

# 8. DIGITAL STRATEGY RECOMMENDATIONS

## Your Early Learning Centre



1 Sample Street, Sample Town SA 0000

Prioritised 12-Month Digital Marketing Action Plan | March 2026

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*Prepared by ChildCare Marketing*

[childcaremarketing.com.au](http://childcaremarketing.com.au)

*Increasing Occupancy in your Early Learning Centre*

## 8.1. Strategic Overview

This section translates all prior research — competitor audit, digital presence analysis, SWOT, reputation data, fee benchmarking, demographic insights, and differentiation playbook — into a prioritised, channel-by-channel 12-month digital marketing action plan. Each recommendation is grounded in evidence and designed to achieve measurable improvements in enrolment enquiries, occupancy rate, and local brand awareness.

Strategic Goal: Achieve and sustain 90%+ occupancy within 12 months by establishing Your ELC as the most visible, most trusted, and most recommended early learning centre in the local catchment.

### 12-Month Strategic Objectives

Objective	12-Month Target
Increase Google Business Profile visibility	Top 3 local pack ranking for 'childcare [your town]' and related terms
Grow Google review volume and rating	100+ Google reviews at 4.8 stars or above
Increase website organic traffic	50% increase in monthly organic sessions
Grow social media engaged community	500+ Facebook followers; 300+ Instagram followers; 5%+ engagement rate
Convert digital enquiries to centre tours	30% of website visitors who reach Contact page submit an enquiry
Achieve measurable paid advertising ROI	Cost per enrolment enquiry (CPE) under \$50 via Google/Meta Ads
Build email list and nurture pipeline	200+ subscriber list; 40%+ open rate; monthly newsletter
Improve website user experience and conversion	Bounce rate below 50%; average session duration above 2 minutes

## 8.2. Digital Channel Priority Matrix

Not all channels deserve equal investment. The following matrix ranks each digital channel by strategic importance for Your ELC, based on competitor gap analysis and local market conditions.

Channel	Priority	Quick Win?	Investment	Why It Matters
Google Business Profile	★★★★★ Critical	Yes — 30 days	Free (time only)	Primary discovery tool for local families searching childcare
Google Reviews	★★★★★ Critical	Yes — 30 days	Free (system needed)	Highest trust signal; directly impacts local pack ranking
Website (SEO + UX)	★★★★★ Critical	60–90 days	Medium (\$500–\$2k)	Central hub; all channels drive traffic here
Google Search Ads	★★★★ High	Yes — 2 weeks	Medium (\$800–\$2k/mo)	Immediate visibility for high-intent 'childcare near me'

			)	searches
Facebook & Instagram	★★★★ High	Yes — 30 days	Low–Medium (\$300–\$1k/mo)	Brand awareness, community building, parent re-targeting
Email Marketing	★★★ Medium	60 days (list build)	Low (\$50–\$150/mo)	Nurture enquiries to enrolment; keep families engaged
Content / Blog	★★★ Medium	90 days	Low (time)	SEO authority; positions educators as experts
Childcare Directory Listings	★★★ Medium	Yes — 1 week	Free–Low	Childcare.com.au, Care.com.au — family research channels
Video (Reels / YouTube)	★★ Growing	60 days	Low (smartphone)	Highest organic reach on social; humanises the centre

### 8.3. Prioritised 12-Month Action Plan by Quarter

The plan is structured in four quarters, each building on the previous. Q1 focuses on foundations and quick wins; Q2 on acceleration and content depth; Q3 on paid media optimisation; Q4 on review, refine, and set up for Year 2 growth.

Quarter	Channel Priority	Key Focus / Campaign	Primary KPI Target
Q1 (Months 1–3)	Google Business Profile Google Reviews Website Audit	Foundation: Claim visibility, review growth, fix website gaps	Top 3 local pack; 30+ new reviews; website bounce rate <60%
Q2 (Months 4–6)	SEO + Blog Social Media Email Marketing	Acceleration: Build content, community, and email list	50 organic sessions/month increase; 200 social followers; 100 email subs
Q3 (Months 7–9)	Google Ads Meta Ads Re-targeting	Paid Media: Launch and optimise paid campaigns for enquiries	CPE under \$50; 20+ monthly enquiries from paid channels
Q4 (Months 10–12)	Video Content Content Refresh Annual Review	Consolidate: Scale what works, cut what doesn't; plan Year 2	90%+ occupancy; 100+ Google reviews; Year 2 strategy drafted

### 8.4. Month-by-Month Content & Activity Calendar

The following month-by-month calendar maps specific digital activities to each channel, ensuring consistent execution throughout the 12-month plan.

