Personalized BJJ Gi, Karate Apparel & MMA with Jaguar ProGear. Free shipping on orders over \$150!

Yelphttps://www.yelp.com > ... > Martial Arts


TOP 10 BEST Jiu Jitsu Gear in Dallas, TX - Updated 2024

Top 10 Best Jiu Jitsu Gear Near Dallas, Texas · 1. The Black Belt Shop · 2. Mohler MMA - Brazilian Jiu Jitsu & Boxing · 3. George Prevalsky's Boxing & Muay Thai ...

MegaBJJhttps://www.megabjj.com

MegaBJJ – Premium BJJ Gear and Custom Apparel for Athletes

At Mega BJJ, we specialize in high-quality grappling and MMA gear designed for athletes of all levels. Our focus is on comfort, durability, and style.

ApparelInBags.comhttps://www.apparelnbags.com > mma-gears-unifor...

Shop High-Performance MMA Gear and Shorts in Dallas

Explore our assortment of premium MMA gear & shorts in Dallas, Texas & get ready for a winning performance. Enjoy fast shipping & free delivery at \$149.

Searched until “Page 12” in Google looking for “Grappling Gear in Texas”, Ground Fighter doesn’t show up.

Find Gaps: Look for areas where they lack presence (e.g no video content, poor social media engagement)

Last posts on social media were made 2 years ago.

Posts before that have low engagement:

1. Average 10 likes on 10 marketing post (Facebook, account has 8.8k followers
2. Average 40 likes on 10 marketing posts (Instagram), account has 6.6k followers
3. Very low ads and original posts on twitter
4. Youtube not focused on marketing, 16 videos averaging 100 views

Social media has potential, Ground Fighter has a good follower base capable of converting viewers into paid customers.

Adding good videos and product images, creating bespoke ads, blog posts and improving SEO targeting grappling clothes and equipment in the area of Texas, US(Search Engine Optimization) will definitely get money flowing in.

Compare with competitors: See what competitors local, national and international are doing better

Local - Texas

N.1 Searched Website in Google - <https://thejiujiteiro.com>

SEO:

They are sponsored to be Top 1 in google search in the area of texas. (good investment to consider)

Website looks clean and easy to purchase.

They incorporated this feature, it might not be “real”, but definitely improves conversions by letting website visitors know people are buying products in real time.



Social Media

Facebook:

<https://www.facebook.com/thejiujiteiro>

Account has 40k followers, they post 2-4 posts monthly with very low engagement.

Their posts don't have a clear call to action (e.g. visit our website, fill this form, get this x equipment), their engagement is low. They focus more on branding rather than direct response marketing, which can lower their conversion rates. Despite these metrics, they are consistent with their posting, which makes a huge positive difference.

Instagram:

<https://www.instagram.com/thejiujiteiro/>

Account has 45k followers, they post 2-5 posts monthly with good engagement.

Their top posts structure are:

1. Release New Clothing/Equipment
2. Giveaways (trailers with very good videos)
3. Branding (product pictures, pictures/videos training, fighters in competition wearing their clothes, etc.)

Overall their Instagram is well managed, the comment section is positive and consistent, their quality in terms of pictures and videos are very good.

The giveaways have an above higher interaction.

Page looks clean and simple to click on the website to purchase.

Important take away: Consistency on posting.

Youtube:

<https://www.youtube.com/@JiujiteiroTM/videos>

They are not consistent on youtube.

Consider investing on youtube, making videos of review products, jiu jitsu tips, workout videos, training sparring sessions, series etc. helps build the rapport with the audience and gain their trust for future selling.

Blog:

They don't have a blog, another angle to compete with Jiujiteiro.

Well written posts, with a call to action in the end are a great addition to the marketing toolkit.

NATIONAL - UNITED STATES

N1 searched in Google - <https://fujisports.com/>

SEO:

First business to show up (after 2 sponsored) with the search: grappling gear in united states

Website is extremely clear, well organized and professional.

Headline stands out "Elevate Your Martial Arts Journey". Simple, well made video in the background.

Social Media:

Facebook:

<https://www.facebook.com/fujisports>

Account has 59k followers, they average 10-15 posts monthly with very low engagement.

