JKS Martial Arts

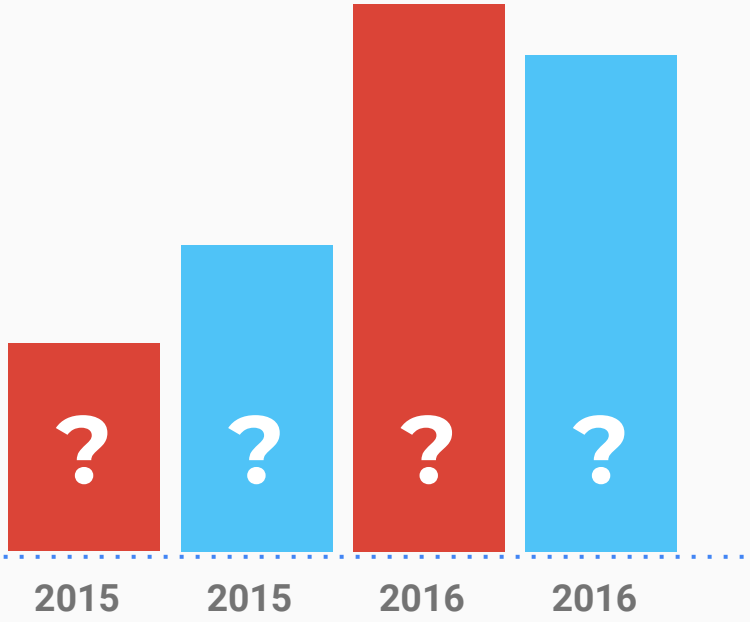
10x Increase in Leads and 90% Reduced Monthly Spend

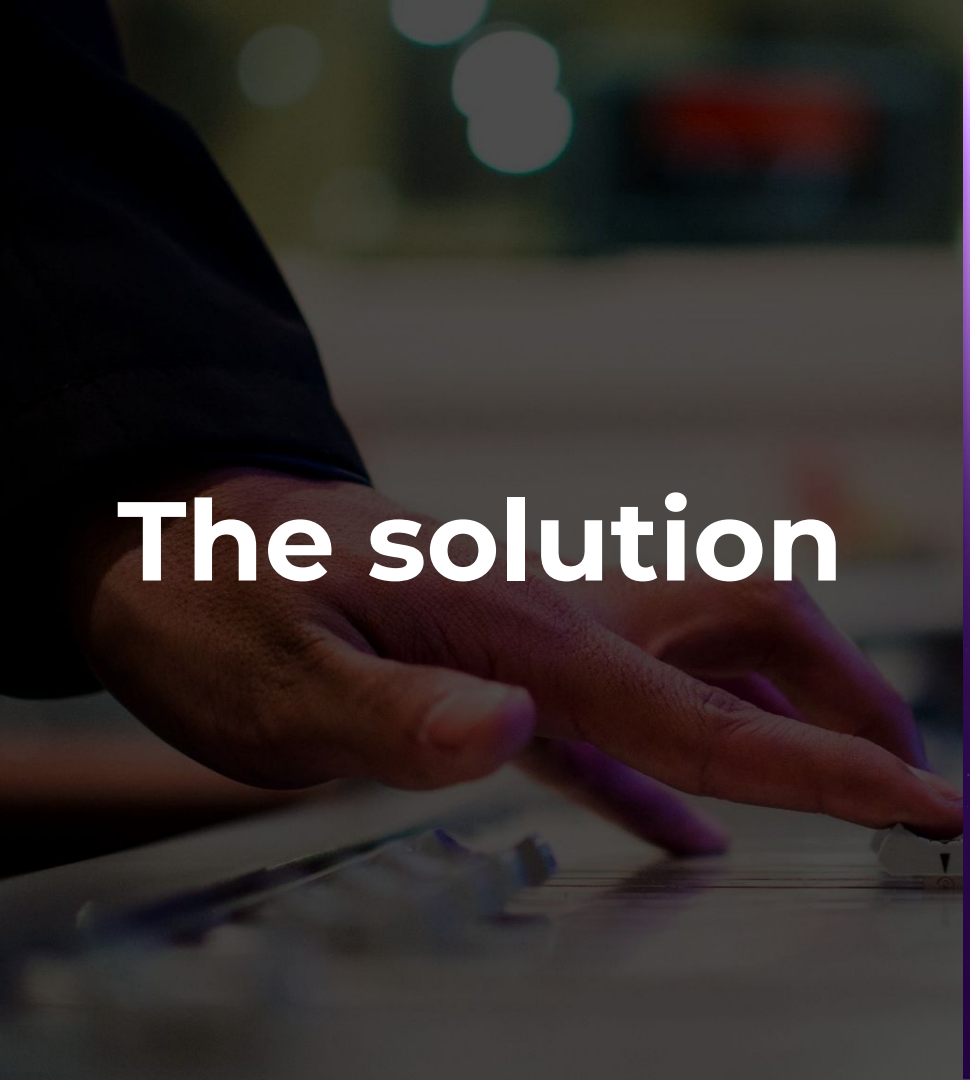
We created a
reliable process for
client acquisition

