

Client: Riverside Martial Arts Academy
Project: Email Campaign
Objective: Seminar Sign Ups

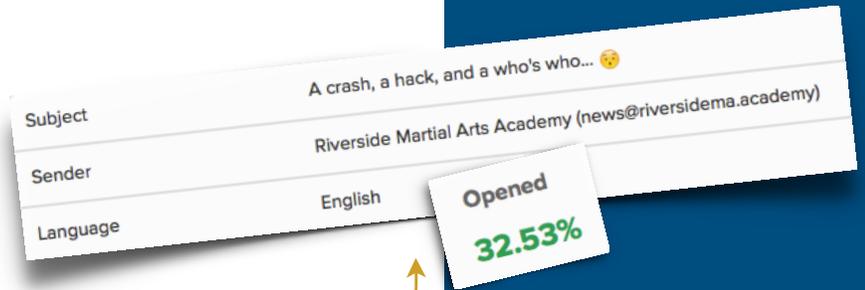
How does a new martial arts school in a town of only 4000 mostly blue-collar workers fill a seminar? By building trust through email marketing.

Though their email list is new, and therefore small at around 300 emails, RMAA has found email puts people in seats better than social media. By approaching readers with a laid back but to-the-point voice (that matches their rural community's personality), the school is already gaining repeat seminar attendees.

COPY CLOSE-UP 1

RMAA subscribers prefer only one email per month with an occasional second email as a reminder about specific courses. For this reason, most class advertisement must happen in the monthly newsletter.

The first step is getting the newsletter opened. For this reader base, subjects that make indirect promises get more opens than direct promises. A surprise finding is that despite the older reader base, emojis help boost open rates.



COPY CLOSE-UP 2

The email headline is straight out of customer's mouths. The area is a conservative one, with many who feel the world is changing in undesired ways. Many times, the staff at RMAA hear these words when speaking with potential students.

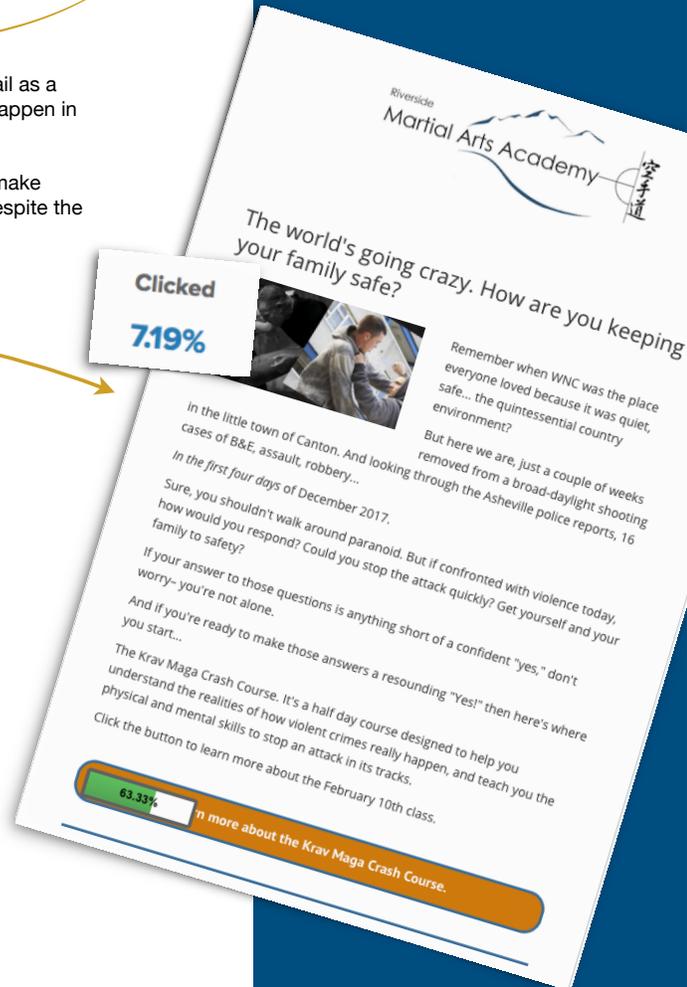
This newsletter went out to readers just days after a crime rocked the sleepy little town, driving home to many residents the idea that the world is spiraling downward.

Clicked: 7.19%

COPY CLOSE-UP 3

The tricky part of advertising classes in a newsletter is not diluting the response rate with too many options. For instance, this edition contained fitness information and tips, the introduction of new instructors, and information about the seminar.

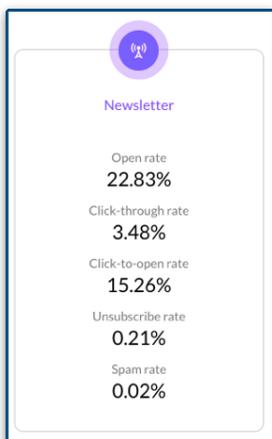
With proper ordering of the content, the seminar CTA received almost two-thirds of the click throughs. The remaining one-third of clicks were to the school's website and social media accounts—resulting in added followers that remain engaged with the school.



RESULTS ?

The image to the left shows average response rates for email newsletters in 2018 (source: Get Response). The RMAA newsletter had a 43% better open rate, and a 107% better click-through rate.

In fact, this single email filled 70% of the available seminar spots, with another 25% closed through social media. A final "last-call" email 10 days before the event actually over-sold the remaining 5%.



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