



**GROW PRO AGENCY PRESENTS**

# **LEAD RESPONSE MANAGEMENT**

**YOUR ULTIMATE GUIDE  
TO TURN LEADS INTO ENROLLMENTS**





# INTRODUCTION

Hello Martial Arts School Owners! 🙌

Are you struggling with converting leads into loyal members?

You're not alone. Let's dive into some actionable steps to supercharge your lead management process and watch your member count grow! 🚀

## **Why Lead Management is Key** 🔑

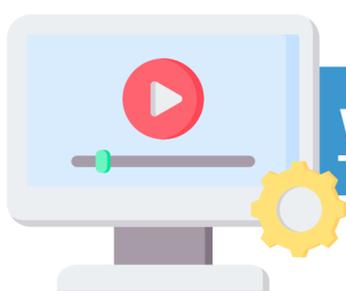
Some of the challenges for martial arts schools often revolve around the following:

- Not Enough Leads 😞
- Low Lead Quality 📉
- Lead Cost Too High 💸
- ROI Too Low 📊
- Lack of Clear Tracking 📋
- Too Many Options 🤯

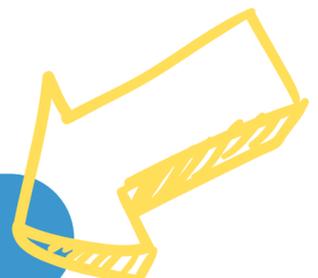


In this guide you'll learn how to combat and overcome the BIGGEST challenge that Martial Arts School Owners face:

**unconverted leads.**



**WATCH THE VIDEO GUIDE HERE**





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# STEP-BY-STEP SOLUTIONS TO TRANSFORM YOUR LEAD MANAGEMENT





# LEAD FOLLOW UP ISSUES

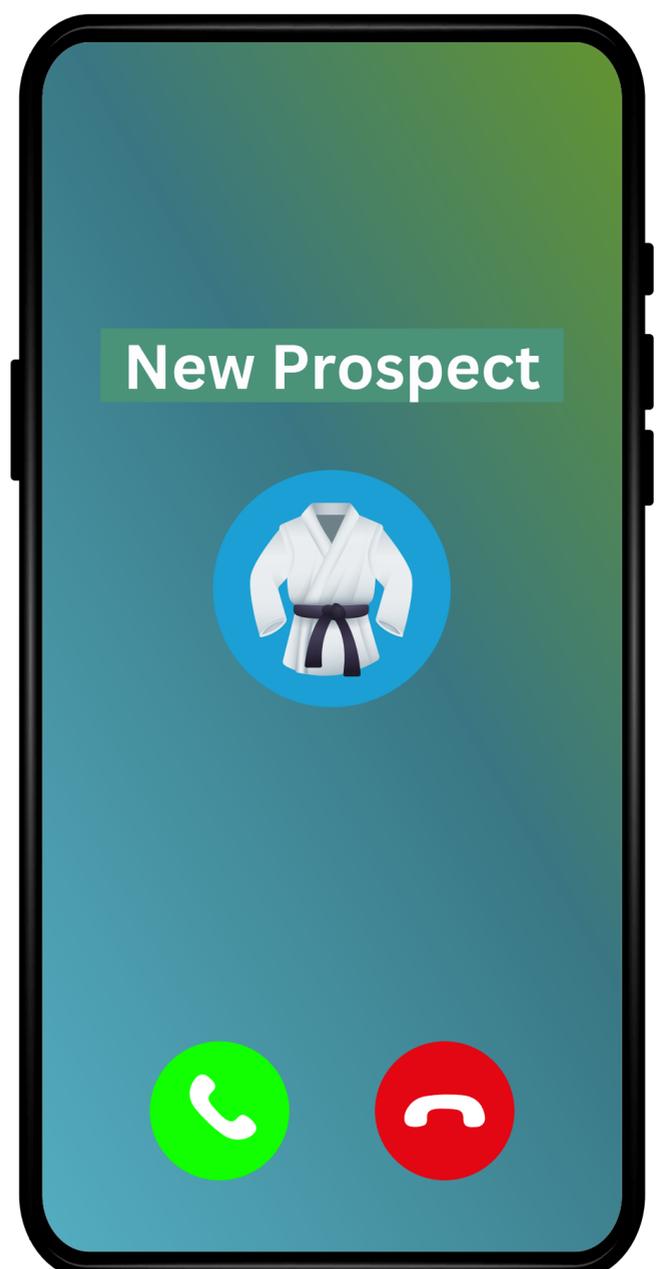
You may be asking yourself: “*why do I always get stuck with these bad leads.*” - But that’s the wrong question. Because there is not such thing as a “**bad**” lead. If someone took the time to click on your ad, fill out a form, and request more information - that’s not a “bad lead”.

