

# 25

Steps to creating your own Parent Marketing Funnel to increase occupancy!

**How to  
Inside!**



**ChildCare  
Marketing**

Increasing Occupancy in your Early Learning Centre

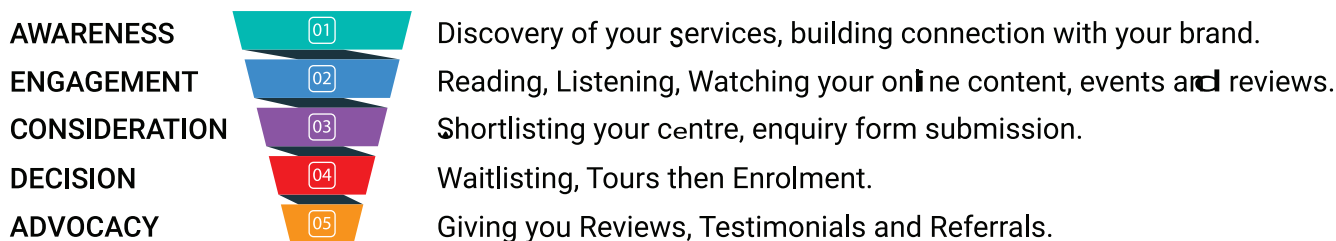
# How do you develop a successful Parent's Journey toward the perfect Early Learning Experience?

While every family's journey is a little different, developing a digital marketing funnel, allows you to reach parents at each stage in their decision-making process – cost effectively.

It's all about CONVERSIONS – i.e. number and quality of enrolment enquiries.

Generating lots of website traffic through awareness and online engagement is only the first step, motivating parents to shortlist your ELC and make an enrolment enquiry is the objective of digital marketing using the marketing funnel.

## Your Marketing Funnel will move local parents through the stages of:



Child Care Marketing (CCM) has many years of experience in successful marketing for Early Learning Services, using our Google and Facebook Partner training. We have found a number of important steps are typically always associated with successful marketing in the Early Learning Sector.

Recently one client, Luke Agosta, owner of Niño Early Learning Adventures in Melbourne said:

Niño ELA has grown from one centre five years ago, to currently 12 centres, and growing, in the Melbourne metro area.

Child Care Marketing have been a valuable marketing partner in the Niño ELA growth strategy over the past five years. Child Care Marketing have worked closely with Niño ELA to develop and implement very effective targeted and integrated digital communications to the Niño target market of local parents.

This marketing communication has contributed to the strong premium brand building of the Niño ELA brand and the generation of a large number of enrolment enquiries, that have contributed to the growth in occupancy success for Niño ELA.

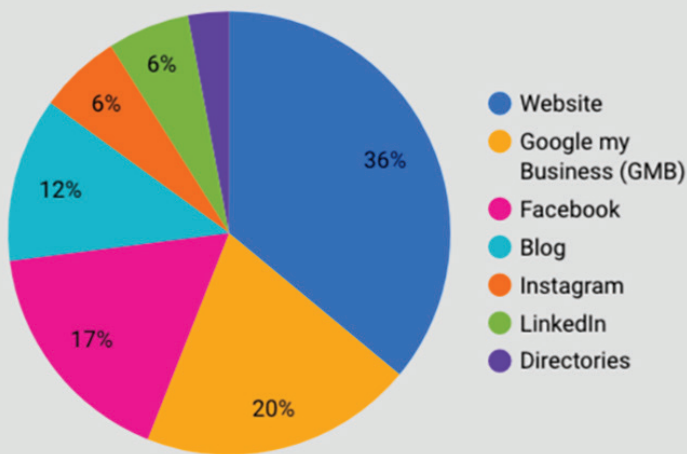
This e-book resource will give you:

1. 25 Steps to creating your own Parent Marketing Funnel to increase occupancy:
2. Child Care Marketing's combined client results over the past 5 to 6 years
3. Child Care Marketing's learnings from our experience in creating these steps over the past 5 to 6 years

# 01

## Online Presence.

Create the online presence you need – Website, Blog, Facebook, LinkedIn, Instagram, Google my Business, Directories.



% Conversions (Enrolment Enquiries) From Main Online Sources

Combined client results over 5 year period. (Based on data driven attribution model)