Although they have a huge branding and market presence, their posts lack engagement.

We solve this problem by using our marketing mastery following the simple key metrics

1. Create a Headline that hooks the reader
2. Lure them in a juicy First Paragraph
3. Use a formula for the Outline
4. Create a simple Call to Action

Pretty sure they don't utilize Facebook Ads to improve their reach and overall conversion rates.

Their quality posts are solid, they have the budget to invest on branding, but there is not a clear and easy path for the viewer to follow and purchase.

Instagram:

<https://www.instagram.com/fujisportsus/>

The account has 43.9k followers, they average 10-20 posts monthly with medium engagement.

Same situation here, branding is on point, but it lacks engagement. Their most seen content is a series of reels made by a Jiu Jitsu player, a collaboration (ambassador for the brand/influencer) explaining Jiu Jitsu tips and tricks, where they also include a giveaway with a call to action to the jiu jitsu player's service.

Example: <https://www.instagram.com/reel/DBHSd1mpx6f/>

Twitter:

<https://x.com/FujiSportsUS>

The account has 3.5k followers, although active, engagement is very low.

Same situation has the other 2 social medias, also twitter is a bit harder to master and to have a consistent high engagement rate.

Youtube:

<https://www.youtube.com/@fujisportsus/videos>

Active but much like twitter, youtube is a different beast to conquer.
Most of the videos are promotional and don't get a lot of engagement, 100 views on average.

A good example of a video performing well:

At Home Judo Workout - 12k views

<https://youtu.be/EH65sjtugFc?si=5TLrnu3zY-ploYS1>

Blog:

<https://fujisports.com/blogs/blog>

Blog is very well put together with a clean and professional design.
They lack consistency.

Last Posts:

- 7/10/2024; 21/10/2024; 25/09/2024; 15/04/2024; 31/12/2024; 14/06/2023

Most of the content is fight promotions and events, no direct response marketing is performed.

Newsletter:

Newsletter is a great addition to consider.

1. Builds up the email list;
2. Great way to promote products and services;
3. Deliver valuable insights and news for clients and prospects, build rapport.

INTERNATIONAL - WORLD

N2 searched in Google (after 2 sponsored) - <https://www.roninwear.com/>

SEO:

Second business to show up (after 2 sponsored) with the search: grappling gear
Website is not the prettiest, a great example of direct response marketing vs branding at its best.

Everyone knows Roninwear, I personally purchased products from them.

They focus on having the products on their website and delivering it quickly and easy.

It's like an Amazon store, but for combat sports equipment.

Their contact information (whatsapp and email) are displayed right away, helps with customer relationship management, it shows they are ready to help with any issues.

You can easily search for what product you are looking for and quickly purchase it.

They have all sorts of payment options.

They are always on promotions (outlets, discounts, etc) lures clients to purchase on mass.

They have a great reputation, deliver quick, answer and solve their client's issues and have good quality products.

Social Media:

Facebook:

<https://www.facebook.com/roninwear/>




The account has 37k followers, they average 10-20 posts monthly with very low engagement.

Same situation with the Fuji Sports brand, all the Ads are written in a low effort manner.

Marketing behind does not engage with the viewer.

Take a look at this written post to promote a product.

 <https://www.roninwear.com/specials.php...>

 The most exclusive Everlast+ offers are now at RoninWear!  Gear up with the brand that has accompanied champions, designed to give you maximum performance and endurance in every workout. Don't miss this opportunity to get the best of Everlast+ at the best price.  Make every punch count!

People don't respond well to these vague words, it's a word salad with keywords in it.

We solve this issue by creating a marketing mastery post written by a human to a human.

Also I don't think they are using ADS with these metrics of engagement, which would massively improve their presence and conversions by extension.

Instagram:

<https://www.instagram.com/roninwear/>

The account has 14.2k followers, they average 5-10 posts monthly and their engagement is very low.

Posts are made in a lazy manner, in a very salesy way.

Bio is written in English, all posts are written in spanish - a bit confusing

Reels have very low engagement, but a video performing very well is

<https://www.instagram.com/reel/C9mmXtTt8EI/> delivering value to the viewer by creating a tips and trick video.

