



MARTIAL ARTS HOLIDAY OFFER GUIDE

USING BLACK FRIDAY
AND CYBER MONDAY
TO HELP YOUR SCHOOL **GROW.**



ESTABLISHING YOUR OFFER



MAKE IT SPECIAL

Your school's holiday offer(s) should be different from the offers you already run throughout the year. This is your opportunity to get creative!

KEEP IT LIMITED

Exclusivity can drum up excitement and demand for your offer. Consider establishing a quantity and/or time limit on your offer to encourage people to act quickly.

MEMBERSHIPS

Consider paid-in-full annual or unlimited memberships as part of your offer set. This can help ensure student retention and deliver more revenue to you up front!

GEAR AND MERCH

Use BF/CM to push your branded gear! Offer as an in-person exclusive in conjunction with a special open mat session, or use landing pages to sell discounted apparel online!



THE AVERAGE DISCOUNT FOR 2023 BLACK FRIDAY AND CYBER MONDAY OFFERS WAS **28%**

WHY RUN HOLIDAY OFFERS?



In 2023, consumers spent over **\$22 billion** on Black Friday and Cyber Monday.



In 2023, **90.6 million people** shopped online for Black Friday + Cyber Monday.

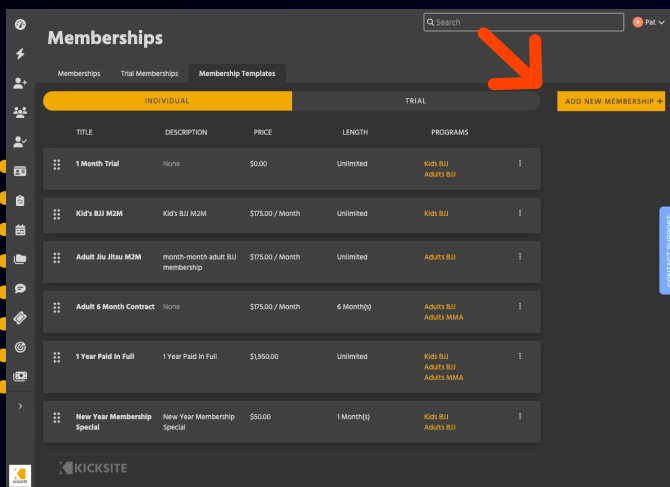
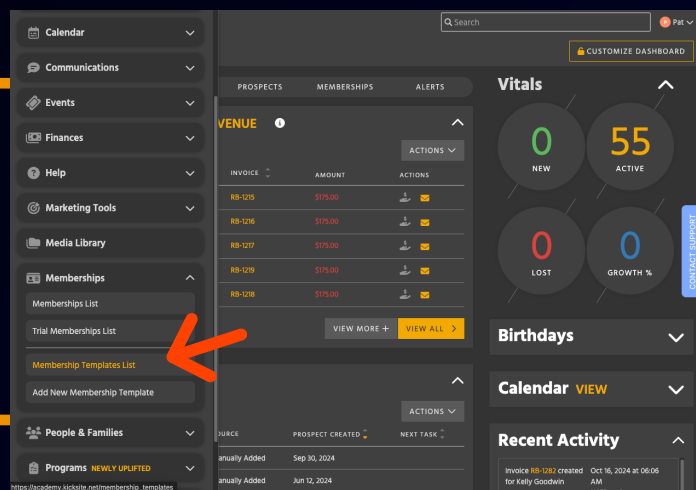