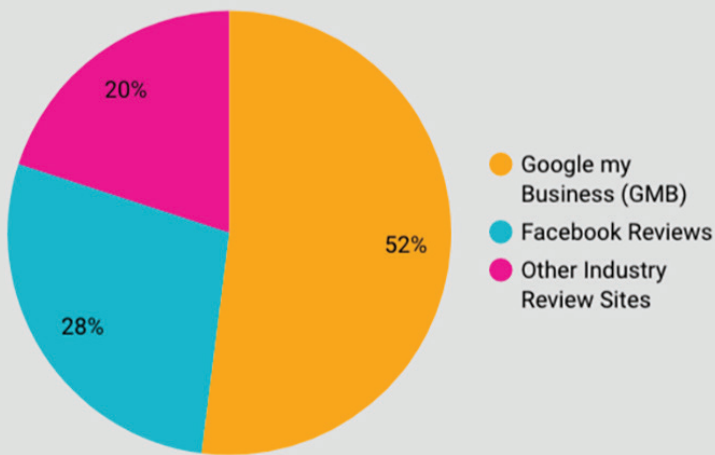
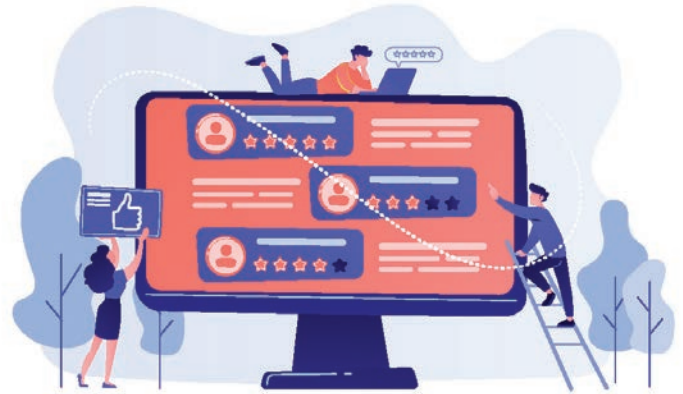
## To get you the online presence you need CCM focus on:

- **Website** – essential – Wordpress with premium theme
- **Blog** – essential – for events etc.
- **Facebook** – essential – for organic, viral and advertising
- **Instagram** – essential – for organic, viral and advertising
- **Google my Business (GMB)** – essential for SERP (Search Engine Results Page), maps and reviews
- **LinkedIn** – essential – for industry links and recruiting
- **Directories** – Nice to keep updated

# 02

## Review Sites.

Create effective presence on review sites.



% Reviews From Main Review Sites

Combined client results over 4 year period. (Based on data driven attribution model)

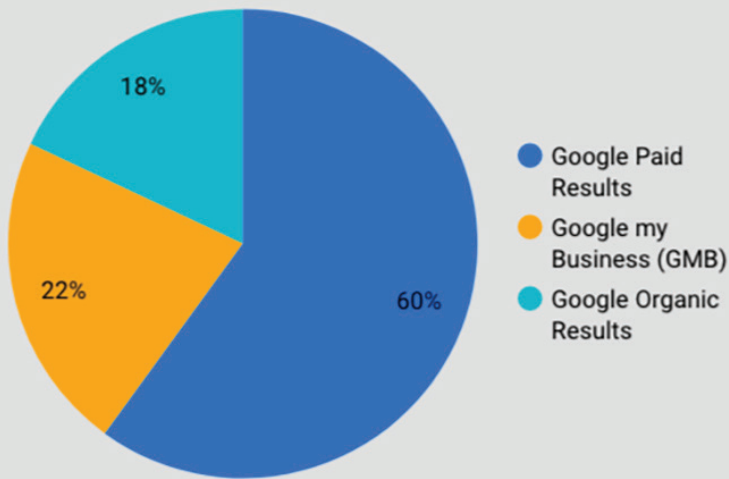
### To help you maximise the power of review sites we focus on:

- Google my Business (GMB) - essential to generate and respond to reviews on GMB as most searches for ELC's are locality based – GMB always appears high in the SERP
- Facebook - essential to generate and respond to reviews as Facebook is so highly thought of as being based on peer/friend opinions
- We can recommend other industry review sites

# 03

## Google Position.

Create the content and position on Google Search Results to beat your competitors.



**% Conversions (Enrolment Enquiries) From Google SERP**

Combined client results over 6 year period. (Based on data driven attribution model)

## To optimise your content and position on Google SERP:

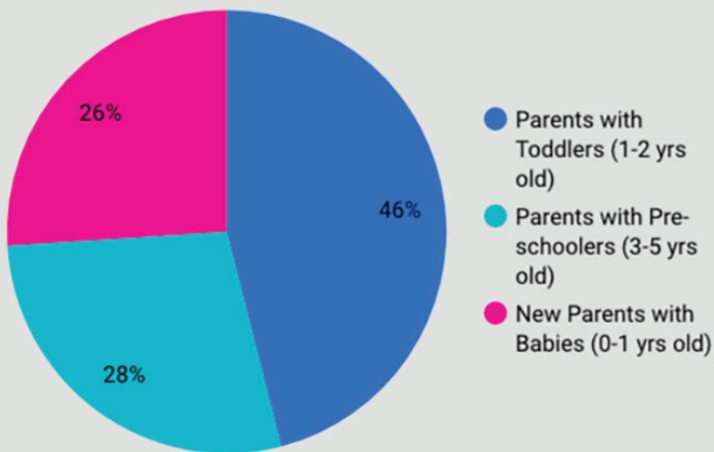
Google's Search Engine Results Page (SERP) has three result sections - each requires a different content and positioning strategy – call CCM to discuss a targeted strategy for your ELC for each of the three results sections:

1. Google Paid Advertising
2. Google my Business (GMB)
3. Google Organic Results

# 04

## Target Audience.

Identify and contact all the parents with preschoolers close to your centre.



