

PRELIMINARY MARKETING PRPOSAL

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Meet the Team



Anastasia Ederer
(CEO & Founder)



Team

Meet the digital pioneers of the communication and marketing industry: Team members collectively holding over five years of experience as a content creators and marketing specialists, and Anastasia Ederer, CEO and founder, who served two years as a digital media analyst at BMW Group's Media House and a MA Thesis working student at the Communication for Product Launch and Coordination. She holds experience in corporate communications from institutions ranging from Tech start-ups to corporate giants of the Automotive industry. The team united their creative forces and expertise while pursuing their master's studies at Macromedia University in Munich and joined hands to introduce innovation to the German digital marketing space.



OUR MISSION:

KNOWLEDGE IS POWER,
AND WE WILL HELP YOU REACH YOUR
MARKETING GOALS.

Market analysis

Fitness and health are high in demand interests in the global market including in Munich. Mixed Martial Arts and kick boxing are established trending sports across all age groups. There is a good level of competition in Munich as there are around 25 registered competitor martial arts schools.

More importantly, a decent amount of them have a good social media presence as they seem to have invested in developing their online brand image, which can be seen by the professionalism of their socials. This increases their overall success in attracting new clients significantly, making them strong competition against Towasan.

Lets change that together!

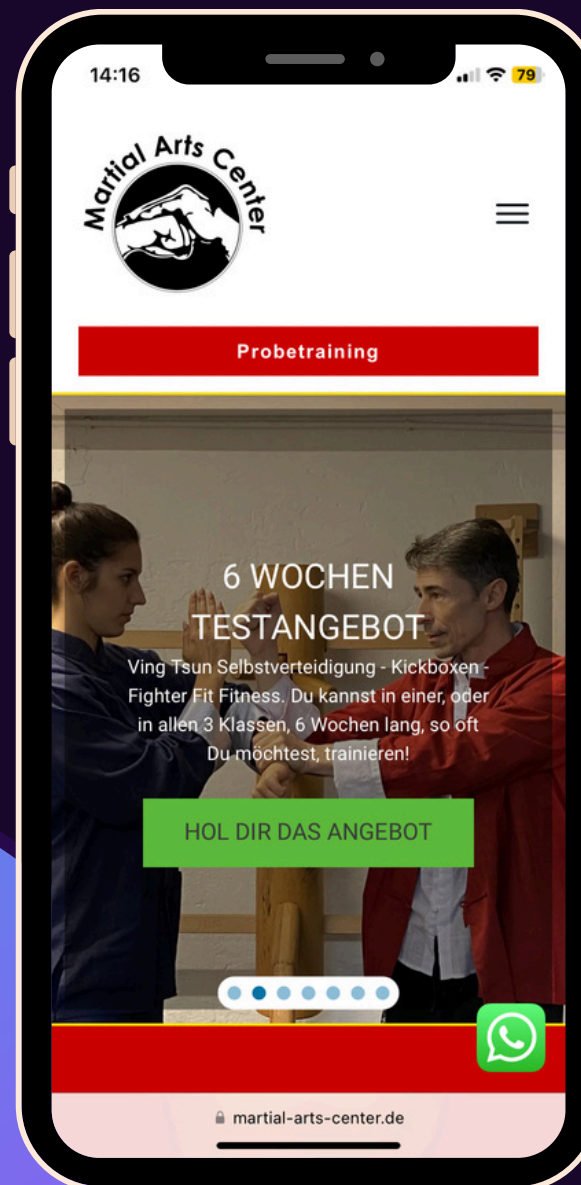


Some Market Competitors...