Q1 — MONTH 1: Foundations & Quick Wins		
Channel	Activity	Success Metric
Google Business Profile	Audit and update all GBP fields: hours, photos,	GBP completeness score 100%;

	services, posts, description	5 new photos added
Google Reviews	Launch review request campaign to all current enrolled families via email and SMS	10+ new reviews within 30 days
Website	Audit website for broken links, mobile responsiveness, page speed, and CCS/fee info gaps	Audit report complete; priority fixes identified
Social Media	Establish weekly content calendar; 3 posts/week on Facebook and Instagram	Week 1–4 content calendar live; 20+ new followers
Directory Listings	Claim and update Childcare.com.au, Care.com.au, and Google listings	All listings verified and updated

### Q1 — MONTH 2: Website & SEO Fixes

Channel	Activity	Success Metric
Website (SEO)	Implement priority SEO fixes: title tags, meta descriptions, H1s, local schema markup	Core pages optimised; Google Search Console set up
Google Reviews	Continue review request program; respond to all existing reviews	20+ total new reviews; 100% response rate
Google Business Profile	Publish 2 × GBP posts (educational tip + community event)	2 posts live; GBP views tracked in Insights
Social Media	Launch 'Educator Spotlight' series on Instagram and Facebook	2 spotlight posts; 5%+ engagement rate target
Email	Set up email platform (Mailchimp or similar); import current family contacts; send welcome newsletter	Platform live; first newsletter sent; 30%+ open rate

### Q1 — MONTH 3: Content Foundations

Channel	Activity	Success Metric
Blog / Content	Publish first two blog posts: '5 Signs Your Child is Ready for Childcare' and 'How CCS Works'	2 posts live; shared to social and email
Google Reviews	Review milestone celebration post (if 30+ achieved); continue requests	30+ reviews; milestone post published
Social Media	Launch 'Nature Notes' outdoor learning series — 3 posts per week	12+ nature posts; hashtag strategy applied
Website	Add CCS fee estimator or 'What Will I Pay?' guide to website	Fee tool live; page tracked in Analytics
Google Business Profile	Add Q&A section content; upload fresh photos from outdoor learning	Q&A populated; 5+ new photos uploaded

### Q2 — MONTHS 4-6: Acceleration

Channel	Activity	Success Metric
SEO	Target 5 local keyword phrases; build internal links; submit blog posts to Google	Ranking improvement on target keywords (track via Search Console)
Social Media	Introduce Reels/short video content (behind-the-scenes, nature learning)	3 Reels per month; 30%+ reach increase
Email Marketing	Monthly newsletter: educational tips, events, enrolment availability updates	40%+ open rate; 100+ subscribers by Month 6
Blog / Content	Publish monthly blog posts on topics parents search (NQS, school readiness, healthy meals)	6 posts live by end of Q2; organic traffic growing

Community Events	Promote and document 2 community events via social media and email	40+ attendees across events; 15+ social posts
Google Reviews	Milestone target: 50 reviews by end of Month 6	50+ Google reviews at 4.8+ stars

### Q3 — MONTHS 7-9: Paid Media Launch

Channel	Activity	Success Metric
Google Search Ads	Launch Google Search campaigns targeting 'childcare [your town]', 'long day care', 'early learning centre near me'	CPE under \$50; 10+ monthly paid enquiries
Meta Ads (Facebook/Instagram)	Launch awareness and lead generation campaigns targeting local families aged 25–40	1,000+ weekly reach; CPL under \$30
Re-targeting	Set up website re-targeting for families who visited but didn't enquire	Re-targeting campaign live; 5% conversion rate target
Content	Refresh highest-traffic website pages with updated photos and copy	Top 5 pages refreshed; bounce rate improvement tracked
Google Reviews	Target 75 reviews by end of Month 9; share milestone on social	75+ reviews milestone achieved