**% Conversions (Enrolment Enquiries) From Facebook Target Audience**

Combined client results over 4.5 year period. (Based on data driven attribution model)

**To enable you to identify and contact all the parents with preschoolers close to your centre CCM use the fact that:**

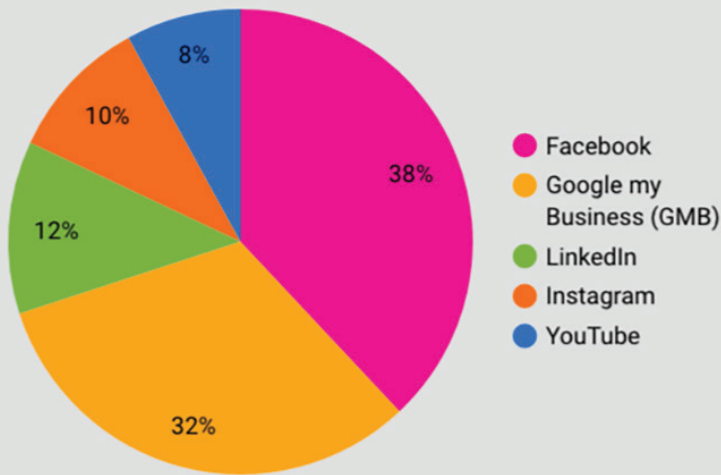
Both Google and Facebook collect information on all their users that enables them to identify parents with preschoolers close to your centre.

Using our Google and Facebook partner training, CCM are able to identify and contact these parents using highly targeted advertising.

# 05

## Social Media Strategy.

Craft a smart social media strategy that is effective and honours your brand.



**% Conversions (Enrolment Enquiries) From Main Social Media Channels**

Combined client results over 4 year period. (Based on data driven attribution model)

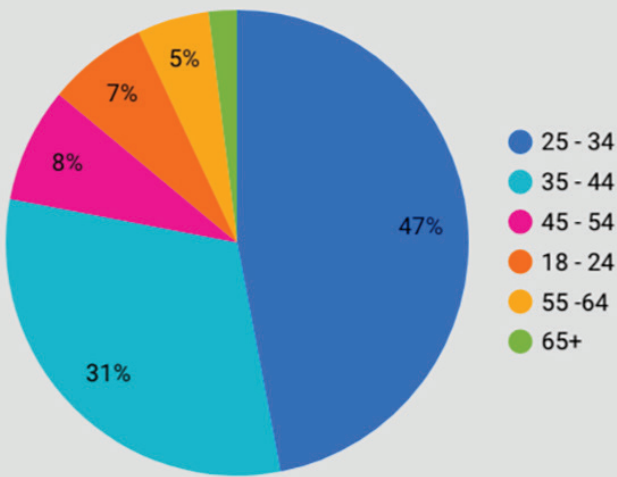
### To help you develop an effective and safe Social Media Strategy:

CCM, using our Facebook partner training, help you develop a social media strategy across Facebook, Instagram, LinkedIn, Google my Business and YouTube that is both effective in engaging parents with preschoolers close to your centre, and also maintains your brand values by assessing each post against formulated reputation management criteria.

# 06

## Demographic Targeting.

Target your advertising to the right age, parental status & income levels.



**% Conversions (Enrolment Enquiries) From Age Demographic Groups**

Combined client results over 5 year period. (Based on data driven attribution model)

### Over the past 5 or 6 years CCM have analysed the conversations from various Demographics:

**Parental status** – parents with preschoolers, interest in babies, baby products, pregnancy etc.

**Age** – obviously women of child bearing age – however CCM experience has shown that certain age groups are much more likely to be responsive.

**Income levels** - CCM experience has shown that certain income levels are much more likely to be responsive.

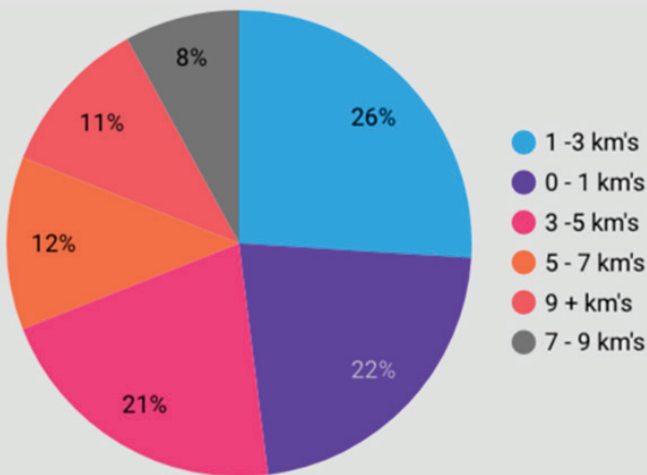
**Local Language groups need to be accommodated using multi-lingual website**



# 07

## Geographic Targeting.

Decide on how far from your centre you should advertise.



