

Client: Asheville Integrated Combatives

Project: Social Media Analysis & Planning

Objective: Improve social media reach & engagement rates.

How does a small, one-person business compete against larger businesses with full staffs? In an industry with a mere 3% approval rate?

For Asheville Integrated Combatives, the answer was a no-brainer. Build a better community.

The martial arts market is tough. 97% of the United States population has a negative view of martial arts. AIC is a one-instructor school in an even tougher niche— Adult self defense. Most schools depend on kids classes and after school programs for 70-80% of their profits. But you won't find a single kids class at AIC.

THE STARTING POINT

When Webologist took over, AIC had 310 followers. Their strategy consisted mainly of sharing image posts from others, with a few pictures from their own classes.

At that time, Facebook still allowed a high follower reach. However, AIC was reaching only about 25% of their followers. The engagement rate was a little under 6%.

Truthfully, that's a good engagement rate. But the reach was very low. Our first goal was increasing reach, especially to non-followers.

Since they were posting an average of twice per day, AIC was likely overwhelming their small following.



6 MONTHS IN

Video is becoming king on Facebook. Testing showed instructional videos were best received by this audience. We also decreased posting frequency to once per day, 4-5 days per week. The result? Followers increased to 400, and reach increased to a whopping 65%! Now to tackle engagement rate, which was still hanging around 6%.



12 MONTHS IN

Conventional wisdom says short videos with little text in the post is the way to go on Facebook. But you can't always follow convention.

Test posts showed the best engagement came from short videos, with long, in depth written explanations teaching a lesson about the technique.

Unfortunately, we also saw the effects of stricter Facebook algorithms, which smothered reach. But followers are up to 460 and engagement rate is averaging 8.3% (a 38% increase). Reach is growing again with better engagement.



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