



## Hendersonville Martial Arts

**Hendersonville Martial Arts**

393 East Main Street

Hendersonville, TN 37075

United States

Reference: 20241220-174055351

Quote created: December 20, 2024

Quote expires: January 19, 2025

Quote created by: Kathryn Good

President

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Comments from Kathryn Good

# Proposal for Hendersonville Martial Arts

## Primary Challenges

1. Ineffectiveness of current Facebook ads, leading to low-quality leads and wasted ad spend.
  2. Over-reliance on generic marketing approaches by previous agencies.
  3. Low organic engagement on social media despite consistent posting.
  4. Rising competition from other martial arts schools and fitness-focused businesses.
  5. Underutilized local SEO and geographic targeting opportunities, especially in Gallatin and Sumner County.
  6. Inconsistent use of high-quality video and photo content.
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## Our Solution: The 828 Plan

Welcome to Good Circle Marketing's 828 Plan—your comprehensive solution to improve lead quality, boost engagement, and position Hendersonville Martial Arts as the premier martial arts provider in our area. With a clear focus on storytelling, tailored strategies, and consistent execution, we'll ensure your marketing delivers results while staying true to your unique brand identity.

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## Key Objectives

### 1. Increase Lead Quality

- Shift from generic ads to targeted, meaningful campaigns designed to attract high-intent, local leads.
- Implement SEO and ad optimization to ensure better targeting and engagement.

### 2. Strengthen Organic Engagement

- Optimize social media content for better readability and interaction, using engaging captions, bullet points, and calls to action.
- Leverage creative strategies to promote VIP events, women's health seminars, and community-focused initiatives.

### 3. Enhance Brand Positioning

- Highlight your unique offerings, including Krav Maga and community events, as differentiators.
- Emphasize your role as the largest and most reputable martial arts school in Hendersonville.

#### **4. Maximize Marketing Efficiency**

- Repurpose existing video and photo content to reduce costs and maintain quality.
  - Create consistent messaging across platforms to build trust and recognition.
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### **Why Choose the 828 Plan?**

- Consistency: Stay top-of-mind with your audience through regular, high-quality content.
  - Expertise: Tap into our team's marketing, design, and writing skills to elevate your messaging.
  - Impact: Build trust, drive engagement, and increase enrollment with proven strategies.
  - Simplicity: Let us handle your marketing so you can focus on running your business.
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### **What's Included in the 828 Plan?**

#### **1. Flexible Marketing Support**

- **8 Hours of Marketing Tasks per Month:** Adaptable to your needs—whether it's urgent content creation, ad strategy adjustments, or event promotions.

#### **2. Social Media Management**

- **8 Social Media Posts per Month:** Engaging, optimized posts with a mix of event promotion, testimonials, and educational content.

#### **3. SEO and Website Updates**

- **Monthly Blog Post:** Optimized for specific geographic areas like Gallatin and Sumner County to improve local visibility.
- **Regular SEO Work:** Enhance your online presence through targeted keywords and sitewide improvements.

#### **4. Event Strategy and Promotion**

- Comprehensive support for community events, including graphic design, social media campaigns, and ad placement.

#### **5. Ad Management**

- **Targeted Campaigns:** Focused on event-based promotions for better ROI.
- **Budget Optimization:** We recommend starting with \$500/month, with a 20% management fee for tailored ad strategies.

## **6. Reporting and Consultations**

- **Quarterly Strategy Meetings:** Review results, gather feedback, and plan for the next three months.
  - **Monthly Updates:** Regular check-ins to ensure your needs are met.
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## **Investment**

### **Discovery and Strategy: \$2,717 one-time fee**

Covers in-depth brand discovery, content planning, Spark website/SEO setup, and graphic alignment.

### **Monthly Fee: \$828/month**

Includes social media posts, blog writing, SEO, video production, and ongoing support.

### **Ad Management: 20% of monthly ad spend**

We recommend starting with \$500/month to drive results for targeted campaigns.

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## **How the 828 Works**

### **Step 1: Kickoff Meeting Following Signed Proposal:**

Meet our team and discuss your immediate goals. This sets the stage for a productive partnership.

### **Step 2: Discovery Process**

We dive deep into your brand to understand your story, voice, and target audience. This includes:

- Developing brand templates
- Creating your content calendar
- Assisting with setup of new website with Spark

### **Step 3: Content Creation and Approval**

Our team produces high-quality content, from blogs to videos. You'll have the opportunity to review and approve before anything goes live.