KYLE WATSON MADE \$45,000 ON BLACK FRIDAY 2023 USING KICKSITE LANDING PAGES! **READ HIS CASE STUDY**

HOLIDAY MEMBERSHIPS IN KICKSITE

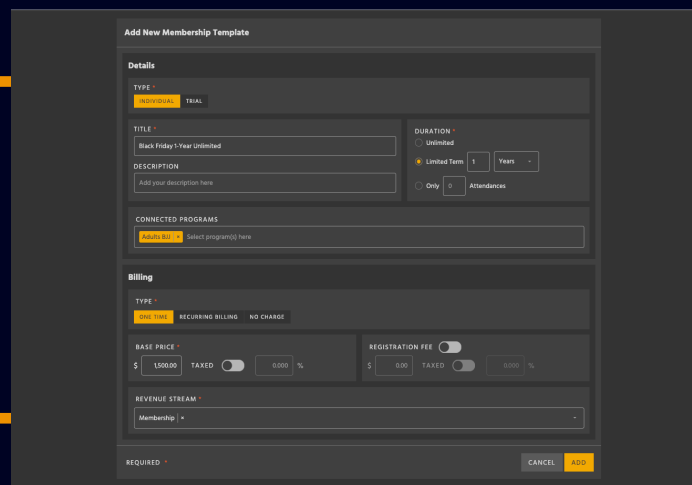


To get started creating a special membership option for Black Friday and Cyber Monday in Kicksite, click **Membership Templates List** in the navigation menu.



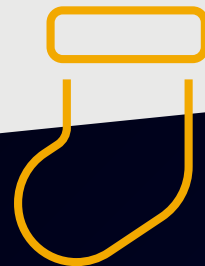
Once you've accessed the Membership Templates list, click the **Add New Membership** button in the upper right.

Here, you'll customize membership details like duration, connected programs, billing type, and of course, price. Give it a name that calls out the holiday special!



NEED ADDITIONAL GUIDANCE ON MEMBERSHIPS? DON'T FORGET TO CHECK OUT THE **KICKSITE KNOWLEDGE BASE**

HOLIDAY MERCHANDISE IN KICKSITE



To get started creating special Black Friday/Cyber Monday merchandise options in Kicksite, click **Inventory** under Finances in the navigation menu.

The screenshot shows the Kicksite dashboard navigation menu. The 'Finances' section is expanded, and the 'Inventory' option is highlighted with a red arrow. Other options in the menu include Calendar, Communications, Events, Add New One-Time Charge, Invoices List, Add New Invoice, Recurring Billings List, Add New Recurring Billing, Payments List, Payment Methods List, Add New Payment Method, Payment Method Invites, and Reports.

The screenshot shows the 'Inventory' page in Kicksite. The 'Add New Category' button is highlighted with a red arrow. The page displays a table of inventory items with columns for Title, Quantity, and Price. The items are grouped by category: Adult GI Black, Adult GI Blue, and Adult GI White. Each category has a table of items with their respective quantities and prices.

On the Inventory list, click the **Add New Category** button in the upper right. You'll be prompted to enter a Title and Revenue Stream for your inventory category.

Next, add sizes (if applicable), set pricing, and mark as Deliverable if you want to note item quantities. You can also set Tax rate, if needed. Click the gold checkmark to save.

The screenshot shows the 'Add New Category' form in Kicksite. The form is titled 'Black Friday Rash Guan' and is categorized as 'Merchandise'. It has a 'Taxed' checkbox. The form contains a table with columns for Title, Deliverable, Quantity, and Price. The items are: Small (Quantity: 5, Price: \$45.00), Medium (Quantity: 10, Price: \$45.00), Large (Quantity: 20, Price: \$45.00), XL (Quantity: 10, Price: \$45.00), and XXL (Quantity: 5, Price: \$45.00). Each item has a gold checkmark in the Deliverable column. The 'ADD ITEM +' button is visible at the bottom.



NEED ADDITIONAL GUIDANCE ON INVENTORY? DON'T FORGET TO CHECK OUT THE **KICKSITE KNOWLEDGE BASE**

BUILD HOLIDAY LANDING PAGES



Landing Pages in Kicksite offer an ideal way to run your holiday offers online. On the next page, we'll run through some landing page best practices, but before you get started, make sure you have these three things ready to go!

LEAD CAPTURE FORM

If you've never used Landing Pages before, first you'll need to create a simple Lead Capture Form to be embedded. [Click here to learn how!](#)

AGREEMENTS

Streamline lead capture + signups by embedding waivers and agreements right into the landing page flow! Are yours set up and ready to go?