Overspending, Underperforming

JKS was spending tens of thousands per month on multiple, **traditional marketing channels**

Inability to track effectiveness, JKS felt trapped while **unable to gauge performance**





The solution

Create a Strategy

1. Content
2. Audience
3. Landing Page
4. Traffic

1. Content

Coached their staff on creating engaging content.

Trained their team on formatting posts for **maximize impact**.

2. Audience

We interviewed the founder, James, to understand existing clientele.

Reviewed site statistics and created **audience personas**.

3. Lander

Created a clear offer and built a custom landing page.

The page was loaded with tracking and analytics to collect **meaningful data**.

4. Traffic

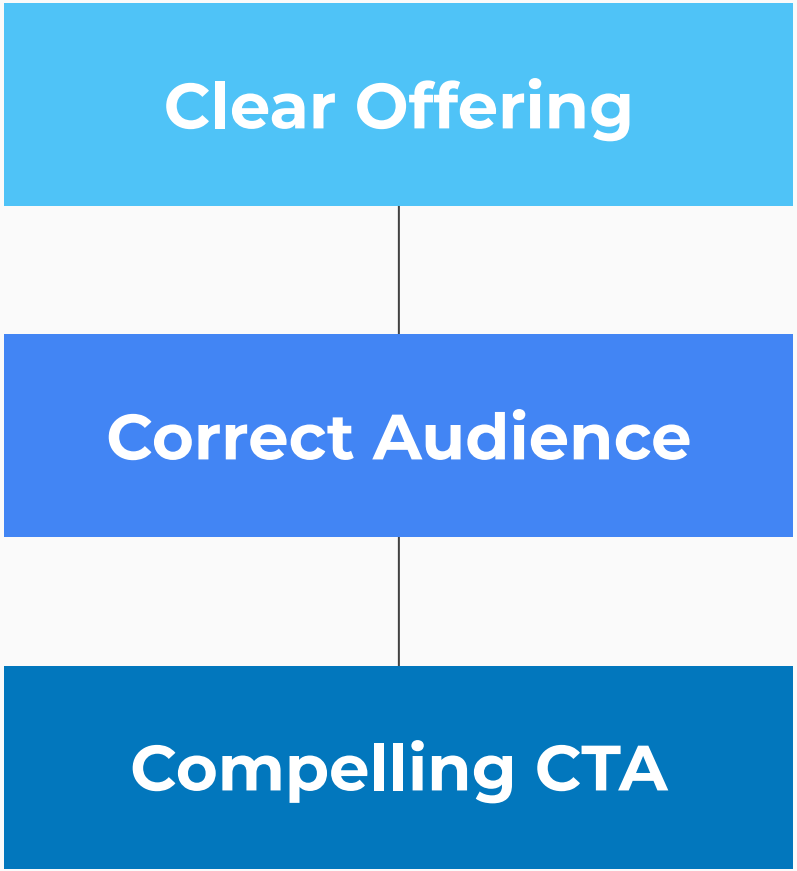
Switched to Facebook and Google to drive **quantifiable traffic**.