### **Step 4: Quarterly Performance Review**

We'll analyze results, gather your feedback, and adjust to improve outcomes. We'll track key performance metrics, including:

- Increase in qualified leads
- Growth in organic engagement
- Enhanced SEO rankings in Gallatin and Sumner County

## Next Steps

1. Sign this proposal and pay the Discovery and Strategy fee.
2. Schedule your kickoff meeting.
3. Begin January campaigns to promote Krav Maga and women's health seminars.

We're excited to partner with Hendersonville Martial Arts and help you amplify your impact in the community. Let's tell your story, attract the right audience, and achieve your goals together.

Together, we'll make your good work go further.

All Things Good,

Kathryn Good

## Products & Services

Item & Description	Quantity	Unit Price	Total
<b>Items due now</b>			
Marketing Machine - Content	1	\$2,717.00	\$2,717.00
<b>Items due later</b>			
828 Plan: Content Marketing	1	\$828.00 / month for 1 year	\$828.00 / month
<b>Payment starts: January 30, 2025</b>			
		One-time subtotal	\$2,717.00
		<b>Due now</b>	<b>\$2,717.00</b>

## Future Payments Summary

Item	Payment
828 Plan: Content Marketing	\$828.00 / month starting on January 30, 2025 for 12 payments

## **Purchase terms**

This Agreement is between Good Circle Marketing Consulting ("Consultant") and Hendersonville Martial Arts ("Client"). WHEREAS the Client intends to pay the Consultant for the services provided under the following terms and conditions:

**Scope of Services:** The Consultant agrees to provide the above services.

**Payment:** Client agrees to pay Consultant the quoted fee. Either party may cancel the retainer agreement with a 30 day written notice.

**Changes:** If the scope of the Work changes, Consultant may choose to negotiate an hourly rate with the Client for work performed outside the scope of work defined in the contract.

**Term:** This contract will conclude when services are complete, and payment is fulfilled.

**No Guarantee of Results:** Client acknowledges and agrees that the Consultant cannot guarantee the results or effectiveness of any of the Services. Consultant agrees to conduct operations and provide the Services professionally and per good industry practice and all federal, state, and local laws. Consultant will use its best efforts and does not promise or guarantee results. Any projections or predictions that the Consultant may have made are based on estimates, assumptions, and forecasts that may prove incorrect. No assurance is given that the Client's actual results will correspond with any projected results. Client acknowledges that any results obtained by Consultant for other clients are not necessarily typical and are not a guarantee that Client will obtain the same or similar results by using Consultant's services.

**Confidentiality:** Each party agrees that it shall not disclose to any third party any confidential or proprietary data, reports, or other information or materials concerning any party hereto without the prior written consent of the party whose information is to be disclosed, except as otherwise required by applicable court or administrative order, law or regulation. Upon the termination or expiration of this Agreement, each party shall have the right to retain all of its proprietary information.

**Copyrights:** Upon creation of any original illustrations, graphic images, or custom code for this project, Federal law grants the creator with Federal Copyright Protection, Ownership, and Intellectual property rights of those elements. The transfer of copyrights of the final deliverables will be assigned to the Client conditioned upon and at the time of receipt of payment in full for the work described and accepted by the signing of this Agreement. This copyright term does not apply to original content provided by the Client.

**Publicity:** Client agrees that Consultant may use the Client's name, logo, and/or image (but not contact information or personal information) and materials created by Consultant in performance of the Services in Consultant's advertising or promotional literature and may publish articles, blog posts or other advertising and promotional material relating to the Client and the Services. Consultant agrees to limit selection, timing, and method of release of any materials under this section as requested by Client. Client releases Consultant from any and all liability, including but not limited to infringement of any right to privacy or right to publicity relating to or arising out of publicity of Client's name, logo, and/or image as permitted in this section.

**Governing Law:** This Agreement shall be interpreted under, subject to, and governed by the substantive laws of the State of Tennessee without giving effect to provisions thereof regarding conflict of laws.

**Signature**

Before you sign this quote, an email must be sent to you to verify your identity. Find your profile below to request a verification email.

Justin Swanson  
hendersonvillema@gmail.com

**Payment Schedule**

Name	Due	Amount
Payment 1	Upon receipt	\$1,358.50
Payment 2	January 31, 2025	\$1,358.50

**Questions? Contact me**

Kathryn Good  
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United States

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