

CUSTOMER CASE STUDY

How Reveal Martial Arts Generated **\$87,000** in Summer Camp Revenue & Turned Campers Into **Back-to-School** Students With Spark Membership

How a Three-Location Martial Arts Business Uses Spark to Run Camps, Capture Seasonal Demand, Save Staff Time, and Keep Its Entire Operation Connected

\$87K

SUMMER CAMP REVENUE

Generated across 8 weeks at one location.

80-90%

CAMPERS NEW TO REVEAL

Summer campers who are new families.

10-30%

TYPICAL CAMP-TO-MEMBERSHIP CONVERSION

Across locations, with one location previously exceeding 40%.

\$15,000 - \$20,000

RECURRING MEMBERSHIP REVENUE

Estimated revenue generated from summer camp families.

12 HRS

STAFF HOURS SAVED DURING AN AVERAGE WEEK

Estimated ongoing time saved through Spark.

50 HRS

PEAK SEASON TIME SAVED

Savings during busy summer camp and back-to-school periods.

“The biggest difference is having everything in one software, organized and easily searchable.”

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KPI Snapshot

- **3** Martial Arts School Locations
- **450** active students managed across the organization
- **80–90%** of summer campers are new families who have never previously attended the school
- **10–30%** typical camp-to-membership conversion across locations, with one location previously exceeding 40%
- **\$15,000–\$20,000** in estimated recurring membership revenue generated from summer camp families
- **12 staff hours** saved during an average week
- Up to **50 staff hours saved** during busy summer camp and back-to-school periods
- **\$87,000 generated** from eight weeks of summer camps at one Reveal Martial Arts location
- **\$20,000+ generated** approximately every eight weeks through belt testing for 300+ students
- **\$100,000 generated** through Reveal Martial Arts' strongest Spark-supported campaign (Holiday Sale Event) in approximately 4 hours
- **\$120,000/month** in business revenue estimated to be supported through systems and processes managed inside Spark

Key Takeaways

Summer camps become an acquisition channel — not just a seasonal program.

Approximately 80–90% of Reveal Martial Arts' summer campers are now families who have never stepped inside the school before. Every camp includes martial arts instruction, relationship-building with instructors, and automated post-camp follow-up designed to move families naturally toward a trial or membership.

Spark connects summer camp directly to the back-to-school rush.

Camp registrations, tags, automated SMS and email campaigns, Checkout Pages, digital agreements, billing, lead management, and staff follow-up all work together inside Spark. Once camp ends, Reveal can immediately segment those families and move them into a targeted back-to-school campaign.

A single summer camper can represent significantly more than one week of camp revenue.

Reveal Martial Arts estimates a student's annual value at approximately \$2,800. At one location, 11 campers converted into students, representing approximately \$30,000 in potential annual revenue. Two additional locations converted seven and five campers respectively, representing approximately another \$33,000 in potential annual value.

Automation saves time, but its real value is execution.

Spark helps Reveal Martial Arts save approximately 12 staff hours during a typical week and as many as 50 hours during especially busy periods. Automated tasks tell employees what needs to happen next, helping the business execute established processes consistently without relying on staff to remember every step.

Multi-location tools multiply that efficiency.

Checkout Pages, automations, emails, and campaigns created for one Reveal Martial Arts location can quickly be cloned or replicated across the company's other schools, eliminating significant duplicate work.

Spark acts as the operational system behind the business.

Reveal Martial Arts manages leads, trials, enrollments, billing, attendance, ranks, promotions, communication, camps, events, retention workflows, and long-term follow-up through Spark rather than stitching together multiple disconnected platforms.

The Challenge: Running Revenue-Driving Programs Without Creating More Operational Complexity

Reveal Martial Arts has been operating martial arts schools for approximately 18 years.

Owner Adam Spicar has used numerous martial arts CRMs during that time, including DojoMBA, Kicksite, Zen Planner, Rainmaker, MyStudio, Ticket Tailor, and Market Muscle Pulse.

That experience gave Adam a clear understanding of what software can and cannot do for a successful martial arts school.

Software does not replace great instruction, a strong reputation, effective staff, or a compelling student experience.

What it can do is make sure the systems behind those things actually work.

Reveal Martial Arts operates three schools with approximately 450 students. Throughout the year, the company manages leads, trials, memberships, billing, belt testing, tournaments, birthday parties, seminars, clinics, open houses, summer camps, attendance, retention campaigns, and ongoing communication with thousands of parents, prospects, and former students.