Youtube:

<https://www.youtube.com/@roninwear/featured>

The account has 1.9k subscribers, they are not very active, last video posted 4 weeks ago.

Very good example of a video performing well (44k views)

<https://www.youtube.com/watch?v=cfoFXHMuJX8>

MMA weight loss journey, puts viewer inside the life of a fighter.

It's not highly edited or well recorded, but the great idea makes the video perform.

Twitter:

<https://x.com/roninwear>

The account has 1k followers.

Not active, last post was made 17/11/2023.

Tiktok:

<https://www.tiktok.com/@roninwear>

The account has 700 followers and no publications.

It's not positive to have it on the website.

Pinterest:

<https://www.pinterest.com/roninwear/>

It's an idea to have a catalog. Always good to pull more clients from more platforms, but overall Pinterest is dead.

Blog:

They don't have a blog, they have great potential to create one and sell their products the right way.

Prospect 2

Prospect 2: In The Bag Ptc

Martial Arts Training - Online Course

London, UK

<https://www.inthebagptc.com/>

Evaluate Current Marketing: Determine current strategies (e.g. Facebook, Ads, SEO, Blogs, Instagram, etc.)

Facebook:

<https://www.facebook.com/Inthebagptc/>

- Last post: 06/08/2024 (not active)

Instagram

<https://www.instagram.com/inthebagptc/>

- Last post: 24/10/2024 (active)

LinkedIn:

<https://www.linkedin.com/in/mrbagandtag/>

- Last post: 21/10/2024 (active)

Twitter:

<https://x.com/InTheBagPTC>

- Last post: 17/02/2024 (not active)

Youtube:

<https://www.youtube.com/@inthebagptc/videos>

- Last post: 3 years ago (not active)

Ads:

<https://www.facebook.com/photo/?fbid=122115050150381840&set=pcb.122115050216381840>

- Last ad: 06/08/2024

Standard Ad for a local business, advertising his martial arts classes in a straightforward manner.

A lot to improve, definitely a huge potential Coach Natan is active and consistent with his posting. (not sure if they made paid ads)

Seo:

Searched for “martial arts online courses” - result is below:

The image is a screenshot of a Google search results page. At the top, the Google logo is on the left, and the search bar contains the text "martial arts online courses". To the right of the search bar are icons for clearing the search, voice search, image search, and a magnifying glass. Below the search bar, there are tabs for "All", "Images", "Videos", "News", "Web", "Books", "Finance", and "Tools". Under the "All" tab, there are filter buttons: "Free", "For beginners", "Adults", "Best", and "Krav Maga". The search results are divided into sections labeled "Sponsored". The first sponsored result is from Kicksite, with the URL "https://www.kicksite.com". The title is "The #1 Martial Arts Software | Martial Arts School App" and the description is "See how Kicksite can reduce hours of work, so you can spend more time doing what you love. The...". The second sponsored result is from Udemmy, Inc., with the URL "https://www.udemy.com". The title is "Top Martial Arts Courses Online - Updated" and the description is "Find the right instructor for you. Choose from many topics, skill levels, and languages. Join millions...". The third sponsored result is from Black Belt at Home, with the URL "https://www.blackbeltathome.com". The title is "Black Belt at Home - A Global Online Martial Arts University" and the description is "Black Belt at Home **Online Martial Arts** University is a leader in Krav Maga, Shotokan **Karate**, Bo Staff, Nunchakus, and Tai Chi home study **courses**.". The fourth sponsored result is from Udemmy, with the URL "https://www.udemy.com > topic > martial-arts". The title is "Top Martial Arts Courses Online - Updated [October 2024]" and the description is "Whether you're interested in practicing Judo, **Taekwondo**, or more esoteric **martial arts** like Hopaesool and Jishu Geiko, Udemmy has a **course** for you."


Google

martial arts online courses

All Images Videos News Web Books Finance Tools

Free For beginners Adults Best Krav Maga


Sponsored

 Kicksite <https://www.kicksite.com>

The #1 Martial Arts Software | Martial Arts School App


See how Kicksite can reduce hours of work, so you can spend more time doing what you love. The...