What you need to be asking yourself and reflecting on is: “**why haven’t these leads converted yet**” and “**what do I need to start (or stop) doing to increase conversions?**”

The good news is - those are exactly the kinds of questions this guide was created to answer. So let’s get to work...

**Here are a few things you may not be doing - but could be contributing to low conversions:**

- **Following up with leads within 5 mins**
  - Don’t let those warm leads go cold!
- **Following up 5 -7x**
  - This is the average of touch points needed to convert.
- **Incorporating text messages into your prospect outreach.**
  - More effective than phone or email with today’s consumers.
  - Level up with picture texts and video texts such as sending a Tour Video Welcome Video!



# CLIENT TESTIMONIAL

***Ron Smith of Spirit Fighting Arts  
has 42 leads at a \$6.78 CPL!***



42

On-Facebook Leads

\$6.78

Per On-Facebook Leads

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## INTENT VS. INTEREST

There are two main themes of marketing: intent based and interest based. And we have to understand the difference between the two to understand the types of leads that they provide.

Think of **Google** as **intent based** - because when people search on google they typically have the “intent” to purchase a product or service. They are often searching for a solution to a problem or doing research for things they need. We call these your **“Today Buyers”**.

**SEARCH:**



**Interest based** (also called buyer focused marketing) marketing specifically targets users based on their **interests**. Facebook is the perfect example because it leverages the data of its users online activity to show them ads that are tailored to their interests. These are **future buyers**.

**SOCIAL FEED:**



***How is this relevant to you?***

Because this will give you insight as to how best leverage your marketing budget and efforts. In the Martial Arts, it's helpful to utilize both these methods as they both can help get your School in front of consumers. You need both **today buyers** and **future buyers**.



## FOLLOW UP IMMEDIATELY

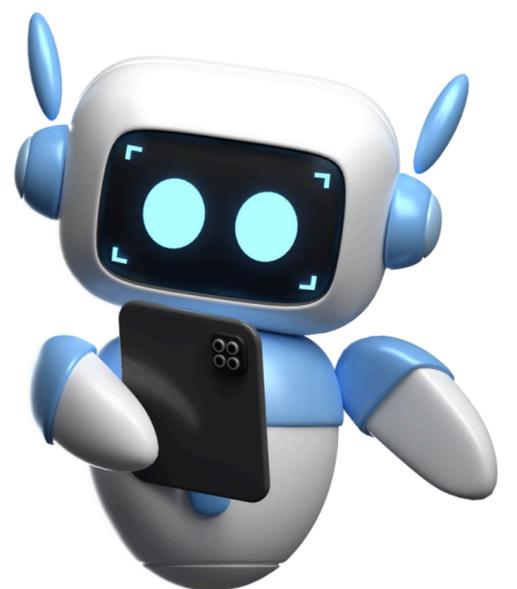
**Leads that are not followed up within 5 minutes go cold. Here's what you need to do:**

- You need to be notified when a lead comes in so you can immediately follow up. Typically text notifications will be the best you can set up.
- Scheduled Follow-Up Time: Block specific times every day for lead follow-up.
- You should use a “trifecta” approach and reach out via phone call, email, and text message.   

## LEVERAGE MARKETING AUTOMATION

**Automate your follow-up process to engage leads instantly and consistently:**

- Instant Response: Use automation to follow up within the first 2 minutes of a webform submission. Remember, 50% of leads go with the school that responds first!
- Consistent Touch-points: Ensure every prospect is contacted 5+ times and can engage via two-way text messaging.



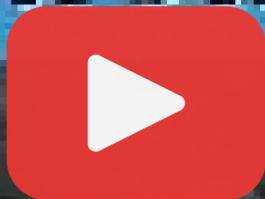
Authenticity Matters: Make your automated messages feel personal to build trust. 🍌 Also, be sure to follow proper texting protocol and provide an option to unsubscribe to stay compliant.

