

World Team USA

Digital Marketing Strategy

LEGENDS

Who is World Team USA

Fight and fitness gym :

Men and Women

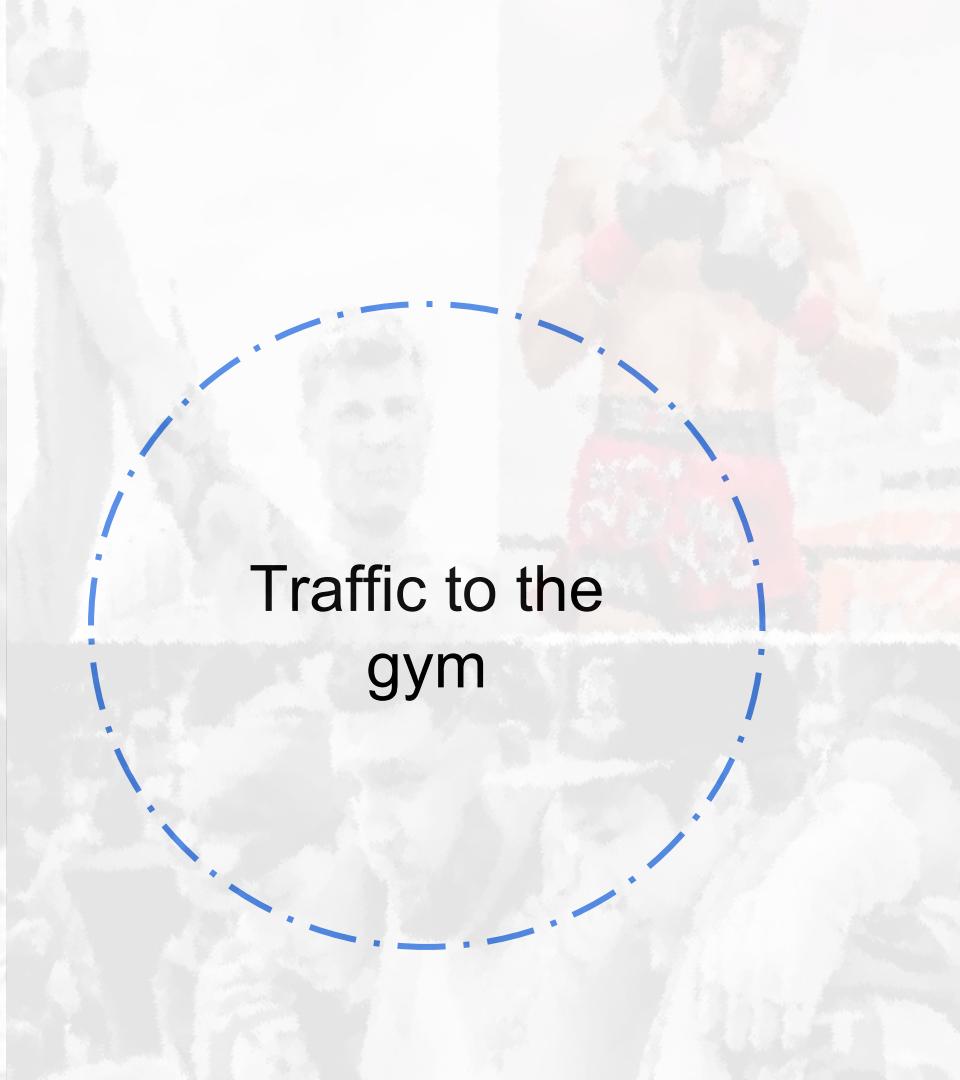
- Stronger
- Get fit
- More confidence



Business Challenges

A faint background image of several people in a gym setting, some on treadmills and others working out on various equipment.

Brand Awareness

A faint background image of several people in a gym setting, some on treadmills and others working out on various equipment.

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



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) 756-1510
Email: worldteamusagym@gmail.com

Name Email
Subject
Message

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

[f](#) [t](#) [g](#) [y](#)

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

Aperçu Mobile | PC

worldteamusa.com/blog/

Fight in Men Bootcamp

Learn Muay-Thai MMA BJJ

www.worldt... / men-bootcamp / chemin 2

Welcome to men bootcamp. Learn Muay Thai with our World Champions. Sign up here!

+ Options d'URL de l'annonce (avancées)

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Fight in Men Bootcamp – Learn Muay-Thai MMA BJJ

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Learn Muay Thai Workout 6

Thai Boxing MMA BJJ Kung Fu

www.worldt... / bootcamp / chemin 2

Everyone is welcome if you want to get fit and learn how to fight; Contact us !

+ Options d'URL de l'annonce (avancées)

Aperçu Mobile | PC

Learn Muay Thai Workout – Thai Boxing MMA BJJ Kung Fu

Annonce www.worldteamusa.com/bootcamp

Everyone is welcome if you want to get fit and learn how to fight; Contact us !