% Conversions (Enrolment Enquiries) Versus Distance from ELC Centre - Kilometres

Combined client results over 3 year period. (Based on data driven attribution model)

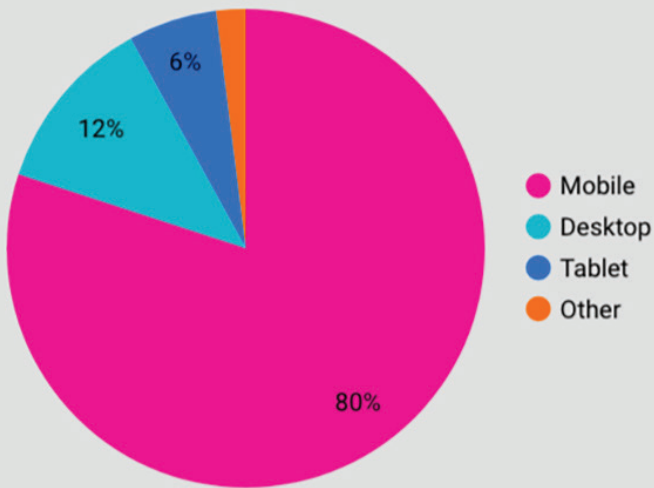
The decision on how far from your ELC that you should advertise is based upon density of population, traffic routes, work centres and advertising budget

CCM do the required research to optimise geo-targeting by considering these factors, and optimise use of your media budget to target most effective geo-areas.

# 08

## Device Targeting.

Target your advertising to the devices your audience use - desktop, tablet, digital TV, mobile or voice



% Conversions (Enrolment Enquiries) From Device Targeting of Advertising

Combined client results over 3 year period. (Based on data driven attribution model)

Engagement with advertising is different for different devices.

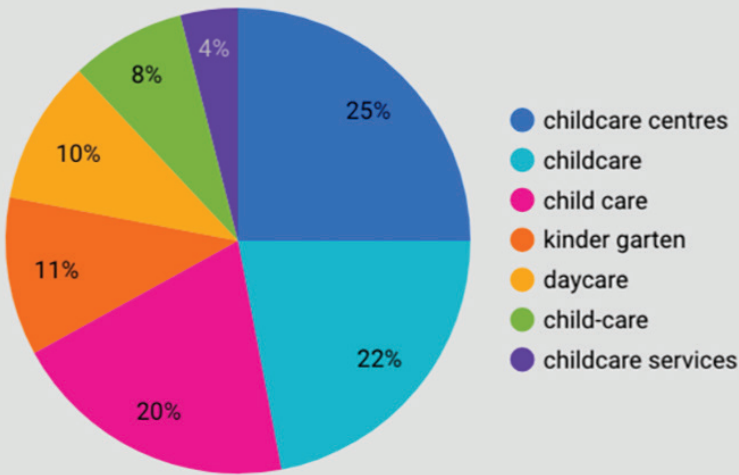
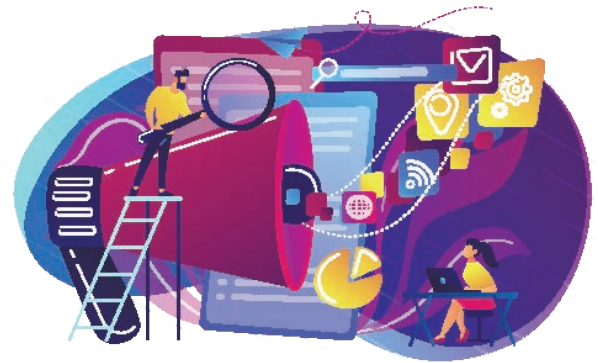
CCM experience is that parents with preschoolers mostly access sites using mobile (70%) desktop (20%) tablet (10%)

However parents with preschoolers mostly engage with advertising using mobile (80%) desktop (12%) tablet (6%) – this is due to SERP layout on different devices where advertising is more prominent on mobile – CCM strategize using these different results

# 09

## Keyword Targeting.

Target your advertising on the keywords/phrases that are used in search.



% Conversions (Enrolment Enquiries) From Search Key Words

Combined client results over 6 year period. (Based on data driven attribution model)

The ELC community appropriately use the term “Early Learning Centre” to describe their service.

However, the keywords that are overwhelmingly used by parents to search online for your services are “child care” and its variants.

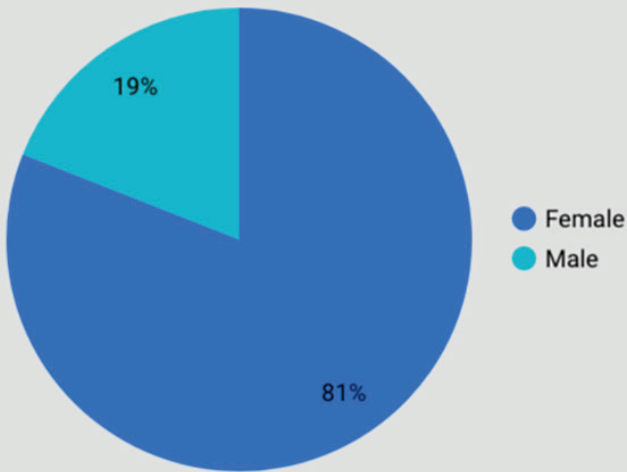
CCM use this learning to strategize for the three results sections of the Google SERP – Paid, GMB Maps, Organic

CCM also use this learning to differentiate between “Discovery” keywords and “Branded” keywords

# 10

## Gender Targeting of Advertising.

Decide on effective targeting of mothers, fathers or both.



