## Prospect 1

### **Prospect 1:**

## **Ground Fighter**

Sell Bjj clothes and equipment Dallas, Texas, US <a href="https://groundfighter.net/">https://groundfighter.net/</a>

**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.)

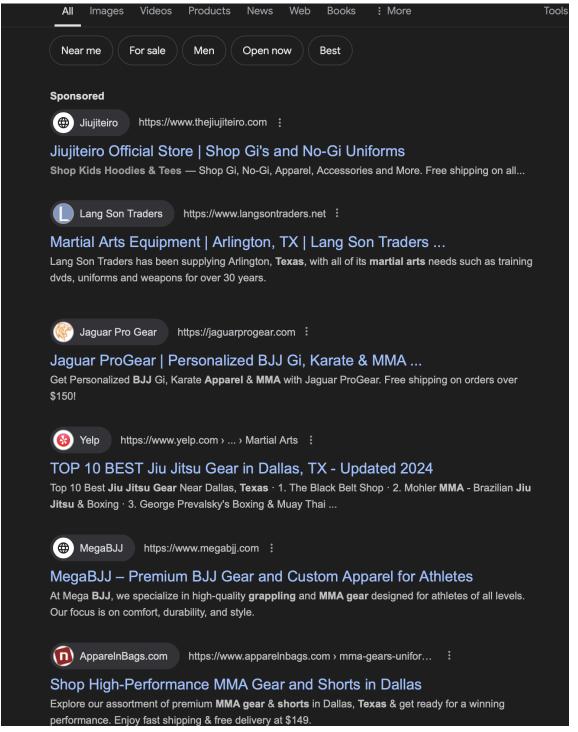
Ads - same ad on facebook, instagram and twitter. (not sure if they made paid ads)

#### Blog:

No Blog

Seo:

Searched for "Grappling Gear in Texas" - result is below:



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 <u>lack</u> <u>presence</u> (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 - <a href="https://thejiujiteiro.com">https://thejiujiteiro.com</a>

#### 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 - <a href="https://fujisports.com/">https://fujisports.com/</a>

#### 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: <a href="https://www.instagram.com/reel/DBHSd1mpx6f/">https://www.instagram.com/reel/DBHSd1mpx6f/</a>

#### 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 wel:

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.

Attps://www.roninwear.com/specials.php...

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 <a href="https://www.instagram.com/reel/C9mmXtTt8El/">https://www.instagram.com/reel/C9mmXtTt8El/</a> 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:

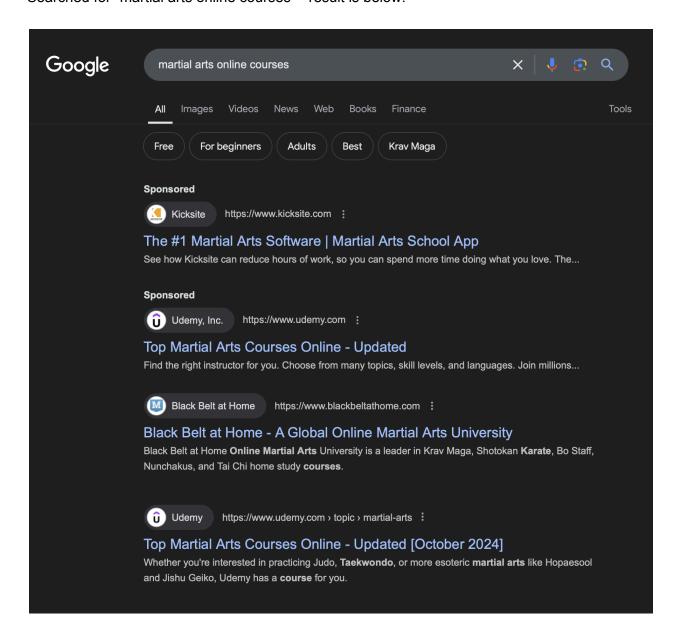
https://www.facebook.com/photo/?fbid=122115050150381840&set=pcb.122115050216381840

