

# Martial Arts SaaS Marketing Engine Playbook

## # Marketing Engine Playbook

### ## Purpose

Use `/marketing/` as the owner control center to generate weekly marketing assets, run event promos, collect leads, and manage follow-up.

### ## Access + Safety

- Owner role is required for all `/marketing/*` management pages.
- Public lead endpoints are rate-limited and validate payloads.
- Widget submissions use server-side validation for `name`, `email`, `phone`, `source`, and referral codes.

### ## Weekly Operating Cadence

1. Open `/marketing/` every Monday.
2. Click `Generate Weekly Post`.
3. Review `Recent Assets` and download the latest weekly PNG + caption.
4. Publish on social channels manually (or through your external scheduler).
5. Check `Outbox` for follow-up items created by new leads/events.

### ## Event Promo Kit Workflow

1. In `/marketing/`, under `Event Promo Kit`, click `Generate kit` for the event.
2. Download both outputs from `Recent Assets`:
  - `Event Kit Square` (1080x1080) for feed.
  - `Event Kit Story` (1080x1920) for stories.
3. Use the generated caption in the asset details.
4. Post the same day and again 48 hours before event start.

### ## Student Spotlight Workflow

1. Go to `/marketing/spotlight/`.
2. Select a student or enable anonymized mode.
3. Generate spotlight and download from `Recent Assets`.
4. Pair the image with a short congrats post.

### ## Reviews Booster Workflow

1. Set `Google Review URL` in `/marketing/` settings.
2. Go to `/marketing/reviews/`.
3. Enter recipient contact info.
4. Submit to create review request messages in `Outbox`.
5. Mark each outbox item `sent` once delivered through your messaging channel.

### ## Referrals Workflow

1. Go to `/marketing/referrals/`.
2. Create codes for students/families.
3. Share code + trial form link.
4. Monitor top referrers in the hub.
5. Mark `reward given` after manual reward fulfillment.

### ## Lead Capture Widget Workflow

1. Open `/marketing/widget/`.
2. Copy the embed snippet and place it on partner/affiliate pages.
3. Validate by submitting a test lead.
4. Confirm lead appears in `/marketing/` leads list.

5. Confirm an outbox follow-up task is created.

#### ## Publish + Website Alignment

- Keep website changes on `/website/` and marketing ops on `/marketing/`.
- If website draft changes are pending, publish them separately before major campaigns.

#### ## Troubleshooting

- If asset generation fails: retry once, then check server logs (`tmp/django\_errors.log`).
- If lead submit fails: verify required fields and allowed email/phone format.
- If referral attribution is missing: confirm referral code matches exactly.
- If dashboard shows errors after deploy: run pending migrations before retesting.