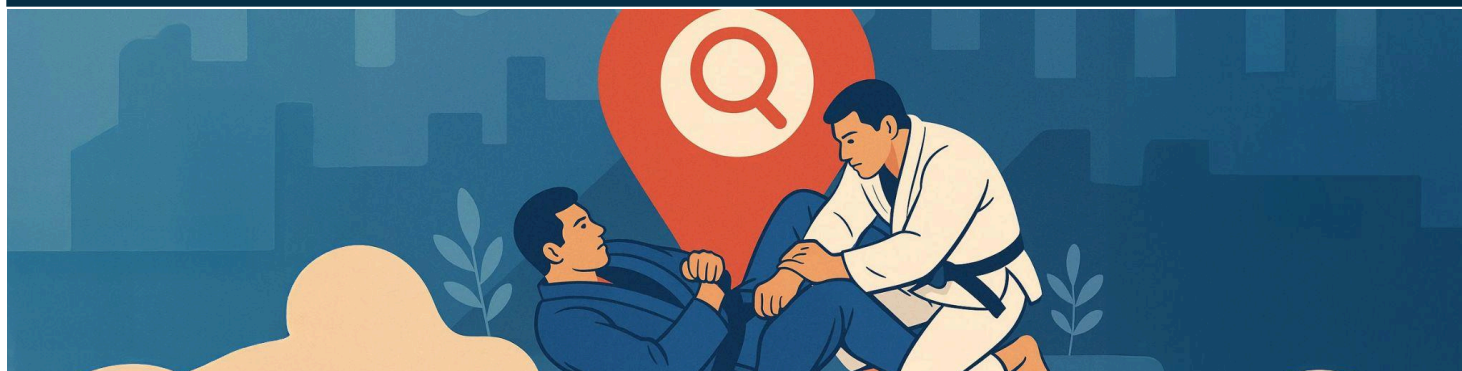


Case Study: Building a Jiu-Jitsu Gym Member Base



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Client Overview

Client: Archimedes Jiu-Jitsu Academy

Location: Shreveport, Louisiana

Services Provided: Local SEO, Email Marketing, Facebook Ads, WhatsApp Group Management, Social Media

The Challenge

Archimedes Jiu-Jitsu was a small gym with a loyal core of students but struggled to grow beyond 10 consistent members. With a limited budget and highly localized audience, they needed a lean digital strategy that could attract new students and keep the existing community engaged.

Our Solution

Local and Traditional SEO

We optimized the gym's Google Business Profile, ensured consistent NAP data (Name, Address, Phone), and implemented local schema markup. We also created service and

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location-specific landing pages targeting keywords like: 'Jiu-Jitsu in Shreveport', 'Kids BJJ classes Shreveport', and 'Beginner Jiu-Jitsu near me'.

Results:

- 4x increase in local map impressions within 90 days
- Top 3 rankings for several key search phrases

Email Marketing

We built and segmented an email list of current students, past inquiries, and trial class participants. Monthly newsletters included upcoming seminars and promotions, technique spotlights, and new student testimonials.

Results:

- Average open rate: 35%
- Conversion rate from newsletter to paid membership: 5%

Facebook ads

We launched a highly targeted set of Facebook campaigns aimed at adults interested in martial arts, fitness, and MMA, and parents of kids ages 6–12 in the Shreveport metro area.

Results:

- ~100+ leads generated over 6 months

WhatsApp Community Group

To deepen engagement, we set up a private WhatsApp group for students, instructors, and prospective members. It became a place to ask technique questions, a support thread for upcoming competitions, and a tool for quick class schedule updates.

Impact:

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- Increased retention by fostering accountability
- Helped convert drop-ins to members through ongoing casual contact

Social Media (Instagram & Facebook)

We maintained a consistent but simple posting schedule with class photos, short reels, member milestones, and behind-the-scenes culture.

Results:

- Instagram engagement
- Facebook reach increase

Results

Thanks to this holistic, community-centered approach, Archimedes Jiu-Jitsu:

- Increased active members by over 300%
- Improved online visibility in a competitive martial arts market
- Built a sense of camaraderie and connection through digital channels
- Tools Used: Meta Ads Manager, Google Business Profile, WhatsApp, BASE mailing, WordPress SEO plugins