



# World Team USA

Digital Marketing Strategy

# Who is World Team USA

Fight and fitness gym :

Men and Women

- Stronger
- Get fit
- More confidence



# Business Challenges

The background of the slide is a collage of three images. The top-left image shows a boxer in a white shirt celebrating with arms raised. The top-right image shows a boxer in a red and black outfit in a ring. The bottom image shows a crowd of people cheering with their arms raised.

Brand  
Awareness

Traffic to the  
gym

# Our student profile



## John

- 16 years old
- High school

## Lack of confidence:

- Skinny
- Doesn't have muscle
- Not strong enough

# Customer Journey

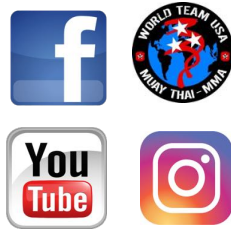
## Awareness

Owned/paid



## Consideration

Owned



## Conversion

Owned



## Loyalty

Owned / paid /  
earned





# Marketing Strategy

Objective: Brand Awareness

KPI: # Visitors / Conversion rate

Tactics:

- SEO
- Paid search campaign
- Social media campaign

# SEO : Make changes to the website

LESSON


## TRY A CLASSE TODAY !

Learn the basics of Muay Thai with one of our World Champion fighters.

**CONTACT US TO LEARN MORE**

CONTACT US  
**GET IN TOUCH**

Success Needs No Explanation, Failure Needs No Alibi



445 Judah St  
445 Judah St, San Francisco, CA 94122  
Agrandir le plan

FOR GENERAL QUESTIONS  
**CONTACT INFORMATION**

Can't make it by our gym? That's OK  
Give us a call and get started today.





Address: 445 Judah St, San Francisco, CA 94122  
Phone: (415) 759-1510  
Email: [worldteamuaygym@gmail.com](mailto:worldteamuaygym@gmail.com)

Name  Email


Subject

Message

Follow us on social media,  
to keep up with all the current news and events!

### Sign-Up for a Lesson



**To get a better understanding of our gym.**

Our training philosophy & curriculum, we highly advise prospective students to visit our gym and take a one-on-one lesson with one of our world Champion Muay Thai instructors.

**During the lesson, you will:**

- Learn the basic techniques of Muay Thai
- Enjoy a private lesson in our fighting ring
- Have fun, sweat, and test your physical and mental limits!

If you would like to schedule an introductory lesson, please call our gym at **(415) 759-1510**.

We hope to see you soon,

**World Team USA**

Name  Email

Subject

Message

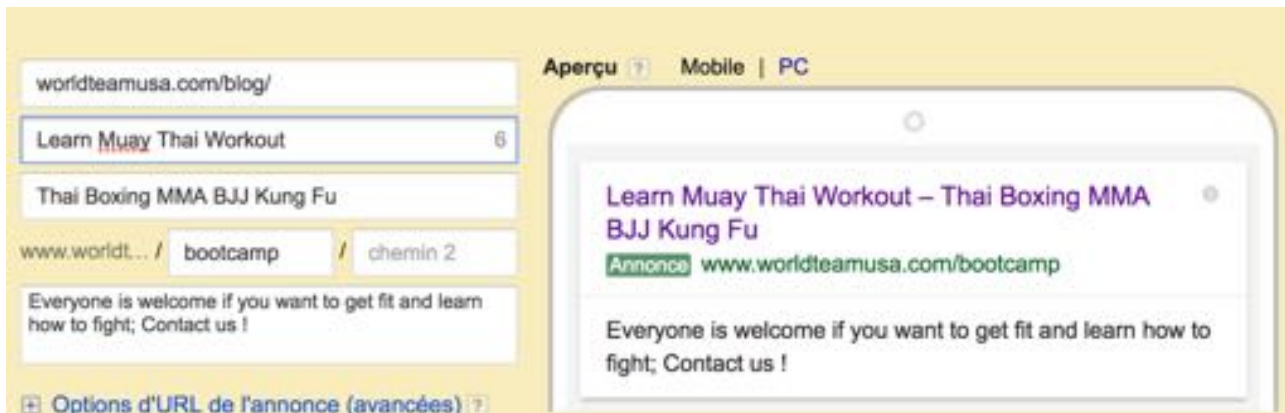
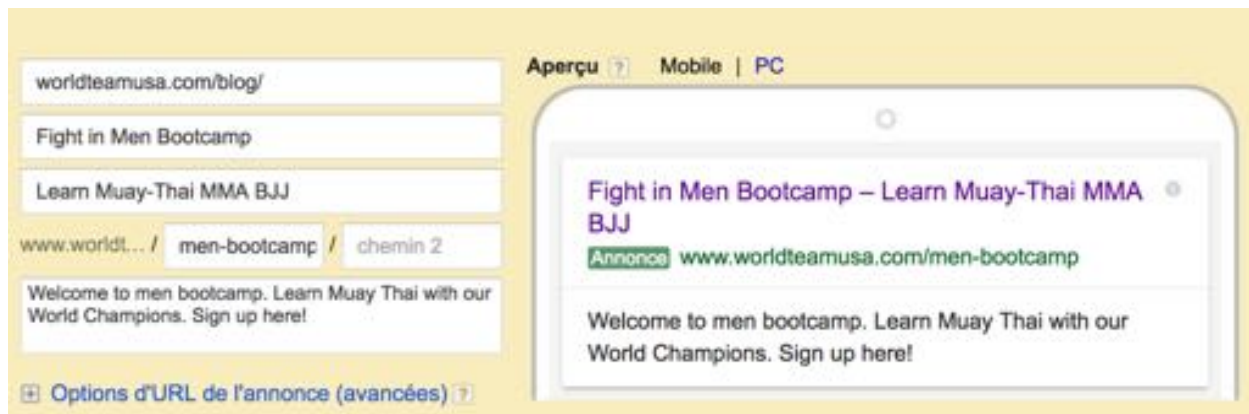
Add metadata (meta description / meta title / meta keywords)  
Change pictures names

