

A mural on a wall. On the left, a woman's profile is shown in white with red lips, looking towards the right. Her hair is black and adorned with several flowers: a large white dahlia, a smaller white flower, and a red flower. Below her hair is a white, lattice-like pattern. On the right, a samurai warrior in dark armor is depicted, holding a sword. The background is a vibrant red with black lines radiating from the center. The text 'THE CAMPAIGN' is written in white, bold, sans-serif capital letters across the middle of the image.

THE CAMPAIGN

A group of six people, three women and three men, are standing in a snowy forest. Two women in the front row are wearing blue zip-up jackets and black pants. The man on the far right is wearing a dark blue sweater and light-colored pants. The other three people are in the back row. A white car is partially visible on the right side of the frame. The text "FREEZING DOJO" is overlaid in large white letters across the center of the image.

FREEZING DOJO

1

PLANNED
GOAL 2023

CUSTOMERS

EXPOSURE

ACTIVITY

HOW TO ACHIEVE

MARKETED ADVERTISEMENTS

CONSISTENT ACTIVITY ON SOCIAL
MEDIA

SHOWCASE STRENGTHS

MODERN VISUALS





MARKETING

CUSTOMER SEGMENT – YOUNG ADULTS

TARGET GROUP – PEOPLE IN HELSINKI AND POSSIBLY ONLINE

HOW TO REACH?



PUBLISHING CONTENT

Making sure to showcase, market and advertise your classes, the strengths and your unique disciplines

-CREATE CONTENT – DIFFERENT THEMES FOR EACH TARGET GROUPS, (young adults and children)

-PLAN THE RELEASE
(when, where, hashtags, who is it for?)

-PUBLISHING
(following the content plan)



INTERNATIONALISE CONTENT



internationalise content

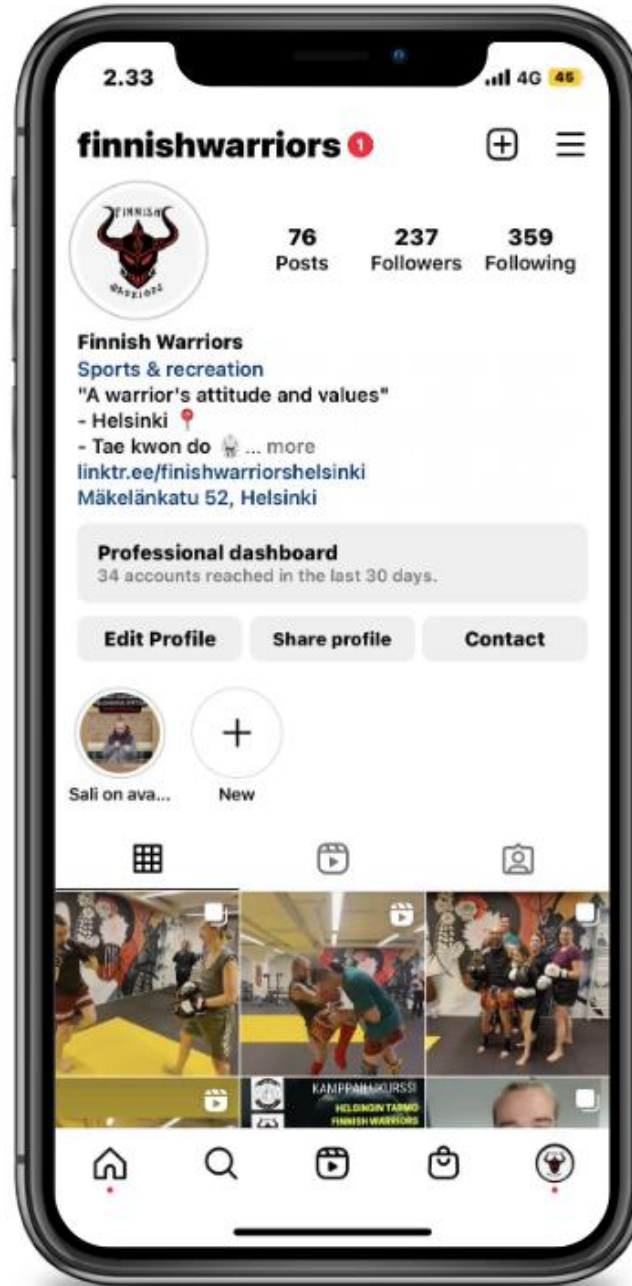




SOCIAL MEDIA

CONTENT TO INSTAGRAM

LINKTREE





OUR ADVERTISEMENT





Ad · www.finnishwarriors.fi

Finnish Warriors Helsinki | Ykkönen kamppailulajeissa | Uskallatko sinä?