Target

All men and women

- Learn self-defense
- Get fit

Social media Campaign: A/B Testing

World Team USA
Sponsored · 0

Like Page

Learn how to Fight and get fit !

WORLD TEAM USA - MUAY THAI - MMA

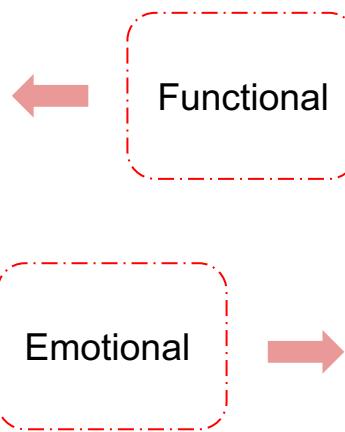
World Team USA - Lady Bootcamp

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



World Team USA
Sponsored · 0

Join us to protect yourself !

WORLD TEAM USA - BRAZILIAN JIU JITSU - MUAY THAI - FITNESS

World Team USA - Women Bootcamp

One woman out of six is the victim of violence ! It's time to protect yourself ! With us, you 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

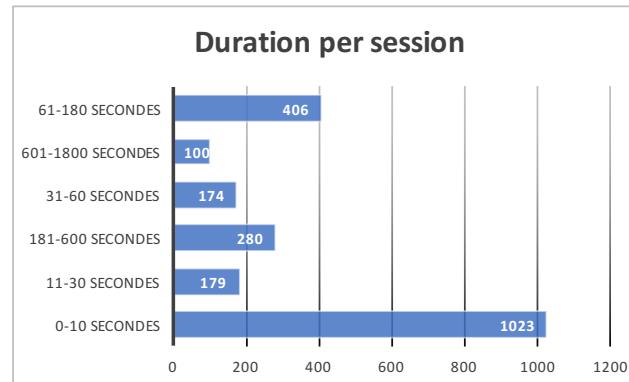
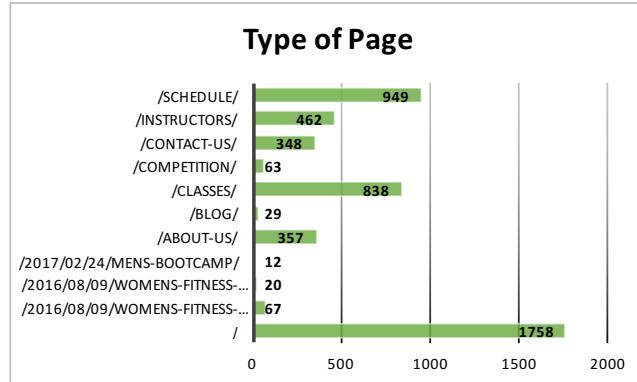
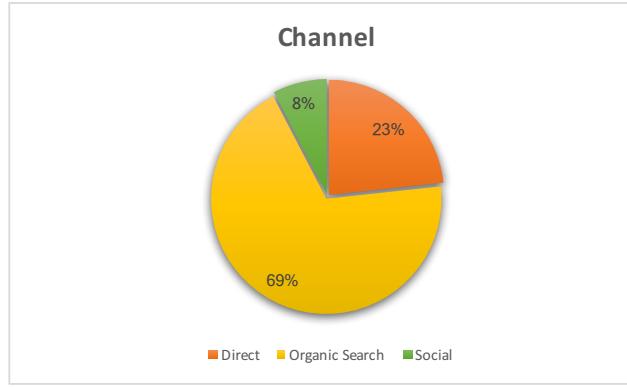
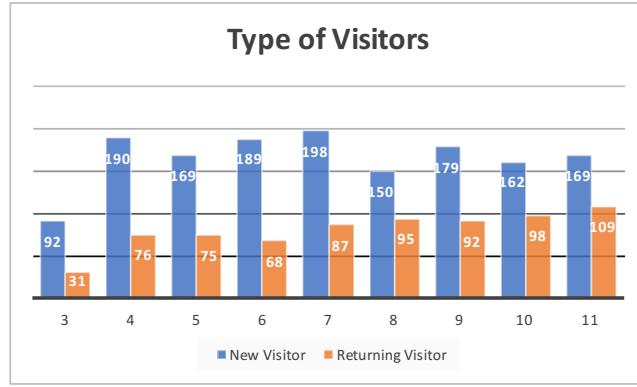
Engagement rate = +32.38 % / wee

Bounce rate =

January: 43.74% / month

March: 28,19% / month

Continue the effort



Segment

- Men
- Tous les utilisateurs (Selected)
- Women
- Nouveaux utilisateurs
- Utilisateurs ayant dé...

week

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

A cartoon illustration of a muscular man with a yellow headband flexing his biceps. He has a determined expression and is wearing a red shirt. The background is white with faint, scattered circular patterns.

Thank you for your attention