Sponsored

 Udemmy, Inc. <https://www.udemy.com>


Top Martial Arts Courses Online - Updated

Find the right instructor for you. Choose from many topics, skill levels, and languages. Join millions...

 Black Belt at Home <https://www.blackbeltathome.com>

Black Belt at Home - A Global Online Martial Arts University

Black Belt at Home **Online Martial Arts** University is a leader in Krav Maga, Shotokan **Karate**, Bo Staff, Nunchakus, and Tai Chi home study **courses**.

 Udemmy <https://www.udemy.com > topic > martial-arts>

Top Martial Arts Courses Online - Updated [October 2024]

Whether you're interested in practicing Judo, **Taekwondo**, or more esoteric **martial arts** like Hopaesool and Jishu Geiko, Udemmy has a **course** for you.

Courses

✓ Martial Art

Free



Fundamental Skills for Martial Arts and Fighting

Fight Vision

via Udemy

4.8 ★★★★★ (15)

Paid · 4 hours



Winning street fight skills with TAEKWONDO

donghee Lee

via Udemy

4.9 ★★★★★ (8)

Paid · 2 hours



Kickboxing 101: Martial Arts

Fist Of Fury

via Udemy

3.1 ★★★★★ (124)

Free · 41 minutes



Feedback



Global Martial Arts University

<https://globalmartialarts.university>

Global Martial Arts University

With GMAU you'll have everything you need to learn your favorite **martial art** for as little as \$39/month. Save thousands on your path to blackbelt!

Videos



Martial Arts Over 50 - Online Video Course

YouTube · Ando Mierzwa

Oct 2, 2023



Online Course: Adult Krav Maga: Lesson #1

YouTube · HarmonyMartialArts

Mar 23, 2020



9 key moments in this video





9 key moments in this video ▾



Learn Martial Arts Online | Lesson 1: Simple Moves & How to ...

YouTube · Hyper

Jun 8, 2012



9 key moments in this video ▾

View all →

People also ask :

Can you study martial arts online?



Can I learn martial arts from the internet?



Is it possible to learn martial art at home?



Can I still learn martial arts at 30?



Feedback



Class Central

<https://www.classcentral.com> › ... › Self Defense ▾

Martial Arts Courses and Certifications

Best **online courses** in **Martial Arts** from Udemy, The Great **Courses** Plus, YouTube and other top learning platforms around the world.



Alison

<https://alison.com> › tag › martial-arts ▾

Free Online Martial Arts Courses

These free **online courses** in **martial arts** will teach you everything you need to know about the many different forms of **martial arts** alive today.



Martial Arts Academy Online

<https://learn-martialarts.com>

Martial Arts Academy Online

Martial Arts Academy Online · Learn from carefully selected top Instructors of unique styles. · FREE 7 day trials! · NEW **COURSE**: Ba Gua, Hsing-I Simplified.



Quora

<https://www.quora.com/What-are-some-good-free-onli...>

What are some good free online courses on how to do ...

Jeff Chan MMA Shredded : Great for striking (Muay Thai and Kickboxing), BJJ, and strength and conditioning. My personal favorite source for almost all forms of ...

3 answers · 1 vote: I'll list out some of my favorite online channels that I turn to for me to supplement m...

Where can I learn **martial arts** for free **online** at ... 7 answers Sep 26, 2023

What is the best and easiest way to learn **martial arts** ... 9 answers Oct 18, 2016

Is there a good website with an **online course** to ... 15 answers Nov 10, 2021

Can **martial arts** be learnt effectively **online**? - Quora 60 answers Apr 3, 2017

More results from www.quora.com



Karate Academy Online

<https://karateacademyonline.com>

Online Martial Arts Classes | Get Your Black Belt Online

Karate Academy Online provides advanced, accelerated, **online martial arts** classes so you can get your black belt **online**. Learn **karate** anywhere, anytime.

[Online Martial Arts Course](#) · [Free Online Martial Arts Course](#) · [My Courses](#) · [Blog](#)



[martialartslessonsonline.com](https://www.martialartslessonsonline.com)

<https://www.martialartslessonsonline.com>

Martial Arts Lessons Online

Supporting lifelong learning and character development through **martial arts** · All **Courses**. **Online** Patterns Seminar with Tom Nicholson. 9 **Lessons** £59.00 · All ...

