

## Marketing & Media Campaigns: Martial Art Facilities

### Our Ethos

We believe that communication is most effective when it is delivered with honesty and integrity. We partner with our clients to ensure our communication strategies are best for their business and their customers.

### Our Capabilities

Miller & Miller Strategic Communications Consultants specialise in providing comprehensive marketing and media campaigns for your martial arts facility. Our current martial clients include VT-1 Gym, Martial Art and Fitness Centre, Chatswood; Gracie Sydney, one of Australia's most respected Gracie Jiu Jitsu Academies; and New Level Personal Training, Brookvale and Neutral Bay.

### Marketing

Martial Art academies have specialised marketing and media needs. Miller & Miller Strategic Communication Consultants are experienced in analysing those needs and forming a campaign that is unique and relevant to your academy.

We will work closely with you to build the loyalty of your current clients; identify potential new clients; and reach your target demographic through a variety of means, including:

- Brand development and engagement
- Websites
- E-marketing campaigns
- Sponsorship deals
- Advertising
- Newsletters

"Miller & Miller understood our unique needs and worked with us to boost our membership numbers by 50% through an individualised, targeted media and marketing campaign."  
– Dylan Resnekov, VT-1 Gym Chatswood

- Social media.
- Open days.

### Media

Raising the profile of your academy is more than just marketing, often the most effective means of reaching our intended audience is through an ongoing media campaign.

Miller & Miller Strategic Communications Consultants will work closely with you to formulate a targeted media campaign, including writing press releases for local and national media, liaising with journalists, writing features for placement in trade magazines and organising photo shoots.

We know that an effective marketing and media campaign is the most powerful way to grow your academy.

## Who are we?

Miller & Miller Strategic Communications Consultants is an all-round communications consultancy which specialises in helping you to reach your customers, clients or co-workers effectively using a variety of communication tools including reports, newsletters, publications, marketing, the media, websites and much more. We offer analysis of your current approach, practical guidance on how to improve your communications, and effective and professional implementation of an agreed strategy.

### VERONICA MILLER

Veronica has over 10 years' experience as a journalist, editor and communications specialist in Australia and the UK. Her sporting clients include Netball NSW, the Australian International Sporting Events Secretariat (AISES), Gracie Sydney, VT-1 Gym Chatswood and New Level Personal Training, Brookvale and Neutral Bay.