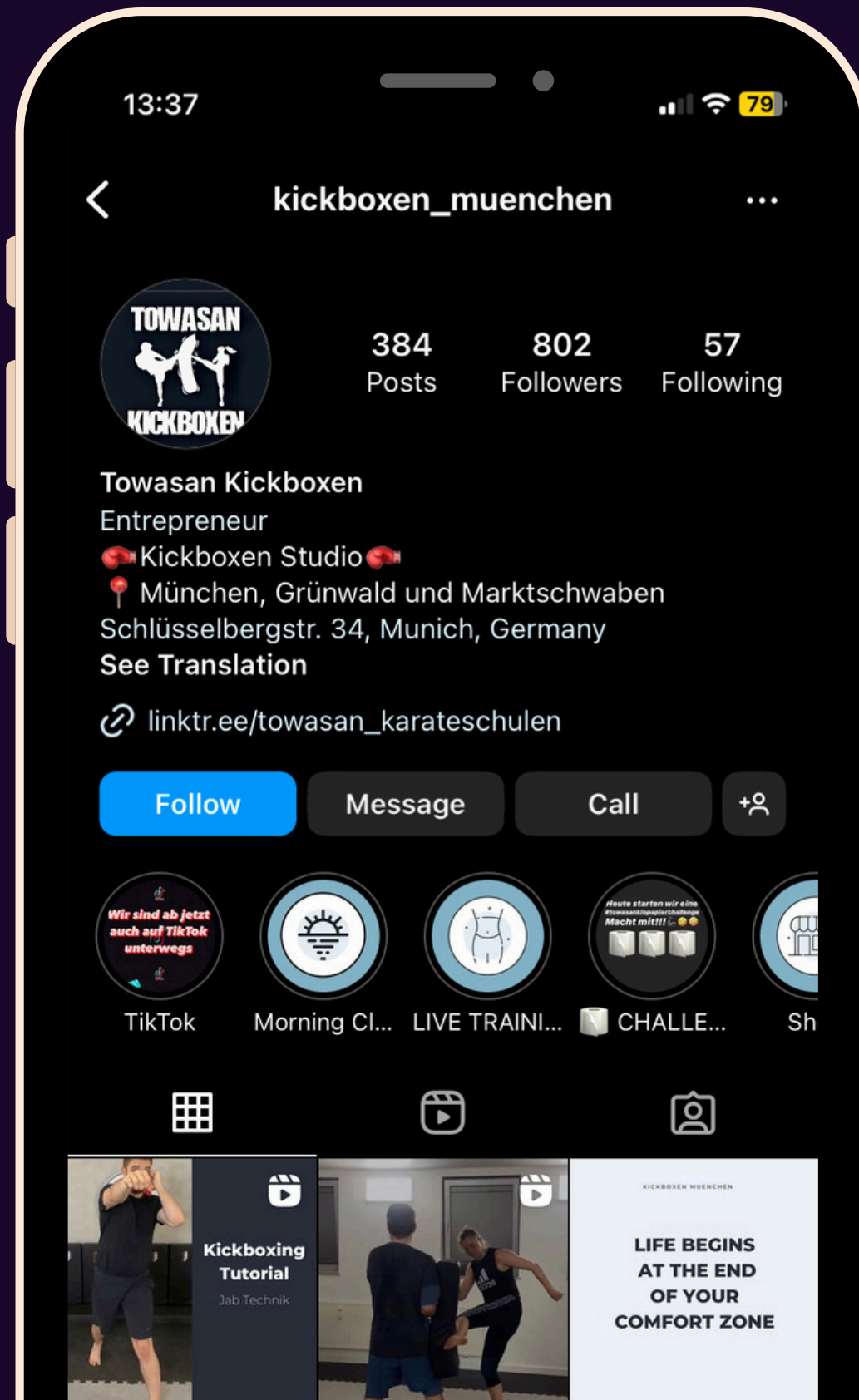
ZenKenKan Website

- They use the same branding color for their post and content.
- Name of the activities, they have a plan on structuring the posts.
- The videos are entertaining and educative about the business industry.
- Homogenous, clean, professional look.