During seasonal periods such as summer camps and back-to-school, that complexity increases even further. Before centralized systems, managing campaigns could involve Excel spreadsheets containing names, phone numbers, and email addresses; manually copying contact information into email platforms; using Mailchimp for communication; and using separate platforms such as Ticket Tailor for registration.

Today, Spark brings those workflows into one connected system.

“Everything is in one place, organized by tags, and all email and SMS history is easily searchable right on their Spark accounts.”

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Turning Summer Camps Into a Lead Generation Engine

Reveal Martial Arts has been operating summer camps since 2014.

In the beginning, most attendees were already Reveal students.

The mix was approximately 80% current students and 20% new families.

Over time, that completely reversed.

Today, approximately 80–90% of campers have never previously stepped inside a Reveal Martial Arts studio.

That makes summer camp significantly more valuable than a seasonal childcare or enrichment program.

It becomes one of Reveal Martial Arts’ largest opportunities to introduce new families to the school.

Every Camper Experiences Martial Arts

Reveal runs eight week-long camps throughout the summer.

Every day, from approximately 2:00–2:45 p.m., one of Reveal's black belt instructors teaches campers a fun introductory martial arts class.

The purpose is bigger than filling time on the camp schedule.

It allows children to experience martial arts firsthand and begin imagining themselves progressing toward becoming a black belt.

Then, when parents arrive for pickup around 3:00 p.m., instructors have an opportunity to meet them, establish rapport, and continue that relationship.

The customer journey has already begun before the camp week ends.

Spark Connects Camp Registration to Everything That Happens Next

Every summer camp registration flows through Spark.

Reveal uses Spark Checkout Pages to allow parents to register, complete required agreements, select programs or offers, and make payments.

Each purchase can automatically apply specific tags to the participant.

Those tags become the foundation for everything Reveal does afterward.

For example, a family can receive a tag such as:

Summer-Camper-2026-Enrolled

That audience can then be used inside Spark for:

- Automated email campaigns
- Automated SMS campaigns
- Standalone promotional emails
- Trial offers
- Enrollment offers
- Staff calls
- Lead and Trial Maximizer follow-up
- Internal staff tasks
- Notes and activity tracking

The result is a continuous customer journey rather than a disconnected camp registration followed by manual follow-up.

Reveal has also repeatedly heard from parents that its Spark-powered summer camp registration experience is easier than registration processes they encounter with other camps.

“The ability for the page itself and each purchase item to attach tags to the participant is HUGE. It can help create proper automations and tasks so we don’t miss anything.”

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The Post-Camp Follow-Up Begins Immediately

Reveal does not wait until August to reconnect with summer camp families.

At the end of each camp week, automated Spark campaigns begin.

Families receive:

Friday: A thank-you message

Saturday: A request to leave a review

Sunday: An offer for a complimentary two-week martial arts trial

That sequence allows Reveal to capitalize on the positive camp experience while it is still fresh.

Then, after summer camps conclude at the end of July, the school gives families approximately two weeks before moving them into its larger Back-to-School campaign.

Spark tags make it possible to identify precisely which families should receive those messages.

Building a Back-to-School Pipeline Before Summer Ends

The final camp of the season is intentionally designed around what parents are beginning to think about next.

Bully Defense Camp

Reveal strategically schedules its Bully Defense Camp as the final camp of the summer.

By that point, parents are transitioning mentally from vacations and summer activities back toward school, routines, confidence, peer relationships, and their children’s well-being.

The positioning consistently resonates.

Reveal’s Bully Defense Camp sells out every year.

Following the camp, parents enter an educational back-to-school email sequence covering topics such as:

- Bullying
- Confidence
- Anxiety
- Peer pressure
- The benefits of ongoing martial arts training

Rather than making every message a hard sales pitch, Reveal directs families toward educational content. Those articles then include opportunities to schedule a complimentary martial arts class.

The approach allows Reveal to continue helping parents while naturally introducing the regular martial arts program.

Turning Campers Into Long-Term Students

The results vary significantly depending on location and market demographics.

One Reveal location averages approximately a 10% summer camp-to-membership conversion rate.

The company's other two locations typically convert approximately 20–30%.

One newer Reveal location previously converted more than 40% of summer campers into students after strong local buzz surrounding its camp program.

With an estimated annual student value of approximately \$2,800, those conversions quickly become meaningful.

At one Reveal location:

11 campers became students, representing approximately \$30,000 in potential annual value.

At another:

7 campers converted, representing approximately \$19,000.

At a third:

5 campers converted, representing approximately \$14,000.

Actual lifetime revenue varies because martial arts students do not necessarily remain enrolled for a full 12 months. Reveal estimates a typical martial arts student lifespan at approximately eight to ten months.