% Conversions (Enrolment Enquiries) Based on Gender

Combined client results over 6 year period. (Based on data driven attribution model)

Obviously both gaurdians, typically mothers and fathers, in many families are joint decision makers.

However, CCM's experience shows that mothers are much more likely to be responsive and are more cost effective to reach with advertising.

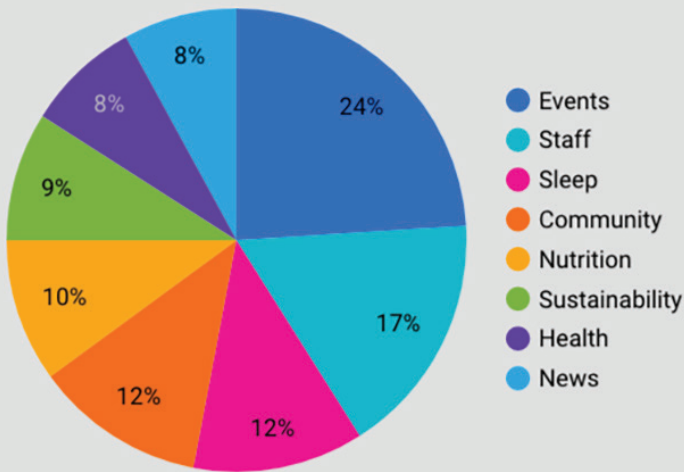
Mothers typically appear to be more highly responsive and have higher levels of engagement.

So CCM use this learning to strategize Gender Targeting of your advertising



# Content Targeting.

Decide on your online content (e.g. topics, articles, blogs, posts etc.) to attract and engage.



% Traffic (Clicks) of Blog Topics

Combined client results over 5 year period. (Based on data driven attribution model)

Regularly publishing online content on your website (e.g. articles, videos, blog posts, reviews, testimonials etc.) is essential to engage your target audience.

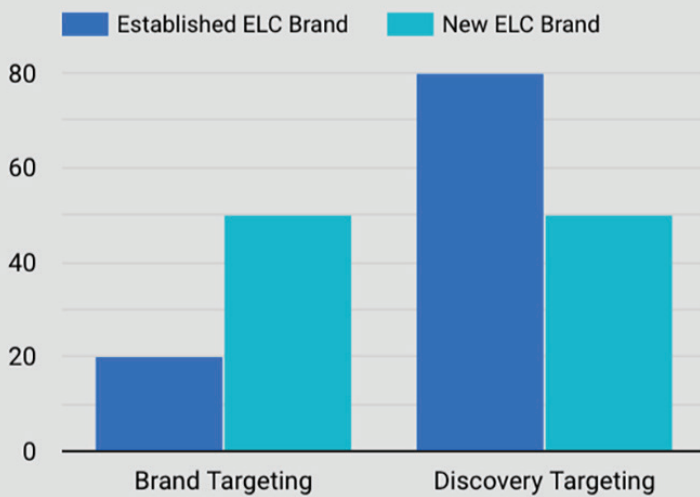
Insight into the centre by profiling staff, useful tips on sleep, health & nutrition – all generate traffic to your website that can lead to enrolment enquiries.

When publishing a blog post or video – always re-post extracts of it on your social media sites with links back to the your blog to generate inbound web traffic from a wider audience.

# 12

## Brand or Discovery Targeting.

Decide on your focus - direct (i.e. your brand) searches or on discovery (e.g. childcare) searches.



### % Advertising Budget Allocation

Combined client results over 5 year period. (Based on data driven attribution model)

### Direct searches:

- are where a parent does a search for your brand by name – you may focus on this for new centres where you have not yet established your brand.

For an established brand, a parent will find you under Maps and Organic – so reallocate up to 80% spend to discovery searches.

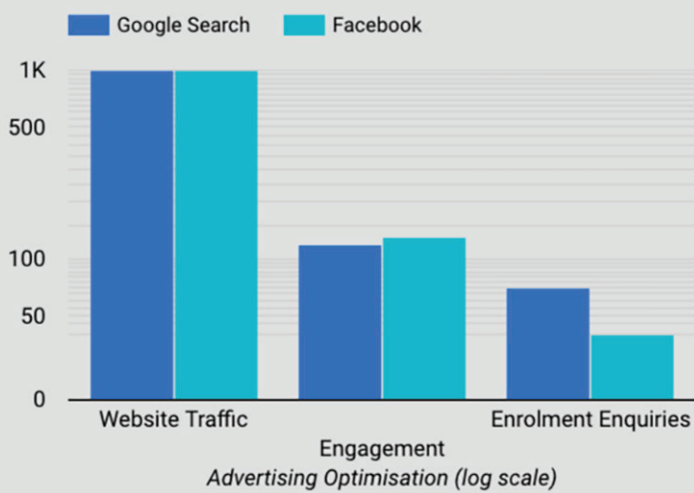
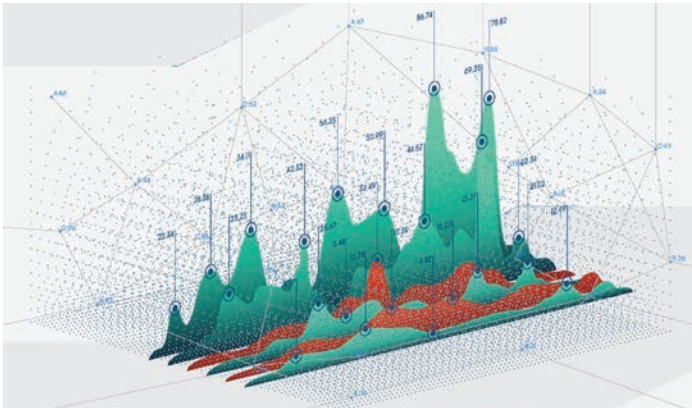
### Discovery searches:

