12-MONTH KARATE MARKETING CALENDAR

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Enrollment in a kids' program follows the school calendar. This plan puts one push in every month and starts the prep four to six weeks ahead, so the flyer is never designed the night before.

School: _____

Year: _____

Monthly budget: $_____

The Year at a Glance

One push per month. The start-prep column is the one to watch: it gives you four to six weeks of runway.

MONTH	THEME	PRIMARY TACTIC	START PREP
Jan	New Year enrollment push	Resolution-focused ads + open house	Dec 1
Feb	Referrals	"Bring a friend" promo + parent appreciation	Jan 15
Mar	Summer camp launch	Early-bird camp registration	Feb 1
Apr	Community demos	School assembly + library reading visit	Feb 15
May	End-of-school push	Targeted ads + last-day-of-school flyer	Apr 1
Jun	Summer program kickoff	Camp launch + free intro week	May 1
Jul	Retention events	In-house tournament or family day	Jun 1
Aug	Back-to-school	"After-school routine" ads + 2-week trial	Jul 1
Sep	Beginner enrollment	Beginner-only intro class	Aug 1
Oct	Halloween / community	Trunk-or-treat + Halloween demo	Sep 1
Nov	Gift certificates	Holiday gift cert promo	Oct 15
Dec	Belt ceremonies / year-end	Final belt test + recap reel	Nov 1

How to Use It

- [ ] **Write your year at the top of each page** and change any start-prep date that doesn't fit your school's calendar.
- [ ] **Fill in your plan on page 2** before the first start-prep date: the offer, the channels and the budget for each month.
- [ ] **Work the prep list** for each month, starting on its prep date. Tick items as they're done.
- [ ] **Log five numbers every month** on the results tracker. Move money toward what brings in paying families.

Your Plan for the Year

Fill in a row before each month's prep date. Keep the offer to one line a parent would understand from a flyer.

MONTH	OFFER / HOOK	CHANNELS	BUDGET	DONE
Jan				☐
Feb				☐
Mar				☐
Apr				☐
May				☐
Jun				☐
Jul				☐
Aug				☐
Sep				☐
Oct				☐
Nov				☐
Dec				☐

SETTING THE BUDGET

Start with one paid channel plus print materials for events. A 2023 IHRSA survey put typical gym marketing budgets at 2% to 12% of revenue. At 5% of $105,472 (the 2022 average for martial arts schools on Gymdesk), that's about $440 a month.

Prep Lists Jan to Jun

JAN New Year enrollment push
Start prep: Dec 1

- [ ] Offer picked: what a new family gets in January
- [ ] Open house date set and staff scheduled
- [ ] Ad written with a New Year angle for parents
- [ ] Sign-up page or form live
- [ ] Email to past trial families who never joined
- [ ] Flyers printed for the open house

FEB Referrals
Start prep: Jan 15

- [ ] Referral reward set for both families
- [ ] Referral form ready, paper and online
- [ ] Email to current parents: the ask and a thank-you
- [ ] Sign in the dojo about the promo
- [ ] A way to track who referred whom
- [ ] Rewards handed out and thank-yous sent

MAR Summer camp launch
Start prep: Feb 1

- [ ] Camp dates and early-bird price set
- [ ] Parent FAQ: drop-off, lunch, what to bring
- [ ] Sign-up page live
- [ ] Early-bird email to current families
- [ ] Email to families who left (a reason to come back)
- [ ] Flyers at local schools and pediatricians

APR Community demos
Start prep: Feb 15

- [ ] List of schools, libraries and groups to contact
- [ ] Emails sent to PTAs and librarians
- [ ] 15-minute kid-friendly demo planned
- [ ] Waivers ready for off-site demos
- [ ] Handouts with a trial pass
- [ ] Follow-up message for families who took a pass

MAY End-of-school push
Start prep: Apr 1

- [ ] Summer schedule and trial offer set
- [ ] Sign-up page live for summer
- [ ] Ad to local parents of kids 5 to 12
- [ ] Flyer for the last day of school
- [ ] Email to current parents: bring a sibling or friend
- [ ] Trial follow-up ready to go

JUN Summer program kickoff
Start prep: May 1

- [ ] Summer schedule posted
- [ ] Free intro week dates set
- [ ] Welcome packet for new summer families
- [ ] Ad for the free intro week
- [ ] Photo and video plan for the first weeks
- [ ] Plan for turning intro week into memberships

NOTES

Prep Lists Jul to Dec

JUL Retention events
Start prep: Jun 1

- [ ] Event picked: tournament, family day or belt graduation
- [ ] Date set and staff scheduled
- [ ] Invites to every current family
- [ ] Invite to families who left
- [ ] Certificates or awards ready
- [ ] Thank-you email with photos after

AUG Back-to-school
Start prep: Jul 1

- [ ] After-school routine angle written
- [ ] Sign-up page live for the 2-week trial
- [ ] Ad to parents of school-age kids
- [ ] Search ad for "kids karate near me"
- [ ] Flyers for back-to-school nights
- [ ] Trial follow-up ready to go

SEP Beginner enrollment
Start prep: Aug 1

- [ ] Beginner-only class time set
- [ ] Sign-up page live for the beginner class
- [ ] Email to your waitlist and past trial families
- [ ] Ad to local parents with the beginner angle
- [ ] First-class FAQ: what to wear, bring and expect
- [ ] Plan for turning the intro into memberships

OCT Halloween / community
Start prep: Sep 1

- [ ] Event picked: trunk-or-treat, demo or costume class
- [ ] Date set and staff scheduled
- [ ] Invites to current families and the community
- [ ] Prizes and candy ready
- [ ] Flyers for the dojo and community boards
- [ ] Trial offer for new families who come

NOV Gift certificates
Start prep: Oct 15

- [ ] Gift certificate design and price set
- [ ] Way to buy it online
- [ ] Email to parents: a gift idea for relatives
- [ ] Sign in the dojo about gift certificates
- [ ] List of who bought and who redeemed
- [ ] Follow-up for families who redeem one

DEC Belt ceremonies / year-end
Start prep: Nov 1

- [ ] Final belt test date set and students told
- [ ] Belt ceremony planned, parents invited
- [ ] Recap reel planned: the year's highlights
- [ ] Year-end thank-you email to every family
- [ ] Results tracker reviewed for the year
- [ ] Next year's calendar drafted from what worked

NOTES

Results Tracker

Five numbers, once a month. Lead source is the easy one to skip, and it's the one that tells you where next month's money should go.

MONTH	SPEND	TRIAL SIGN-UPS	NEW MEMBERS	CONVERSION	COST PER LEAD	TOP LEAD SOURCE
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						

THE MATH

Conversion = new members ÷ trial sign-ups.
Cost per lead = spend ÷ trial sign-ups.
Retention: once a quarter, count how many students from three months ago are still training.

Let the follow-up run itself

Gymdesk's booking forms turn a trial booking into a lead, automations send the confirmation and follow-up, and the lead pipeline shows where every family stands.

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