Ainoa paikka Helsingissa, jossa voit
opetella kamppailulajeja monipuolisesti.
Taekwondo potkunyrkkeily ja Muay Boran,...



Get directions



Call business





\$ You only pay for clicks on your ad. Over the month you won't pay more than your monthly max.

€7.14 daily average

€217 monthly max



Your ads show **during your business hours**





Vihti

Kerava

Porvoo

Vantaa

Lohja

Espoo

Helsinki

Kirkkonummi

Ga



STRENGTHS

PUBLIC TRANSPORTATION – Easy to access trains and busses

FLEXIBILITY, YOUR OWN SCHEDULE – come whenever

FREE TRIAL – No commitment, try for free

RELATIONSHIPS – Kind and warm atmosphere

Highlight strengths in posts

Make everything known



VISUALS AND BRAND

THEME

LOGO EVERYWHERE



Linktree



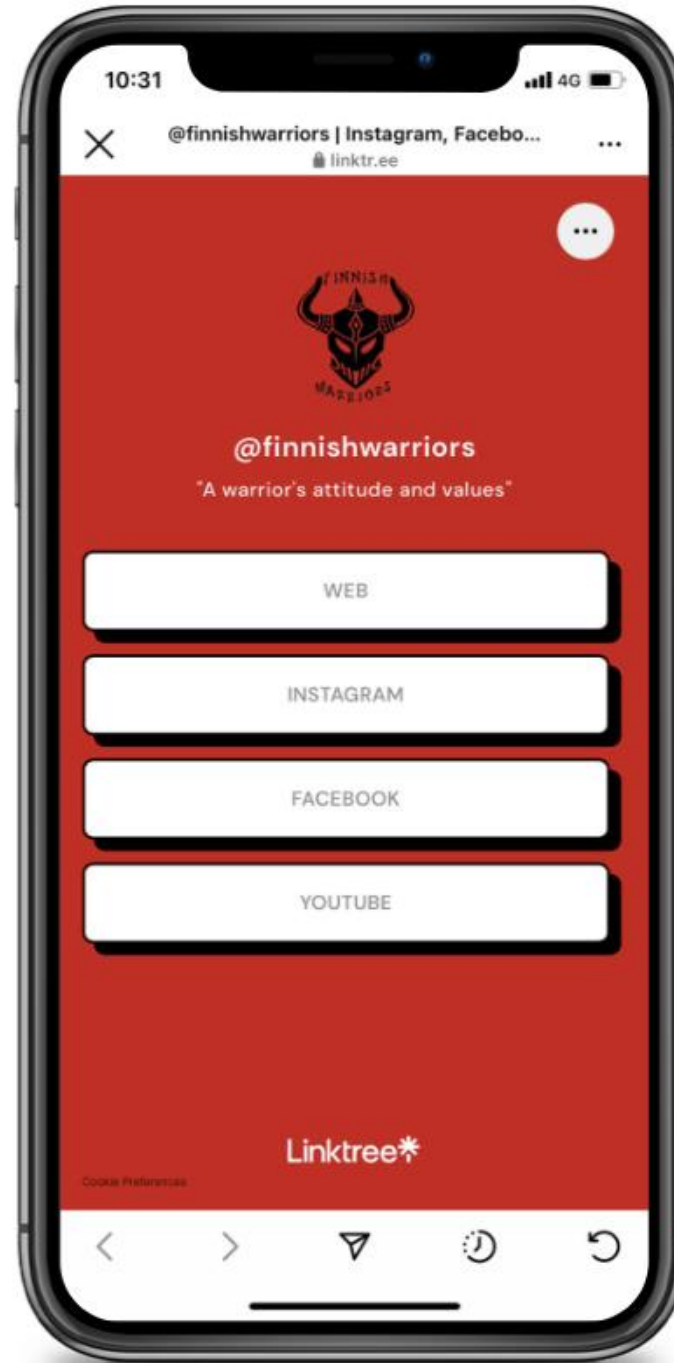
SIMPLIFY SOCIAL NETWORK CONNECTIVITY

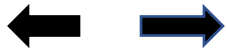
HAVE A COMMON THREAD BETWEEN SOCIAL NETWORKS



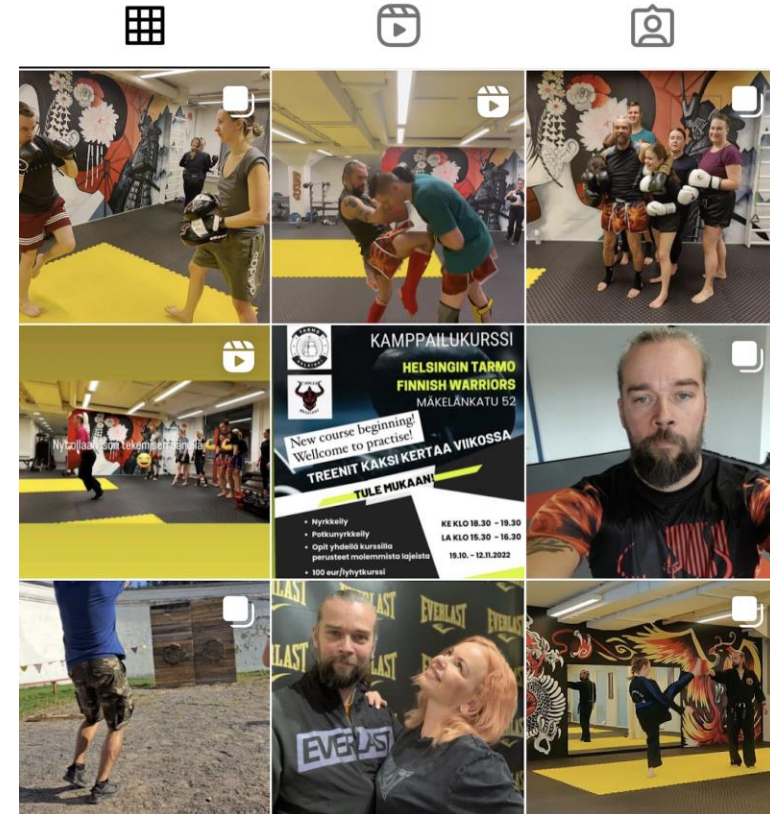
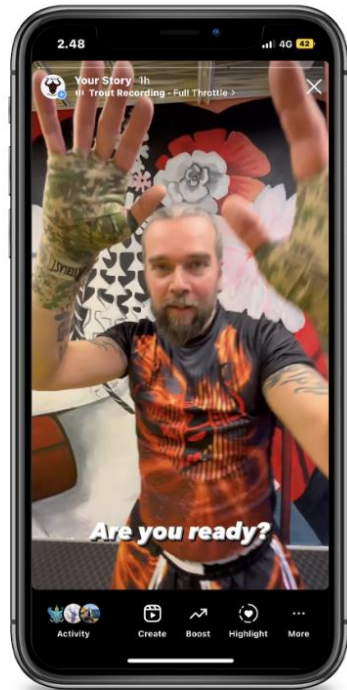


LINKTREE






NEW CONTENT INSTAGRAM





NEW CONTENT YOUTUBE




The banner features a red background with five black silhouettes: a boxer, a taekwondo practitioner, a warrior helmet, a martial artist, and a person in a low stance. The warrior helmet is labeled 'FINNISH WARRIORS'.

Hannu Rintala
@hannurintala
6 tilaajaa

TILATTU

ETUSIVU SHORTS SOITTOLISTAT YHTEISÖ KANAVAT TIETOJA

Shorts



HOW TO DO A TAEKWONDO
TAKEDOWN? TAEKWONDO...