- 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)

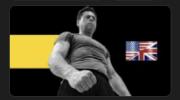
## **Seo:**Searched for "martial arts online courses" - result is below:



#### Courses



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

 $4.9 \star \star \star \star \star \star (8)$ 

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

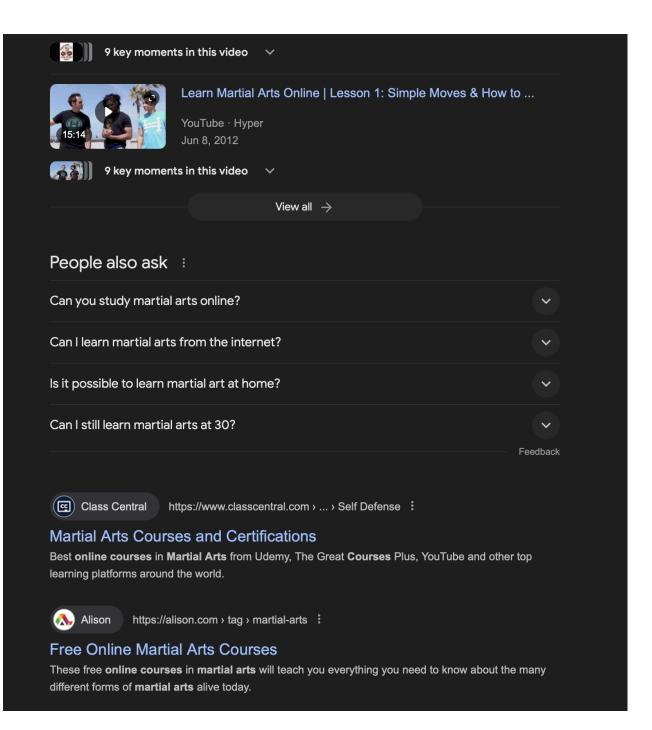


Online Course: Adult Krav Maga: Lesson #1

YouTube · HarmonyMartialArts Mar 23, 2020



9 key moments in this video



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.



https://www.guora.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:

#### 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**

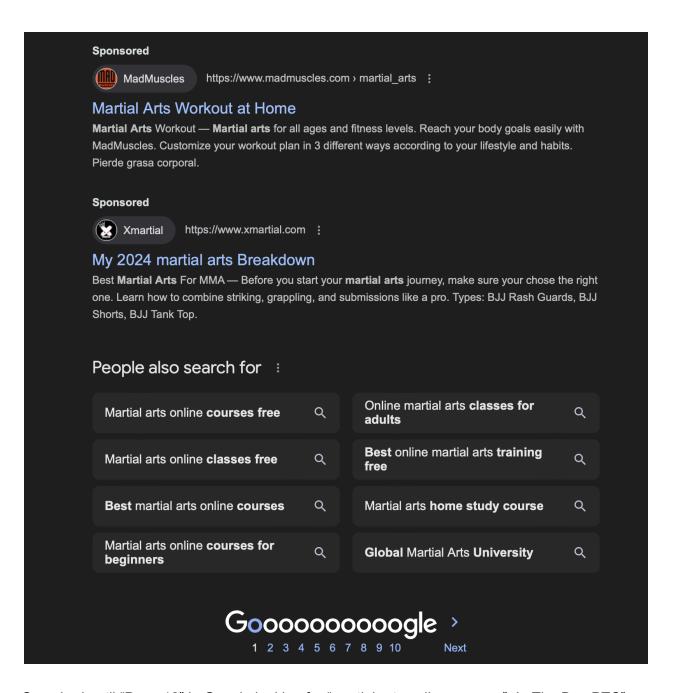


Coursera

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 professionallevel training and earn an industry-recognized credential with Coursera. 100% Online Courses. Find A Course. Earn a Course Certificate.



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 <u>lack</u> <u>presence</u> (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) <a href="https://www.youtube.com/watch?v=hWB0Xehv23A">https://www.youtube.com/watch?v=hWB0Xehv23A</a>

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)