BILLING

Having a billing account allows you to take full advantage of Landing Page features by running credit card transactions through them.



OVERALL, KICKSITE CUSTOMERS HAVE USED LANDING PAGES TO GENERATE MORE THAN **\$6 MILLION** IN REVENUE

HOLIDAY LANDING PAGE TIPS



BLACK FRIDAY 2024

\$1500*
UNLIMITED
1 YEAR
MEMBERSHIP

DAVE'S
TRAINING CENTER

Offers available 11/29/24 - 12/01/24

30% OFF
BLACK
RASH
GUARDS

BLACK FRIDAY
SPECIALS

*Paid in full, not eligible for monthly billing

For Black Friday 2024, we are offering TWO specials that are **only** available Friday, 11/29/2024 through Sunday, 12/1/2024. Sign up for an exclusive, paid-in-full membership that gives you unlimited classes for a full year! Or, save 30% on all black rash guards. Limited quantities of both items are available, so act fast to take advantage. Offers are available both online and in-person.

MEMBERSHIPS **INFORMATION** **CHECKOUT**

Adults BJJ		
Black	\$1,500.00	SELECT
Friday 1-Year		
Unlimited		

LET YOUR BRAND COLORS SHINE

Our Landing Page builder lets you adjust the page's background, text, and highlight colors so it looks and feels like YOU and represents your school.

CREATE A KILLER HEADER IMAGE

Create an eye-catching image with your logo and offer details. Landscape orientation is better so people don't have long scrolls on mobile!

REMEMBER A TEXT DESCRIPTION

Although you call out the offer in the image, it's still important to put it in text too! This is good for ADA compliance and ensuring ALL can read your page.

CONNECT HOLIDAY MEMBERSHIP

This is the key part of your holiday offer, so don't forget it! While building your Landing Page, click Add Module then Program Signups to embed the special membership(s) you created.



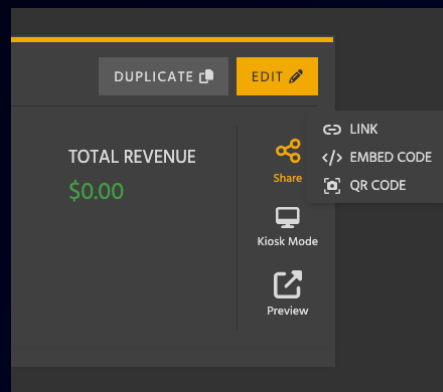
NEED ADDITIONAL GUIDANCE ON LANDING PAGES? DON'T FORGET TO CHECK OUT THE **KICKSITE KNOWLEDGE BASE**

PROMOTING HOLIDAY OFFERS



GET YOUR LANDING PAGE LINK & QR CODE

After your Landing Page is complete, you can quickly grab a short link or QR code for easy sharing and promotion. Just look for the **Share** button on the right when you're viewing the Landing Pages list.



POST ON SOCIAL MEDIA

Promoting your offer on social media is easy! Write up a post with details + your link, and include an image to catch attention as people scroll.



CREATE A QR CODE FLYER

Thanks to Kicksite's QR code generator, you can create and print QR code flyers promoting your offer and hang them in your school or anywhere around town!



IT'S OKAY IF YOU'RE NOT A DESIGNER! SOME TOOLS WITH FREE TEMPLATES: **CANVA | ADOBE EXPRESS | VISTACREATE**



LET'S CRUSH THIS HOLIDAY SEASON.

**WE HAVE TONS OF RESOURCES AVAILABLE
IF YOU NEED HELP ALONG THE WAY!**

KNOWLEDGE BASE

Our comprehensive Knowledge Base has articles, FAQs and videos that cover just about any topic that you might need help with.

RECORDED TRAINING

If you missed our latest live training focused on creating Landing Pages for Black Friday, [click here](#) to access the recording!

1-ON-1 TRAINING

If you're still feeling stuck, the Kicksite Support and Success team is here to help. Reach out to schedule a live, 1-on-1 training!