### Q4 — MONTHS 10-12: Scale & Review

Channel	Activity	Success Metric
Video Content	Produce a 60–90 second centre tour video for YouTube, website, and social media	Video published; 200+ views within 30 days
Paid Media	Review Google and Meta Ads performance; optimise or pause underperforming campaigns	ROAS reviewed; budget reallocated to best performers
SEO	Q4 content push: school readiness, 2025 enrolment, holiday programs	3 new posts; organic traffic 50% above Month 1 baseline
Email Marketing	End-of-year family celebration email; re-enrolment reminder; waitlist invitation	40%+ open rate; measurable re-enrolment conversions
Annual Review	Full 12-month digital marketing performance review against KPIs	Year 2 strategy drafted; all KPI results documented
Google Reviews	Target 100+ reviews by end of Year 1; promote milestone publicly	100+ review milestone achieved and celebrated

## 8.5. Channel Deep-Dive Recommendations

### 8.5.1 Google Business Profile — Your Most Important Free Tool

Your Google Business Profile (GBP) is the single most powerful free digital asset available to Your ELC. Families searching 'childcare near me' or 'long day care [your town]' will see your GBP before they see your website. A fully optimised GBP with strong reviews can place you in the top 3 local results — the 'map pack' — which captures 44% of all local search clicks.

GBP Element	Current Best Practice	Your ELC Action	Timeline
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Business Name	Exact legal name only — no keyword stuffing	Confirm name matches CCS/NQS registration	Immediate
Categories	Primary: 'Child Care Agency'; add secondary categories	Add: 'Early Childhood Education', 'Day Care Center'	Week 1
Photos	Minimum 20 photos; update monthly	Professional shoot + 5 new photos per month	Month 1
Posts	1–2 posts per week (events, tips, milestones)	2 posts/week — educator tips + community news	Month 1
Q&A	Pre-populate with 10 common parent questions	Add FAQs: fees, CCS, waitlist, philosophy, hours	Month 2
Reviews	Actively request; respond to all within 48hrs	Implement review request system; 100+ target	Ongoing
Attributes	Mark all relevant attributes (wheelchair, parking, etc.)	Audit and complete all applicable attributes	Week 1

### 8.5.2 Website — Your Digital Enrolment Hub

Your website must function as a 24/7 enrolment consultant — answering every question a prospective family has and making it easy for them to take the next step (enquire, tour, or join the waitlist). Based on the digital presence audit in Section 2, the following recommendations are prioritised for maximum conversion impact.

Website Priority	Recommended Action
Homepage hero section	Clear headline with positioning statement; one primary CTA ('Book a Tour' or 'Join Our Waitlist'); professional photo of children learning outdoors
Fee & CCS page	Publish daily fee schedule; embed CCS estimator; include 'What Will I Pay?' downloadable guide
Our Approach page	Document your educational philosophy, nature program, curriculum framework, and what makes you different
Meet Our Educators page	Educator profiles with photos, qualifications, and personal teaching philosophy
Enrolment page	Step-by-step enrolment process; online enquiry form; expected response timeframe
Blog / Resources	Monthly blog posts targeting local parent search queries; share to social and email
Mobile optimisation	60%+ of traffic is mobile — test on iPhone and Android; ensure all buttons are thumb-friendly
Page speed	Target Google PageSpeed score of 80+; compress images; avoid slow plugins
Schema markup	Add LocalBusiness and ChildCare schema to homepage for enhanced local search display

### 8.5.3 Social Media — Build Community, Drive Enquiries

Social media for childcare centres is primarily a trust-building and community tool, not a direct lead-generation channel. The goal is to make prospective families feel they already know and trust your centre before they even contact you.

Platform	Primary Purpose	Content Mix	Frequency	KPI
Facebook	Community + events + parent information	40% educational tips, 30% behind-scenes, 20% events, 10% reviews/testimonials	Daily (5–7 posts/week)	Followers growth; engagement rate 5%+
Instagram	Brand awareness + visual storytelling	Nature learning, educator spotlights, milestone celebrations, Reels	5 posts/week + 3 Stories	Followers; Reels reach; saves
Facebook Ads	Enrolment enquiry generation	Lead ads, tour booking ads, waitlist ads to local families 25–40	Always-on with monthly budget	CPL under \$30; tour bookings
YouTube	Centre tours + educational content	60–90 sec centre tour; seasonal learning videos	Monthly (once established)	Views; website referral traffic

### 8.5.4 Google Search Ads — Capture High-Intent Families

Google Search Ads target families at the moment they are actively searching for childcare — the highest-intent stage in the enrolment journey. Unlike social ads, the family is already looking; you just need to appear and convert.