Even with that reality, the model demonstrates why the true value of a summer camp registration can extend far beyond the initial camp fee.

The Back-to-School Offer That Works

Reveal has experimented with different ways of moving families into the regular program.

Its most successful back-to-school promotion has been surprisingly simple:

\$100 Off Enrollment

Instead of requiring families to move through a two, four, or six-week promotion, Reveal offers qualified families \$100 off enrollment into a 12-month program.

Spark Checkout Pages handle the next step.

Parents can complete enrollment either from home or using an iPad inside the school.

Digital program agreements and waivers can be signed as part of the enrollment process, while Spark Billing manages either prepaid annual memberships or monthly payments.

From initial camp registration through regular membership billing, the customer never needs to leave the system.

From Lead to Enrollment: One Connected Workflow

During the back-to-school rush, Reveal uses Spark's Lead and Trial Maximizer alongside tags and automations to keep families organized.

When a lead needs personal attention, staff can:

- Call directly from the workflow
- Send SMS messages
- Review communication history
- Record notes
- Schedule appointments
- Create follow-ups
- Move prospects into longer-term nurture campaigns

Automated confirmation emails and text messages reinforce appointments once they are scheduled.

If a lead does not enroll immediately, Reveal does not simply discard the opportunity.

Former leads can receive weekly nurture emails for approximately four months.

Automated staff tasks also trigger follow-up calls around:

- Day 20
- Day 30
- Day 40

- Day 50
- Day 60

Those leads remain eligible for monthly campaigns, flash promotions, trial offers, birthday party promotions, and future summer camp campaigns.

Spark allows Reveal to continue the conversation months or even years after the original inquiry.

12 Hours Saved Every Week. Up to 50 During Peak Seasons.

For Reveal Martial Arts, one of Spark's clearest measurable benefits is time.

The company estimates that Spark saves its team approximately:

12 staff hours during an average week

and as many as

50 staff hours during summer camp and back-to-school periods.

That efficiency comes from more than email automation.

One of Reveal's most heavily used tools is automated task creation.

When something changes on a contact or student profile, Spark can automatically tell staff what needs to happen next.

For example:

A student submits a cancellation request.

Spark generates the appropriate sequence of tasks based on the cancellation tag so employees can process the request correctly.

A new lead enters the system.

A chain of tasks tells staff how and when to follow up over the next several days.

A student expresses interest in becoming an assistant.

Spark automatically creates the steps required for staff to schedule a meeting with the child and parent.

Reveal has taken this concept even further.

Instead of asking staff members to memorize processes, Spark helps embed those processes directly into daily operations.

“We are actually using the Tasks module to replace SOPs. Our team doesn’t need to read an SOP, they just follow steps in the task.”

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Multi-Location Efficiency: Build Once, Deploy Across Three Schools

For Adam, Spark becomes particularly valuable in a multi-school environment.

A Checkout Page created for one school can be cloned for another.

An automation can be replicated.

An email created for one location can have its HTML copied into another location while preserving its formatting, links, imagery, and design.

Contact profiles can even be moved between locations while retaining information such as:

- Payment history
- Rank
- SMS history
- Email history

Financial reports can also be generated across multiple schools.

For an organization operating three locations, reducing duplicate administrative work creates significant cumulative time savings.

“The cloning ability is GOLD.”

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Keeping 450 Students Moving Through the Student Journey

Spark is not only used to acquire students.

Reveal uses it throughout the student lifecycle.

Attendance is captured using an iPad kiosk.

If students begin missing classes, automated SMS and email messages can be triggered, while staff tasks prompt personal outreach.

That matters because attendance is one of the clearest signals that a student may be at risk of quitting.

Reveal's staff can intervene by contacting families and helping students return to the mats before disengagement turns into cancellation.

Billing works in a similar way.

Spark automatically attempts to process payments, while Reveal has configured email and SMS reminders for families when payments fail.

Outstanding invoices are visible from the dashboard, allowing staff to see and address payment issues quickly.

Spark therefore acts as both an automation platform and an accountability layer for the team.

“Spark is helping us stay organized, running smoothly and most importantly, keep us accountable so we don't forget to do things that need to get done on a daily basis.”

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Supporting Revenue Beyond Memberships

Reveal uses Spark for significantly more than monthly member ship billing.

The platform supports registrations and transactions for:

- Summer camps
- Belt testing
- Tournaments
- Birthday parties
- Seminars
- Clinics
- Open houses

- Special events
- Trials
- Memberships

One of Reveal's largest recurring programs is belt testing.

