

STANDARD PROPOSAL TO DEVELOP A SUCCESSFUL INTEGRATED DIGITAL MARKETING AND PARENT ACQUISITION STRATEGY

Objective: to develop an effective Marketing Funnel to increase occupancy of your E.L.C. by generating and converting quality enrolment enquiries, using the latest digital marketing methods cost effectively.

MARKETING FUNNEL



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

<u>Awareness</u>	Discovery of your services, building connection with yourbrand.
<u>Engagement</u>	Reading, Listening, Watching your online content, events andreviews, enquiry form submission
<u>Consideration</u>	Shortlisting your centre, regular email contact
<u>Decision</u>	Waitlisting, Tours then Enrolment
<u>Advocacy</u>	Giving you Reviews, Testimonials and Referrals

Awareness

Helping local parents discover your services and build a connection with your brand.

Target Audience Target market is parents who are seeking a vacancy at an early learning centre (E.L.C.) in or around your local area.

Objective To generate enrolment enquiries by generating phone calls or clicks to your website which lead to enrolment enquiries.

Recommended Marketing Spend Per Centre

To generate enrolment enquiries by generating phone calls or clicks to your website which lead to enrolment enquiries.

- \$400 per calendar month retainer / per Centre + gst
 - \$500 per calendar month media spend / per Centre + gst
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Engagement & Consideration

Encouraging local parents to read, listen and watch your online content, attend events and read your reviews

Target Audience Target market is parents who have been made aware of your E.L.C. through the awareness campaigns

Objective To more deeply engage those parents with your online content, so they gain an understanding of your brand, values and offerings. To create an 'Email Workflow'.

Recommended Marketing Spend Per Centre

To engage local parents with your online content.

- \$400 per calendar month retainer / per Centre + gst
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Decision

Following around parents on the internet who have previously visited your website through remarketing. Encouraging local parents who have engaged and considered your ELC, to waitlist, take a tour and then complete enrolment.

Recommended Marketing Spend Per Centre

To re-engage local parents and lead them to a decision:

- \$200 per calendar month retainer / per Centre + gst
- \$200 per calendar month media spend / per Centre + gst

TOTAL RECOMMENDED MARKETING SPEND

To enable you to achieve the optimal digital presence and for CCM to demonstrate the effectiveness of the CCM marketing funnel – CCM propose a 6-month program as below:

MARKETING FUNNEL MINIMUM 6 MONTHS - MONTHLY	RETAINER EX GST / CENTRE / MONTH	MEDIA SPEND EX GST/ CENTRE / MONTH
AWARENESS > Awareness Advertising	\$400	\$500
ENGAGEMENT > Website and Content Engagement CONSIDERATION > Email Automation Marketing	\$400	–
DECISION > Re-engaging parents through remarketing.	\$200	\$200
ADVOCACY > Facebook & Instagram posts, Referral System	In House	

TOTAL

\$1,000

\$700

TOTAL PER CENTRE (all-inclusive + gst/month)

\$1,700