# Paid search Campaign

## Target

All men

- Learn how to fight
- Want to be stronger





## Target

All men and women


- Learn self-defense
- Get fit



# Social media Campaign: A/B Testing




 **World Team USA**  
Sponsored · 

Learn how to Fight and get fit !



**World Team USA - Lady Bootcamp**  
Welcome to our Women Bootcamp, If you want to get fit and be stronger, we are here help you achieve your goal. Let's start now !

WORLDTEAMUSA.COM [Sign Up](#)

 Like  Comment  Share

Functional

Emotional

 **World Team USA**  
Sponsored · 

Join us to protect yourself !



**World Team USA - Women Bootcamp**  
One woman out of six is the victim of violence ! It's time to protect yourself ! With us, your will learn specific fight techniques and be stronger than ever.

[Contact Us](#)

 Like  Comment  Share



# Result

Conversion rate = 2,8%

New visitors = 166 / week

- 63% men
- 37% women

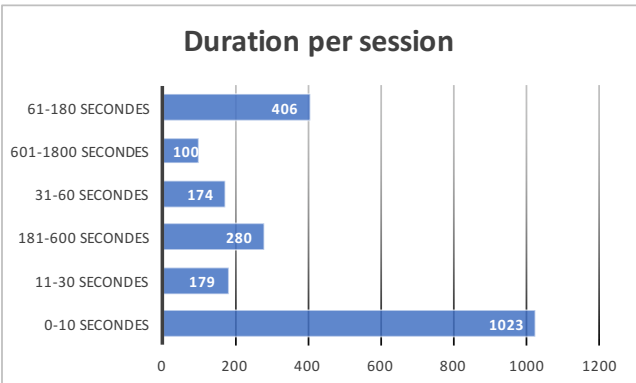
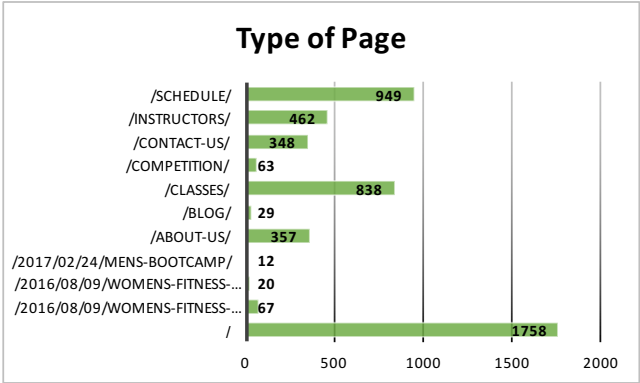
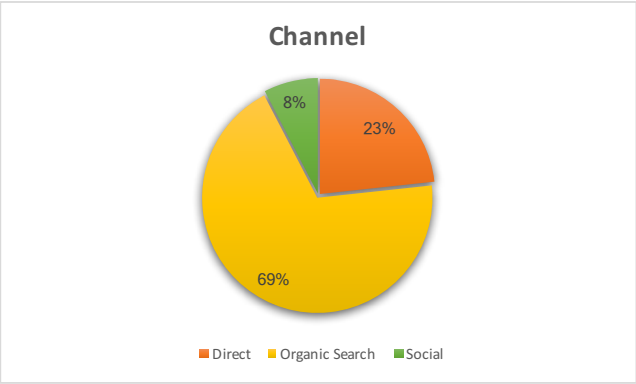
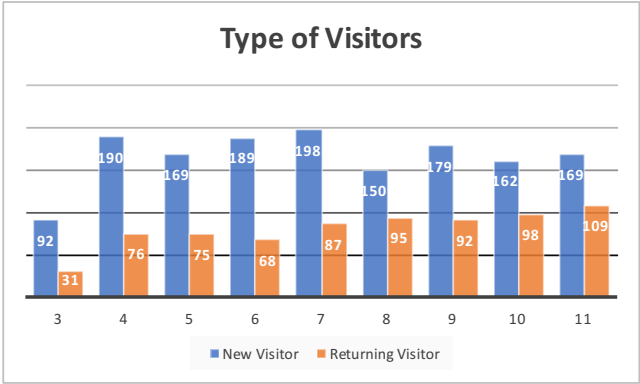
Engagement rate = +32.38 % / wee

Bounce rate =

January: 43.74% / month

March: 28,19% / month

# Continue the effort



### Segment

- Men
- Tous les utilisateurs**
- Women
- Nouveaux utilisateurs
- Utilisateurs ayant déjà...

### week

- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11



Thank you for your attention