Sponsored




Coursera

<https://www.coursera.org>

Best Self Defense Courses Online with Certificates | Coursera

Apply your new skills to real-world projects using the latest industry tools & techniques. Get professional-level training and earn an industry-recognized credential with Coursera. 100% **Online Courses**. Find A **Course**. Earn a **Course Certificate**.


Sponsored

 MadMuscles <https://www.madmuscles.com> › martial_arts ⋮

Martial Arts Workout at Home

Martial Arts Workout — **Martial arts** for all ages and fitness levels. Reach your body goals easily with MadMuscles. Customize your workout plan in 3 different ways according to your lifestyle and habits. Pierde grasa corporal.

Sponsored

 Xmartial <https://www.xmartial.com> ⋮

My 2024 martial arts Breakdown

Best **Martial Arts** For MMA — Before you start your **martial arts** journey, make sure your chose the right one. Learn how to combine striking, grappling, and submissions like a pro. Types: BJJ Rash Guards, BJJ Shorts, BJJ Tank Top.

People also search for ⋮

Martial arts online courses free 🔍	Online martial arts classes for adults 🔍
Martial arts online classes free 🔍	Best online martial arts training free 🔍
Best martial arts online courses 🔍	Martial arts home study course 🔍
Martial arts online courses for beginners 🔍	Global Martial Arts University 🔍

Gooooooooooogle >

1 2 3 4 5 6 7 8 9 10 Next

Searched until “Page 12” in Google looking for “martial arts online courses”, In The Bag PTC” doesn’t show up.

Blog:

<https://www.inthebagptc.com/blog/>

- Last Post 01/02/2021 (not active)

Find Gaps: Look for areas where they lack presence (e.g no video content, poor social media engagement)

In The Bag PTC is currently active on Instagram and LinkedIn.

Posts before that have low engagement:

1. Average 5 likes on 10 marketing posts (Facebook, account has 403 followers)
2. Average 35 likes on 10 marketing posts (Instagram), account has 1.2k followers
3. Average 10 likes on 10 marketing posts (LinkedIn), account has 3k followers
4. Twitter is not active, has 131 followers
5. Youtube is not active, has 27 subscribers

Social media has a huge potential, Coach Nathan is a hard working individual and his consistency is shown.

He is very much capable of growing a loyal audience and utilizing it to convert viewers into paid loyal customers.

Creating engaging posts, reactivating all social media platforms, his blog and improving SEO in the area of Richmond, having London as the next objective, UK next and the WORLD as a final end goal, is a clear path to increase his following and conversion rates by far.

Compare with competitors: See what competitors local, national and international are doing better

Local - RICHMOND

N.1 Searched Website in Google

Search: martial arts online courses in richmond uk

<https://emarteam.com/>

SEO:

Website looks clean and well organized, with lots of options to choose from: classes, equipment, personal training, online training, group classes, birthday classes, etc.

Their main attraction is a Karate App, in which you can learn karate, purchase gear, etc.

Overall website looks extremely professional and credible, with lots of achievements and credibility awards.

Social Media:

Facebook:

<https://www.facebook.com/EliteMartialArtsRichmond>

The account has 28k followers, they were not consistent until this last month (9 posts in October) with low engagement.

Their main focus is showing their athletes awards and performances, not focused on creating ADS to convert viewers into money.

Instagram:

<https://www.instagram.com/elitemartialartsrichmond>

The account has 45.3k followers, they were consistent until last month (7 Posts are made in October) with low engagement.

Bio and Profile looking clean, they don't utilize Instagram to produce ads, same situation as Facebook, more focused on showing their athletes awards.

Their most viewed Reel (190k views, 49 likes and no comments posted in 15/04/24)
Again, showing off their Top 1 award for Best Academy.

Tiktok:

https://www.tiktok.com/@elitemartialartsrichmond?_t=8b3iBGmFkfN&_r=1

The account has 9k followers, but is not active, no posts until 25/10/24.

Youtube:

<https://www.youtube.com/@EliteMartialArtsRichmond>

The account has 39k subscribers, they are not very active, last video posted 1 year ago.