48 katselukertaa





CONTENT PLAN

INSTAGRAM

AINAKIN 3 JULKAISUA
VIIKOSSA

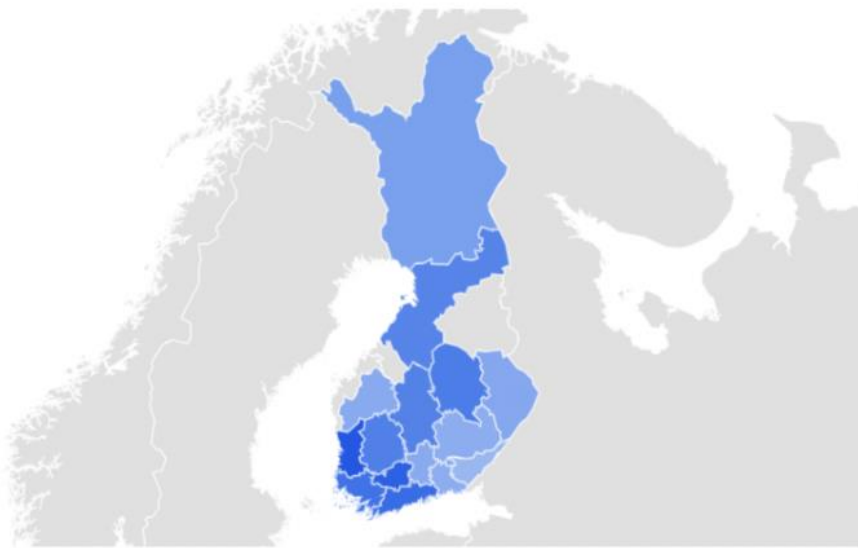
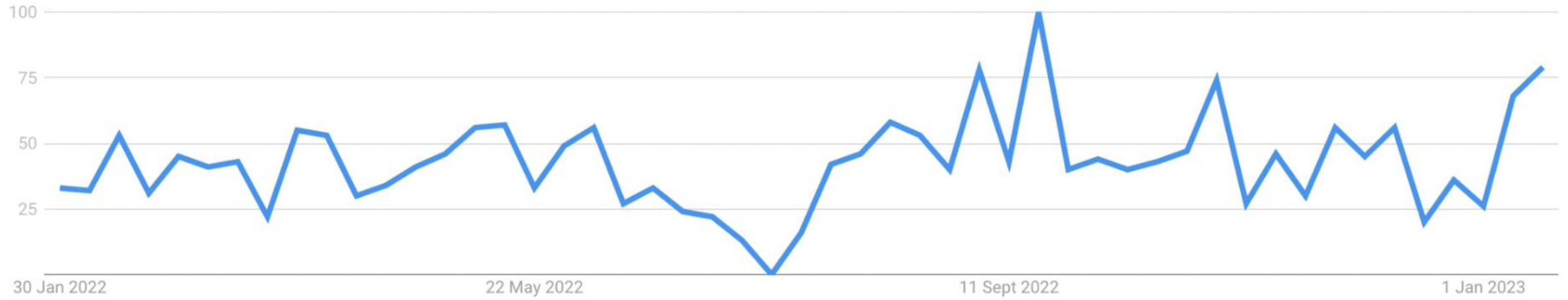


SUUNNITEL
MA



2 KUVAA 1
VIDEO





1	Satakunta	100	<div style="width: 100%; background-color: blue;"></div>
2	Tavastia Proper	90	<div style="width: 90%; background-color: blue;"></div>
3	Uusimaa	81	<div style="width: 81%; background-color: blue;"></div>
4	Southwest Finland	74	<div style="width: 74%; background-color: blue;"></div>
5	Northern Savonia	67	<div style="width: 67%; background-color: blue;"></div>



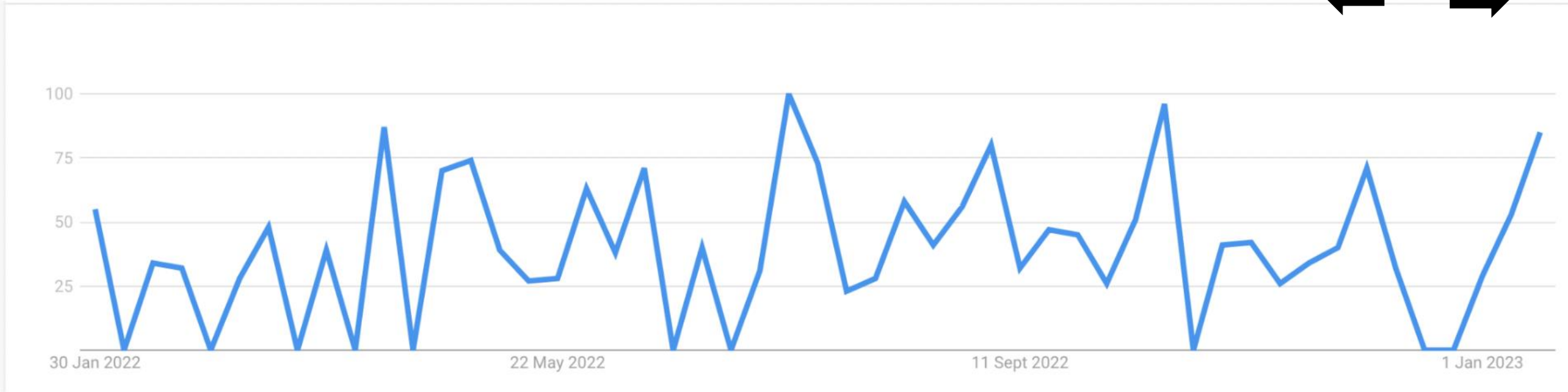
TAEKWONDO



1 Pirkanmaa



MUAY BORAN



1	Uusimaa	100	<div style="width: 100%; height: 10px; background-color: blue;"></div>
2	Pirkanmaa	68	<div style="width: 68%; height: 10px; background-color: blue;"></div>