# CLIENT TESTIMONIAL

**STEVEN JACKSON**

A Testimonial

**"WE WENT FROM  
SINGLE TO  
DOUBLE DIGIT  
ENROLLMENTS"**



from 183 to  
317  
SIGNUPS!

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## NURTURE YOUR LEADS

Keep your leads warm with a nurturing sequence that includes:

- Education: Share valuable information about martial arts.
- Testimonials: Showcase success stories from your students.
- Information & Entertainment: Mix up your content to keep it engaging.
- Offers: Provide your latest offer to get them to book an appointment.

Also, re-engage your database periodically with special offers and the "magic email" to check if they're still interested in martial arts training. 

## LEVERAGE A BOOKING BOT

For some schools and situations, it might make sense to use a Booking Bot to help you book appointments when you are unavailable.

These Booking Bots are powered by A.I. and trained on your school's systems and calendar availability. Did you know Grow Pro offers this as a service?



### BUDO BOOKING BOT APPOINTMENT SETTER

✔ A Custom Built A.I. Booking Bot

✔ Effortless Integration: Seamlessly connects with most existing systems

✔ Intelligent Interaction: Engages prospects, answers questions accurately, and sets appointments

✔ Never Misses a Beat: Operates 24/7, ensuring you capture every opportunity. You can even set it's work hours if you'd like!



[Learn More About Budo Booking Bot](#)



# KNOW YOUR NUMBERS 12 34



**Math is the Path! Track these key metrics to understand and improve your process:**

- Number of Leads
- Number of Appointments
- Number of Shows
- Number of Closes
- Conversion Rates (Lead to Appointment, Appointment to Show, Show to Close)
- Cost Per Lead (CPL)
- Cost of Acquisition (CAC)

With these numbers, you can assess where you have room for improvements. Aim to book at least 50% of your online leads into appointments. Then aim to get at least 70% of those appointments into your doors. Finally, aim to get 80%+ to convert into new students

## CONTINUOUS IMPROVEMENT

**Never stop refining your process. Review your metrics regularly and adjust your strategies based on what's working and what's not.** 

Action Steps 

1. Block "Follow-Up Time" daily on your or your program director's calendar.
2. Use marketing automation, but don't solely depend on it.
3. Utilize database reactivation to turn future buyers into today's buyers.
4. Monitor your metrics – remember, math is the path to growth.

# CLIENT TESTIMONIAL

**50 New Students**

The ads are killing it! Just opened Monday, we have 50 sign ups and we are getting consistent leads. You guys are awesome!

Heck yeah!

Congrats on 50 New Students! 🚀

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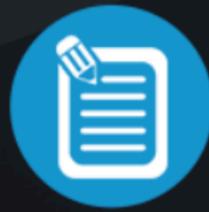
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# CONCLUSION & NEXT STEPS

WANT TO LEVEL UP YOUR  
LEAD FOLLOW UP?



DEDICATED US BASED, IN  
OFFICE CONCIERGE  
AGENT



PERSONALIZED  
SCRIPTS



IN BOUND LIVE LEAD FOLLOW  
UP WITHIN 5 MINUTES  
BETWEEN 9AM - 5PM



OUR AGENTS ARE  
INCENTIVIZED TO BOOK YOU  
APPOINTMENTS



RECORDED PHONE  
CALLS



COLD OUTREACH  
PACKAGES

CONCIERGE AGENT  
PROGRAM

Scan the QR Code to learn  
about our done for you  
appointment booking service.



[Watch The Video Guide](#)



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# THANK YOU!



## FREE MARKETING AUDIT

We offer a Free Marketing Audit on your Facebook Page, Ads, Google Business Profile, and where you Rank on Google's Search Engine Results Page.

During the audit, we will show you what's working well, where you have room for improvements, and can answer any questions you might have.

We can then go over the different programs we offer here at Grow Pro Agency. We offer Facebook Ads, Instagram Ads, Google Ads, TikTok Ads, Social Media Management, Database Reactivation, and live lead follow-up with our Concierge Agent Program (so lots of options depending on your needs!) 😊

If that sounds good to you, you can conveniently book this online by going to [www.GrowProAgency.com/survey](http://www.GrowProAgency.com/survey).

It will ask you a few questions so we have the necessary information to do the audit, and it will then take you to our online calendar to book a time.

[SCHEDULE FREE MARKETING AUDIT](#)