Made changes to ads and lander based on **data-driven decisions**.

The Result

After just two months, James immediately saw improvements to his lead flow and decided to stop all traditional forms of advertisement.

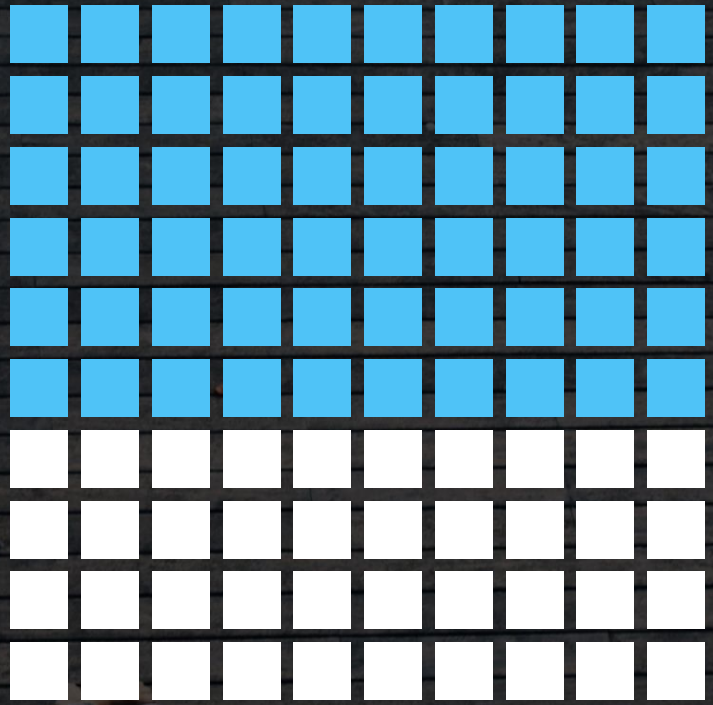
Today, we have been able to boast record sales while reducing marketing spend by 90%.



Data Driven Decision Making

Marketing is not guess work

By continually testing campaigns we drop low performers while keeping the strong ones



Scale Intelligently

Step 1

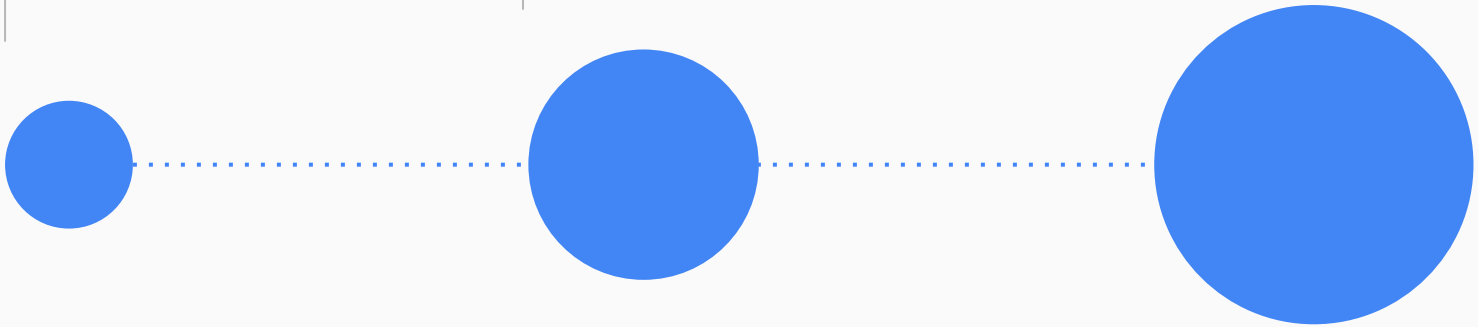
Sample small audience for market-fit

Step 2

Throw out poor performers and keep high-performing campaigns

Step 3

Armed with solid data, increase spend to increase sales. Expand and create stability



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