- are where a parent does a search for e.g. “childcare” – these are the most valuable searches to you - as the parent is undecided on what ELC to choose.

# 13

## Advertising Measurement & Optimisation.

Decide upon key metrics to measure, report and optimise your advertising.



### Advertising Measurement & Optimisation

Combined client results over 5 year period. (Based on data driven attribution model)

To achieve cost effective advertising results - it is critical to measure, report and optimise your advertising.

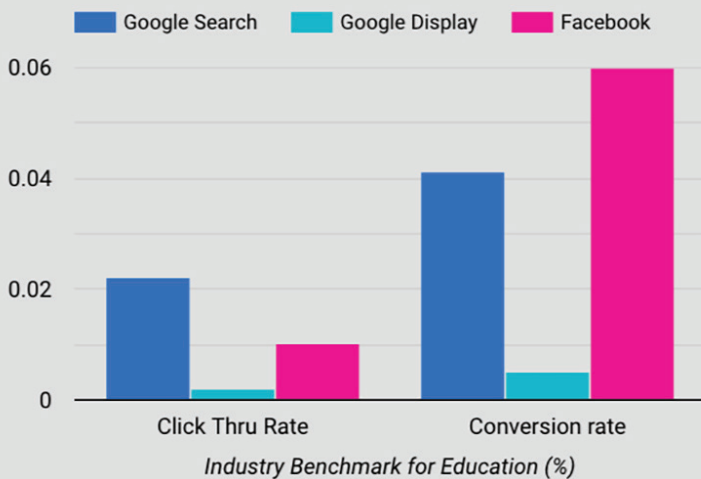
Each of the metrics: -appearances, traffic, engagement, enrolment enquiries or enrolments each tell a story and all need to be tracked, interpreted and optimised. CCM use the latest data-metrics, real time reporting from multiple data sources to optimise each of these.

The key metric to measure agency effectiveness is enrolment enquiries (advertising conversions).

# 14

## Advertising Benchmarking.

Benchmark your advertising against world best practice.



### International Advertising Benchmarking

Combined client results over 5 year period. (Based on data driven attribution model)

### International Benchmarking

- is provided by CCM to compare your advertising results against best practice in the education sector.

The benchmarks are updated yearly.

Click-through rate measures how many people clicked your ad to visit your website and reflects upon the quality/relevance of your advertising to your target audience.

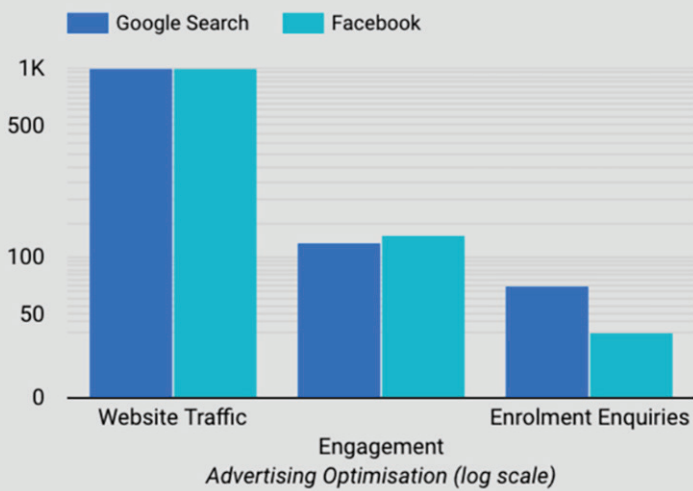
Conversion rate shows how many website visitors complete an action - such as enrolment enquiry.



# 15

## Social Engagement.

Focus on the social channel that your target audience best engages with you.



Engagement Rate such as shares, likes, reviews and comments on your social media channels gives you a read on your relevance to your target market.

The level of Social Engagement on Facebook, Instagram, LinkedIn, Google My Business and YouTube is tracked individually by CCM for your ELC to enable content development and informed decisions.

Each social channel has differences in its target audience, so we recommend having a great presence on all these major social channels.

### Social Media Engagement

Combined client results over 4 year period. (Based on data driven attribution model)

# 16

## Reviews.

Get more good reviews – respond to both positive or negative reviews.



