

Community Taekwondo Club Marketing Plan Template

1. Executive Summary

- Brief overview of the club's mission, vision, and core values.
 - Summary of key marketing objectives (e.g., increase enrolment by 25% in 12 months).
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2. Target Market

- **Demographics:** Age (5–18 for kids/teens programs; 18–45 for adult fitness/self-defence), local families, schools.
 - **Psychographics:** Parents seeking discipline and confidence for kids, fitness enthusiasts, those interested in martial arts culture.
 - **Geographic Focus:** Within 10-mile radius of club location.
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3. SWOT Analysis

- **Strengths:** Certified instructors, family-friendly atmosphere, convenient location.
 - **Weaknesses:** Limited digital presence, small marketing budget.
 - **Opportunities:** School partnerships, social media outreach, community events.
 - **Threats:** Competing gyms/martial arts studios, economic downturn.
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4. Marketing Goals (SMART)

Goal	Specific	Measurable	Achievable	Relevant	Time-bound
Increase enrollment	Yes	+25 new members	Yes	Yes	Within 6 months
Improve website traffic	Yes	+50% visits	Yes	Yes	Within 3 months

5. Marketing Strategies

a. Branding

- Update logo and promotional materials with consistent, modern design.
- Highlight values: discipline, confidence, fitness, community.

b. Digital Marketing

- **Website:** Mobile-friendly, online registration, class schedules, testimonials.
- **Social Media:** Facebook, Instagram, and TikTok for videos, student spotlights, tips.
- **Email Newsletter:** Monthly updates, promotions, event announcements.

c. Local Outreach

- School demos and flyers.
- Collaborate with local businesses (coffee shops, libraries).
- Sponsor youth events or sports teams.

d. Referral Program

- "Bring a Friend" weeks.
- Incentives for members who refer (discounts, merchandise, free classes).

e. Events & Promotions

- Free trial classes or "Family Self-Défense Week."
- Belt promotion ceremonies open to the public.
- Seasonal discounts (Back to School, New Year's).

6. Budget Breakdown

Channel	Estimated Cost	Notes
Facebook/Instagram ads	£200/month	Target local families
Flyers & print	£100/month	Schools, rec centers
Website hosting/updates	£50/month	SEO optimization included
Event costs	£150/event	Includes refreshments, marketing

7. Metrics & Evaluation

- New member sign-ups
 - Website traffic (Google Analytics)
 - Social media engagement (likes, shares, follows)
 - Event attendance
 - Member retention rates
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EXAMPLE

8. Timeline

Month	Key Actions
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Month 1	Launch website refresh, start social campaigns
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Month 2	School flyer drop, begin referral program
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Month 3	Host first open-house event
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Month 4–6	Review results, adjust strategy
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