Martial Arts Center Website

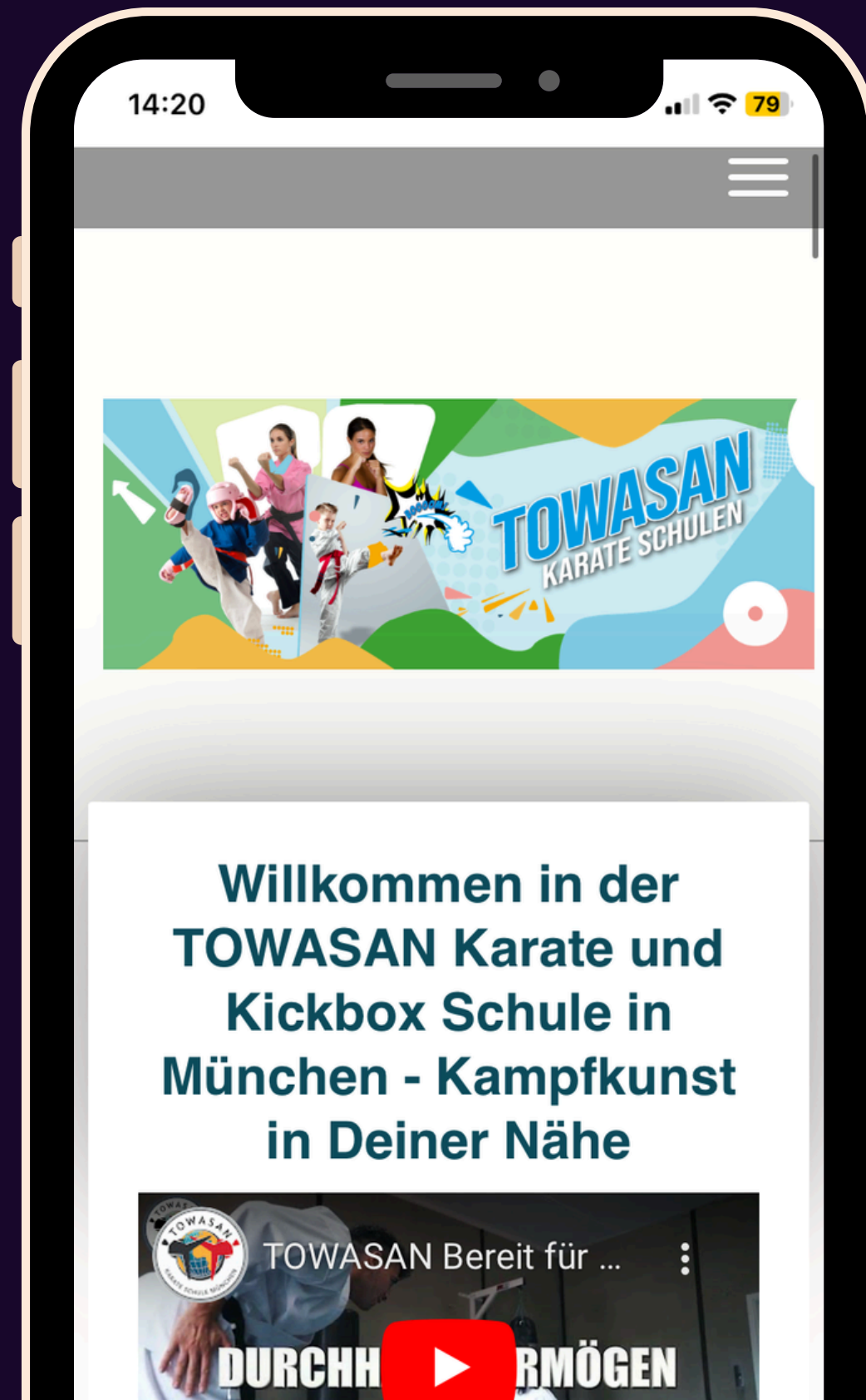
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Competitor Market

Your Business: Towasan Kickboxen München Instagram

- Instagram profile is not structured.
- It does not have a professional look.
- There is no homogenous structure or aesthetics.
 - There are no compelling thumbnails for the posted content that will attract viewers.
 - Highlights are disorganised and not homogenous in aesthetics.
- Website and other socials are not in harmony with each other which works against the brand image.



Competitor Market

Your Business: Towasan Kickboxen München Website

- Other businesses from the local martial arts market emphasise the benefits of joining the sport.
- Towasan Kickboxen München Website only presents rational facts and credibility points on their landing page.
- Incorporating both emotional and factual information will help attract both “emotionally-oriented” clients as well as “rational-oriented” clients.
- An image gallery is missing on the website.
- Information about the club’s current trainers and their qualifications are missing.
- Customer reviews should be broadcasted more evidently.
- Zenkenkan has a beautiful landing page that works well with its brand image and sport type.

Proposed Solution

01

Google Ads

Implementation of Google Ads to aid lead generation strategy. We will use SEO and Keywords to generate traffic on Towasan website.

02

Social Media Platforms

Managing Social Media platforms as Instagram, and creating platforms as Facebook, Tiktok.

03

Content Creation

Producing high quality, engaging content for all socials.

04

Monthly Performance Reports

Social media platform traffic analysis, summarised in monthly reports.

05

Paid Marketing & Promo

Promotion, events, influencer marketing, email marketing, monthly newsletter

Timeline

Your business' journey to significant growth in only 3 months.





EZ MARKETING

THANK YOU

Knowledge is power, and we will help you reach your marketing goals.

CONTACT

www.ezmarketing.com



ez@ezmarketing.com



+49 000456-7890



123 EZ Str., 82110 Munich