### Google My Business

Dos & Don'ts

How do you get more good Facebook Reviews, LinkedIn Reviews and Google My Business Reviews? And what about industry review sites?

Getting more good reviews is often as simple as asking for them.

Always respond to a positive or negative review, as the timely response is as important as the review.

CCM provide detailed guidelines to our clients on recommended response processes for both positive and negative reviews.

# 17

## Referrals.

Get more referrals from current parents to new prospective parents.



Getting more referrals from current parents to new prospective parents doesn't just happen – it requires a system with appropriate incentives.

Reputation management needs to always be considered in these processes.

83% of people rely on the opinions of family and friends to make their purchasing decisions

When asking for referrals, it's important that you're mindful of how busy your parents are. Rather than ask and hope that they find the time to follow through, be more proactive in your approach by providing a template for them and making it easy.

# 18

## Customer Relationship Management.

Develop the most effective way to manage the contact records.



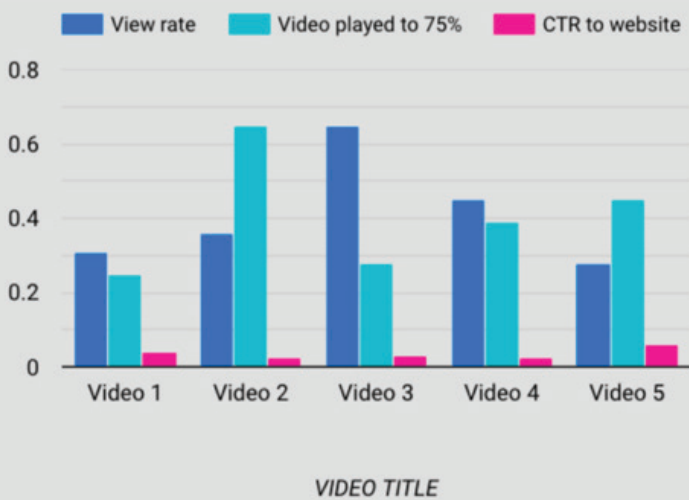
Managing the contact records and timely email responses of enquiries - from initial enquiry, tour, right through to enrolment, is critical for both the parent's assurance and the centre manager's efficiency and effectiveness.

CCM provide consultancy and implementation on the leading CRM tools for ELC's. - working with the leading vendors to implement a system that is integrated with your website, social sites and email system.

# 19

## Video.

Use the most effective type and length of video for advertising.



Video Content (Title & Subject) and length needs to be different on YouTube, your website and Social Media sites to be effective.

CCM edit and format your Video appropriately, then track and evaluate view % and engagement on each of these channels to optimise results.

Here video advertising is tracked for:

- 1. View rate:**  
% of people who watched your videos after seeing advertisement
- 2. Video played to 75%:**  
% of people who watched most of your video
- 3. Clicks to website:**  
% of clicks to your website

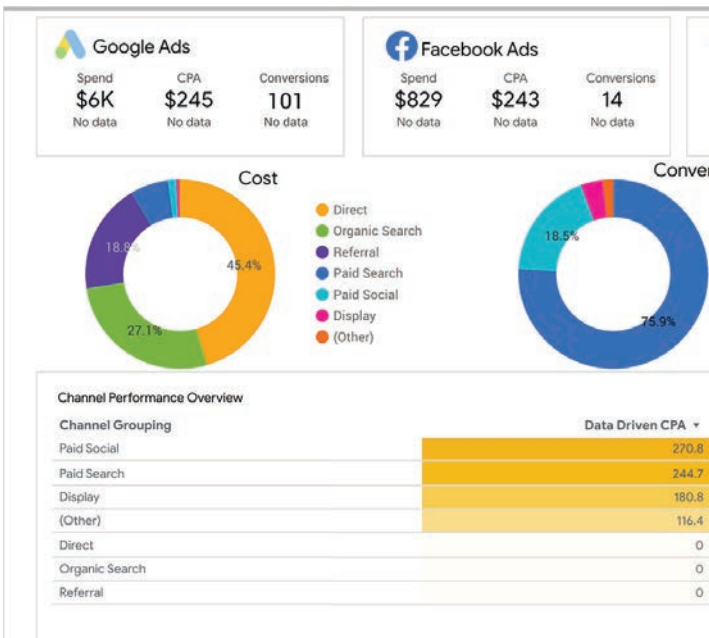
## Video Engagement

Combined client results over 4 year period. (Based on data driven attribution model)

# 20

## Artificial Intelligence

Use Data Driven Marketing, Machine Learning and Artificial Intelligence to optimise your results.



Data Driven Marketing is the strategy of using customer behaviour for optimal and targeted media buying and creative messaging.