Ad Campaign Element	Recommendation
Campaign type	Search campaigns only in first 90 days — no Display (too broad, low intent)
Target keywords	'Childcare [your town]', 'long day care [your town]', 'early learning centre [your town]', 'childcare near me', 'best childcare [suburb]'
Negative keywords	Exclude: 'free', 'jobs', 'nanny', 'babysitter', 'training', 'certificate' — prevents wasted spend
Ad copy	Include: your rating ('★ 4.9 Google'), your differentiator ('Nature-Inspired Learning'), CTA ('Book a Tour Today')
Landing page	Send all ads to a dedicated landing page or the Enrolment page — NOT the homepage
Budget	Start at \$800–\$1,200/month; review CPE weekly; scale only campaigns achieving under \$50 CPE
Conversion tracking	Set up conversion tracking for form submissions and phone calls — essential for optimisation
Extensions	Use Call, Location, Sitelink, and Callout extensions to maximise ad real estate

## 8.6. Local SEO Keyword Strategy

Search engine optimisation ensures Your ELC appears in organic (non-paid) search results when local families are researching childcare options. The following keyword strategy is built from competitor analysis and local search volume data.

Target Keyword / Phrase	Priority	Monthly Searches (Est.)	Recommended Page to Target
childcare [your town]	★★★★★ Critical	50–200/mo	Homepage + GBP
long day care [your town]	★★★★★ Critical	30–100/mo	Homepage + Services page
early learning centre [your town]	★★★★ High	20–80/mo	Homepage + About page
childcare near me [suburb]	★★★★ High	100–500/mo	GBP + Homepage schema
best childcare [your region]	★★★ Medium	20–60/mo	Google Reviews + Blog
childcare subsidy [your state]	★★★ Medium	500+/mo (state-wide)	Fees & CCS page
nature-based childcare [region]	★★★ Medium	10–40/mo	Our Approach page
childcare waitlist [your town]	★★ Growing	10–30/mo	Enrolment / Waitlist page
school readiness programs [region]	★★ Growing	20–50/mo	Blog post / Programs page
is my child ready for childcare	★★ Growing	200+/mo (national)	Blog post (educational)

## 8.7. 12-Month KPI Scorecard

The following scorecard provides measurable benchmarks to track the success of digital strategy implementation at 3, 6, 9, and 12 months.

KPI Metric	3 Months	6 Months	9 Months	12 Months
Google Reviews (count)	30+	50+	75+	100+
Google Star Rating	4.7+	4.8+	4.8+	4.8+
GBP Local Pack Position	Top 5	Top 3	Top 3	Top 3
Website Organic Sessions/Month	Baseline +15%	+30%	+40%	+50%
Website Bounce Rate	<65%	<60%	<55%	<50%
Social Media Followers (FB+IG)	100+	250+	400+	600+
Social Engagement Rate	3%+	4%+	5%+	5%+
Email Subscribers	50+	120+	180+	250+
Email Open Rate	35%+	40%+	40%+	42%+
Monthly Enrolment Enquiries	Baseline	+20%	+40%	+60%
Cost Per Enquiry (Paid	N/A	N/A	<\$60	<\$50

Ads)				
Centre Occupancy Rate	Current	+5%	+10%	90%+

## 8.8. Section Summary & Immediate Next Steps

Section 8 has delivered a complete, evidence-based 12-month digital marketing action plan for Your ELC. The strategy is built around five priority channels — Google Business Profile, Google Reviews, Website, Social Media, and Email — with Google and Meta Ads introduced in Q3 once organic foundations are in place. The plan is deliberately phased: foundation before acceleration, organic before paid, community before conversion. Executed consistently, this strategy will deliver measurable occupancy growth within 12 months.

<b>IMMEDIATE (Week 1)</b>	Audit and update Google Business Profile; launch review request email to all current families
<b>30 DAYS</b>	Establish social media content calendar; fix website priority issues; publish first blog post
<b>60 DAYS</b>	Launch email marketing platform; implement SEO fixes; publish fees and CCS page
<b>90 DAYS</b>	Review Q1 KPIs; launch Q2 content calendar; assess readiness for paid advertising in Q3

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