Approximately every eight weeks, more than 300 students participate in testing at roughly \$60 per student, generating approximately:

\$20,000 every two months

Spark's Mass Promotion tools help Reveal manage hundreds of student promotions and certificate printing without having to process them individually.

Reveal also reported that its strongest Spark-supported campaign was a Holiday Sale Event that generated approximately \$100,000 within just four hours.

Across its broader operation, Reveal estimates approximately \$120,000 in monthly revenue is supported by activities, transactions, campaigns, billing, and operational processes managed through Spark.

Importantly, Adam does not attribute that revenue solely to software.

Reveal had a successful martial arts business before Spark.

The value is that Spark gives the company the infrastructure to execute those programs consistently, efficiently, and at scale.

Why Checkout Pages Stand Out

After years of experience with multiple martial arts CRMs, Adam identifies Spark Checkout Pages as one of the platform's most valuable differentiators.

Parents can independently register for camps, tournaments, events, trials, and programs.

Reveal staff can also complete those registrations for families from the backend.

Purchases can:

- Generate invoices
- Collect payments
- Apply program-specific tags
- Trigger automations
- Trigger staff tasks
- Segment customers for future marketing

This last piece is particularly powerful.

Different purchase items on the same page can apply different tags, allowing Reveal to automate what happens after a transaction based on exactly what the parent purchased.

Adam describes Checkout Pages as one of Spark's strongest tools for creating additional revenue, second only to automated billing.

One Platform for the Entire Martial Arts Business

Today, Reveal Martial Arts uses Spark across nearly every major business function.

That includes:

Marketing: Email, SMS, campaigns, lead nurturing and segmentation

Sales: Lead management, trials, follow-ups and enrollment

Operations: Tasks, staff workflows, attendance and student records

Programs: Summer camps, seminars, tournaments, birthday parties and clinics

Student Management: Ranks, promotions, testing and attendance

Retention: Missing-student communication, follow-ups and former student campaigns

Payments: Membership billing, event purchases, failed payment follow-up and invoicing

Reveal still uses Google Docs and Google Sheets for occasional last-minute lists and collaborative notes, but Spark functions as the primary operational platform.

“The biggest difference between running our schools before Spark and today is having everything in one software, organized and easily searchable. No other software is really required.”

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The Real Value of Martial Arts Software

For an experienced martial arts operator like Adam, software is not a substitute for running a great school.

His business had established systems long before adopting Spark, and Reveal's underlying lead and trial conversion rates remained relatively consistent after changing platforms.

That makes his assessment of Spark particularly valuable.

The benefit is not a promise that installing software automatically creates growth.

The benefit is having the infrastructure required to execute what works.

Spark helps Reveal Martial Arts:

- Save staff time
- Execute established processes consistently
- Follow up without relying on memory
- Simplify registration for parents

- Manage three schools from a connected system
- Turn seasonal programs into ongoing enrollment opportunities
- Keep leads in long-term nurture campaigns
- Identify disengaged students
- Automate billing and payment communication
- Process high-volume events and promotions
- Give staff a clearer path for what needs to happen next

And when summer camp enrollment surges or the back-to-school rush begins, those systems become even more valuable.

“Without Spark, our back-to-school rush would result in fewer enrollments and less revenue.”

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From Summer Camp to Long-Term Student

Reveal Martial Arts’ summer camp strategy shows how one seasonal program can become part of a much larger customer journey.

A parent registers for camp.

Spark captures the family’s information.

The child experiences martial arts.

An instructor builds a relationship with the parent.

Automated follow-up begins.

A trial or enrollment offer is delivered.

The family enters the back-to-school campaign.

A parent schedules a class.

Staff receive the appropriate follow-up tasks.

Enrollment is completed online.

Billing begins.

Attendance is monitored.

Retention workflows continue.

All inside the same system.

That is the value Spark brings to Reveal Martial Arts, not simply another place to store student information, but the operational infrastructure connecting each stage of the martial arts customer journey.

Adam's Take

"It will help you sleep better at night. Automations, registrations, tasks, attendance, promotions, billing, everything works like it's supposed to."

"It's an all-in-one solution that works, and it's for a reasonable price."

"And your staff will love it. They tell us it's the easiest CRM they have ever used."

Build Your Next Growth Season With Spark

Whether your school is preparing for summer camps, the back-to-school rush, belt testing, events, or everyday student management, Spark Membership brings the systems behind your business together.

Capture the lead. Automate the follow-up. Simplify enrollment. Keep students engaged. Run your school from one connected platform.