Very good example of a video performing well (438k views)

<https://www.youtube.com/watch?v=jzYuPugpN24>

Video showing off a famous karate technique.

No high professional edits, no professional recording setups, no fancy tech. Just a guy explaining his martial arts techniques and another guy filming it.

This types of video puts the viewers inside the dojo, they feel like they are the athlete.
Endless opportunities here.

Twitter:

<https://x.com/Emarteam>

The account has 14 followers.

Not active, last post was made 26/11/2023.

Blog:

<https://emarteam.com/blog>

Last post was made 16/04/24 (not active)

Huge potential to advertise with good written blog posts.

Newsletter:

They don't have.

NATIONAL - UK

N.1 Searched Website in Google

Search: martial arts online courses in uk

<https://evolutionmartialartsacademy.co.uk/online-martial-arts-training/>

SEO:

Website looks well organized. Design and overall appearance could be improved.

Marketing strategies to sell the courses are not the best, it doesn't make me wanna buy them. They have a creative idea using birthday parties. Laser and Nerf Wars, this is a brilliant angle to stand out from the crowd. They sell these in packages.

Social Media:

Facebook:

<https://www.facebook.com/evolutionmartialartsacademy15/>

The account has 1.8k followers, average 5 posts per month, and very low engagement. (not very active).

Their main posts are reminders for their athletes for classes and announcements. ADS are standard for a local business, not the best.

Instagram:

They don't have Instagram.

Youtube:

<https://www.youtube.com/@evolutionmartialartsacadem5176/videos>

1 video - 30 subscribers

Twitter:

They don't have Twitter.

Blog:

They don't have a Blog.

Newsletter:

They don't have a Newsletter.

INTERNATIONAL - WORLD

N.1 Searched Website in Google

Search: martial arts online courses world

<https://globalmartialarts.university/>

SEO:

Website has a clear call to action, the incentive is “Start Now For Free” and then they try to sell you a package.

Overall design and copy are not the best, it could use more effort.

Social Media:

Facebook:

https://www.facebook.com/GlobalMartialArtsUniversity?_rdc=1&_rdr

The account has 7.8k followers, they average 10-15 posts monthly with low engagement. They have a diverse type of posting consisting in showing off their lessons, recommendations, announcements, blog posts, etc. overall a solid schedule of posting, could improve to start getting more engagement.

Instagram:

<https://www.instagram.com/globalmartialartsuniversity/?hl=en>

The account has 973 followers, they average 15-20 posts monthly, with very low engagement.

Bio and Profile overall looks solid, engagement is very low.

All their reels average 200 views.

Tiktok:

https://www.tiktok.com/@elitemartialartsrichmond?_t=8b3iBGmFkfN&_r=1

The account has 9k followers, but is not active, no posts until 25/10/24.

Youtube:

https://www.youtube.com/channel/UC2P_ez18uOCFINpnZParZtw

The account has 335k subscribers, posting 1-3 videos a month.

Very good example of a video performing well (5.2M views)

<https://www.youtube.com/watch?v=hWB0Xehv23A>

Video performing a beginner karate class "Follow Along Video".

No high professional edits, no professional recording setups, no fancy tech. Just a guy explaining his martial arts techniques with a camera pointing to him.

This types of video puts the viewers inside the dojo, they feel like they are the athlete. You make a connection with the viewers, build trust by teaching them how to fight. Then sell them your product.

Endless opportunities here.

Twitter:

<https://x.com/globalmauni>

The account has 29 followers.

Active, averaging 10-15 posts monthly with very low engagement.

Twitter is hard to master and get engagement.

Blog:

<https://globalmartialarts.university/blog/>

They average 3 posts monthly.

Blog posts look solid, copy is not amazing but it does the job and they are consistent.

CTA is there, inviting the reader to join their program, good thing.

Newsletter:

They don't have a Newsletter.

Marketing Ideas

Marketing Ideas

- Street Fighting Classes (people relate to this, high demand, market saturation is low)
- Website Feature "How it Works" - Video explaining how simple it is for them to join and a Video Follow Along (make them act, very positive engagement)