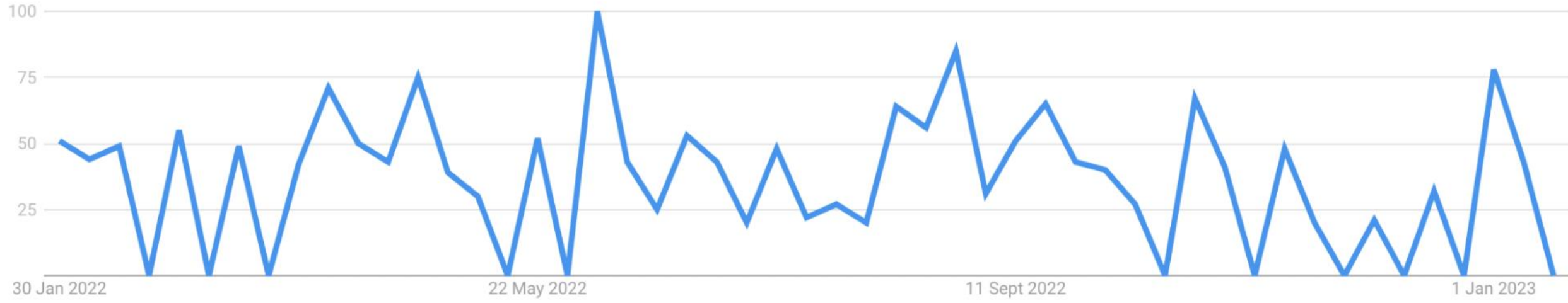
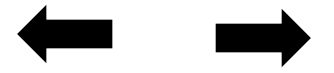
MARTIAL ARTS



1	Central Finland	100	<div style="width: 100%; height: 10px; background-color: blue;"></div>
2	Northern Ostrobothnia	82	<div style="width: 82%; height: 10px; background-color: blue;"></div>
3	Uusimaa	79	<div style="width: 79%; height: 10px; background-color: blue;"></div>
4	Pirkanmaa	51	<div style="width: 51%; height: 10px; background-color: blue;"></div>
5	Ostrobothnia	50	<div style="width: 50%; height: 10px; background-color: blue;"></div>



KICKBOXING



1	Uusimaa	100	<div style="width: 100%; height: 10px; background-color: blue;"></div>
2	Southwest Finland	34	<div style="width: 34%; height: 10px; background-color: blue;"></div>
3	Pirkanmaa	23	<div style="width: 23%; height: 10px; background-color: blue;"></div>
4	Northern Ostrobothnia	23	<div style="width: 23%; height: 10px; background-color: blue;"></div>





WHAT DOES THIS MEAN?

We have seen that a lot of people in **Pirkanmaa** are looking for the content we offer, so it would be good to launch our advertising in that location, as well as in Helsinki for people close to the business and in **Satakunta** and **Tavastia Proper** as that is where we have more potential taekwondo related leads.





Is that a problem?

From our point of view, we believe it is not, as we see this as an **opportunity to create online courses.**



OHJEITA

Seuraa julkaisu ohjetta (dia 17)

Noudata järjestystä, keskellä video ja sivuilla kuva. Eli ensin julkaistaan kuva, sitten video ja sitten taas kuva.

Esimerkki -



YOUTUBE – Voi julkaista lyhyitä (alle 60s) videoita, niistä tulee “YouTube Shorts”

Video ideoita – Temppuja, ilmoituksia uutuuksista/muutoksista, ryhmähenkeä.

Jokaisessa julkaisussa täytyy mainostaa teidän tarjoami palveluja ja teidän vahvuuksia, haluat aina mainita että teillä on ilmainen kokeilu, hyvä sijainti, aikataulu joustavuus ja hyvä ilmapiiri.













HUOM!

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