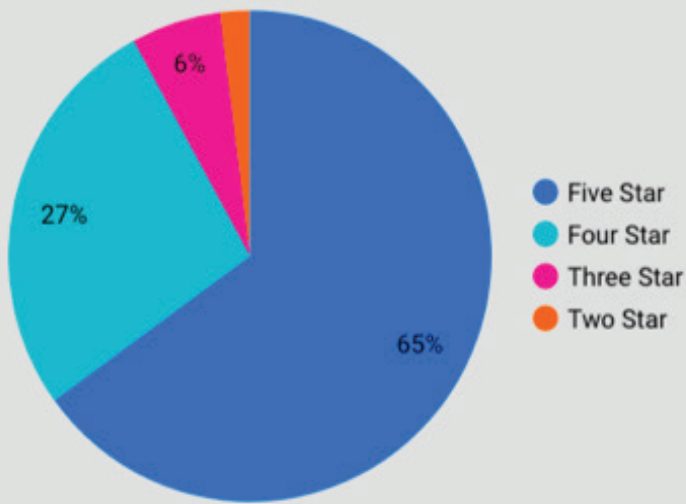
Machine Learning and Artificial Intelligence are now widely used to optimise Ad results – CCM are specialists in AI and use AI to optimise your media spend and formulate creative messaging to optimise responsiveness and conversions based on these amazing tools.

Here Paid Google Search Ad results are compared to Facebook Ad results – these real time reports can be drilled down by you the client e.g. split by Discovery and Brand Campaigns, Locations, Demographics etc.

# 21

## Reputation Management.

Monitor, manage, protect and secure your centre's online reputation in the community.



Reputation Management (Reviews on Google GMB)

Combined client results over 5 year period. (Based on data driven attribution model)

Tracking positive and less positive reviews on platforms like Google My Business is critical to monitor, manage, protect and secure your centre's online reputation in the community?

CCM provide that review tracking to monitor your online reputation and give you timely recommendations on your responses.



# Email Marketing.

Use the latest systems to manage email marketing automation and optimise your email comms.



## Open rate

The average open rate per campaign for the list.



50.51%  
Open rate

+5.67%  
◀ 45.67%

## Subscribers

The number of active members in the list.



10 580  
Subscribers

+9.87%  
◀ 9 630

Email automation is a way to create emails that reach the right people with the right message at the right moment.

Managing email marketing campaigns and automation, to do cost effective and timely emails to prospective parents, requires the best systems, training and practice.

CCM are "Mail Chimp" specialists to enable effective email marketing automation with full consideration of your reputation management to avoid spamming.



# 23

## Events.

Use the latest systems to effectively communicate and promote upcoming centre events.



Communication and timely promotion of upcoming centre events is a great way of getting deeper engagement with your local parents.

CCM set up integrated systems, using blog posts, social media, email marketing automation and CRM to ensure that events are well attended and attendees move down the marketing funnel.

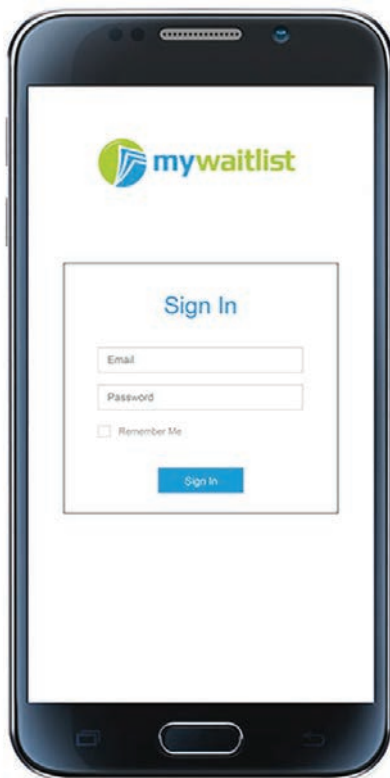
Collecting feedback on events is a critical part of these integrated systems.



# 24

## Tours.

Use the latest systems to effectively communicate schedule, confirm, notify and follow up on tours.



Scheduling, confirming, following up and gaining feedback on tours requires an effective CRM system with reliable email, web and SMS integration.

Giving web access to prospective parents to book tours within pre-set time periods is a great step to further engagement.

Collecting feedback on tours is a critical part of these integrated systems.

# 25

## Marketing Funnel.

Create your Marketing Funnel to have a constant stream of new enquiries and enrolments.



**AWARENESS**



**ENGAGEMENT**

Reading, Downloading and Considering your Valuable Online Content

- 01 AWARENESS
- 02 ENGAGEMENT
- 03 CONSIDERATION
- 04 DECISION
- 05 ADVOCACY



Creating a Marketing Funnel so you have a constant stream of new enquiries and enrolments to increase occupancy levels requires implementation of the answers to all of the above questions.

Integrated communication and system integration ensures an effective marketing funnel and great parent experience through their journey towards the perfect Early Learning Experience.

Contact Kevin from CCM via email, phone or text to discuss how we can create a customised Marketing Funnel for your ELC - personalised to your situation and based on our many years of solid experience and highly developed systems.



**CONSIDERATION**

Enquiry Form Submission and Shortlisting your Centre



**DECISION**

Parents taking Tours, Waitlisting their child followed by Enrolment



**ADVOCACY**

Giving you Positive Reviews and Referrals to Other Parents



# ChildCare Marketing

Increasing Occupancy in your Early Learning Centre

To discuss your experience with these steps with direct relevance to your situation, you are welcome to arrange a no obligation chat or meeting by phone/text

☎ Kevin: 0418 868 584

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