

# 30-Day Organic Growth Plan for Maine Warrior Gym

## Goal

Attract 20+ new local families through organic community marketing.

## Week 1

Optimize Google Business Profile, audit social channels, identify local Facebook groups, Reddit communities, schools and youth organizations.

## Week 2

Publish parent-focused content on Facebook, Instagram, X, and Reddit. Reach out to schools, PTAs, homeschool groups, and local businesses for partnerships.

## Week 3

Launch referral campaign, post success stories, create short-form videos, engage daily with local community conversations.

## Week 4

Review performance, refine top-performing content, strengthen partnerships, nurture leads via email/messages, and prepare next month's calendar.

## KPIs

Trial class bookings, membership inquiries, birthday party leads, camp registrations, Google profile views, referral signups, engagement rate.