



JKS Martial Arts

10x Increase in Leads and 90% Reduced Monthly Spend

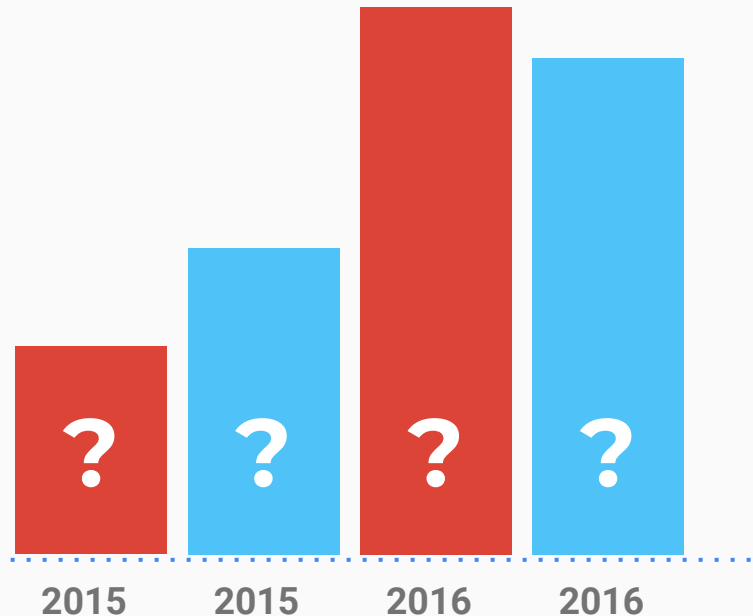
A laptop screen is shown in a dark, dimly lit environment. The screen displays a line graph with two data series: a blue line and a green line. The blue line shows a steady upward trend, while the green line shows a more fluctuating pattern. Below the graph, there is a legend with a blue square labeled 'New Visitor' and a green square labeled 'Returning Visitor'. To the right of the legend is a globe icon. The text '19 av.' is visible above the legend. The text 'We created a reliable process for client acquisition' is overlaid on the screen in white, with 'client acquisition' in a larger, bold font. The laptop keyboard is partially visible at the bottom of the frame.

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**



A close-up photograph of a person's hands using a white marker to draw on a whiteboard. The background is dark and out of focus, showing some bokeh light effects. The text 'The solution' is overlaid in white on the left side of the image.

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 landing 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%.

Clear Offering

Correct Audience

Compelling CTA

Scale Intelligently

Step 1

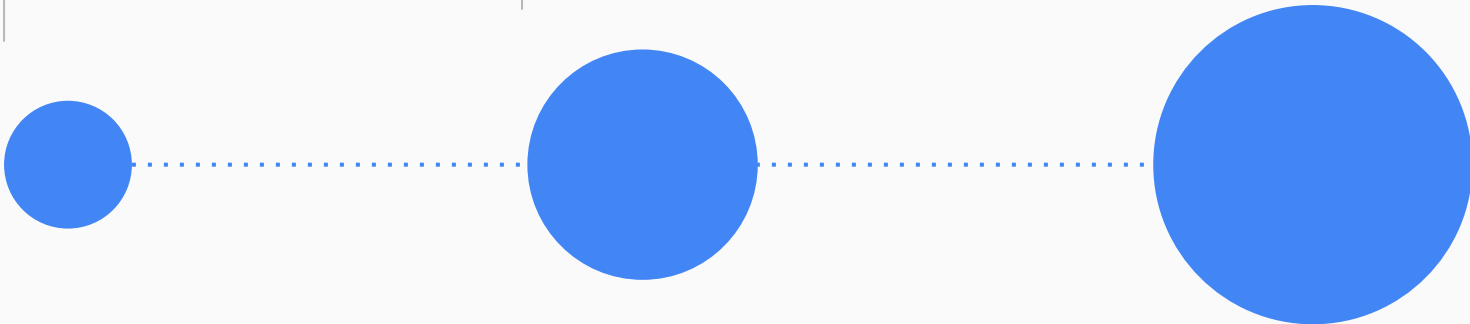
Sample small audience for market-fit

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



Team Leads

Proudly based in Montreal Canada



Sheldon Poon

Co-Founder and
Conversion Expert



Jack Avakian

Head of Marketing
and Analytics
Google Certified



**Denise
L'Hirondelle**

Front-End Lead



Brent Rogers

Project Management

Contacts

Drive Marketing

4010 rue Notre-Dame Ouest
Montreal, Qc.

514 664-1213

hello@drivemarketing.ca

drivemarketing.ca

Smarter Marketing

