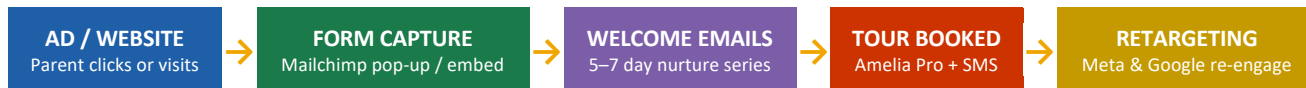


## The Engagement Phase — Converting Visitors Into Enquiries

Mailchimp + Amelia Pro + Zapier — Fully Automated, Running 24/7

Once a local parent sees your centre through Google, Facebook, or Instagram, the Engagement Phase converts that impression into action — a form submission, a tour booking, or a phone call. Three tightly integrated platforms work together automatically, without manual effort from your team: Mailchimp captures and nurtures enquiries, Amelia Pro manages tour bookings, and Zapier connects them.



### THE THREE PLATFORMS — WHAT EACH ONE DOES FOR YOU

Mailchimp — Your CRM	Amelia Pro — Tour Booking	Zapier — The Bridge
<ul style="list-style-type: none"> <li>▶ Captures every parent enquiry via pop-up and embedded website forms</li> <li>▶ Automatically sends 5–7 nurture emails over 7 days after sign-up</li> <li>▶ Tags and segments contacts (New Enquiry, Tour Booked, Enrolled)</li> <li>▶ Sends review requests to enrolled families at 30 and 90 days</li> </ul>	<ul style="list-style-type: none"> <li>▶ Embedded booking calendar on your website — parents self-book 24/7</li> <li>▶ Confirms booking instantly by email + SMS (via Twilio)</li> <li>▶ Sends tour reminder 2 days before and morning of the visit</li> <li>▶ Syncs all bookings to the Director's Google Calendar automatically</li> </ul>	<ul style="list-style-type: none"> <li>▶ Connects Amelia Pro to Mailchimp — no manual data entry</li> <li>▶ When a tour is booked: adds 'Tour Booked' tag in Mailchimp instantly</li> <li>▶ Triggers post-tour follow-up email sequence automatically</li> <li>▶ Moves no-shows into a re-engagement sequence without any staff action</li> </ul>

### HOW WE CAPTURE PARENT ENQUIRIES — FORM STRATEGY

Pop-Up Form (Timed Trigger)	Embedded Forms (Strategic Placement)
<ul style="list-style-type: none"> <li>▶ Appears after 10 seconds on any page of your website</li> <li>▶ Headline example: 'Limited Vacancies — Get Priority Access'</li> <li>▶ Collects: First Name, Email, Phone, Child's Age Group</li> <li>▶ Exit-intent version fires when the parent is about to leave the page</li> <li>▶ Shows once per visitor per 30 days — not annoying, just well-timed</li> </ul>	<ul style="list-style-type: none"> <li>▶ Homepage — below the hero: 'Book a Free Tour or Ask a Question'</li> <li>▶ Fees page — below CCS calculator: 'Get a Personalised Fee Estimate'</li> <li>▶ Programs page — end of page: 'Download Our Curriculum Overview'</li> <li>▶ Every blog post — mid-article and end: 'Get More Tips Like This'</li> <li>▶ Sidebar widget — visible on every page across the entire site</li> </ul>

### EMAIL AUTOMATION — WELCOME SEQUENCE EXAMPLES

Every new enquiry automatically receives a 5–7 email sequence over 7–10 days. No manual sending required. Here are three key emails from the sequence:

Email	Timing	Subject Line Example	Purpose & CTA
Email 1	Immediately	Welcome to [Centre] — Here's Everything You Need to Know	Director welcome + 3 philosophy points + centre photos. CTA: Book a Free Tour
Email 4	Day 5	How Much Does Childcare Actually Cost? (With CCS)	Clear fee table by age group + CCS subsidy explainer. CTA: Get a Fee Estimate

## Step 2 · ENGAGEMENT — Phase Summary

Mailchimp CRM · Amelia Pro Tour Booking · Zapier Automation

ChildCare Marketing  
childcaremarketing.com.au

Email 6	Day 7	We Have Limited Vacancies — Secure Your Child's Place	Vacancy urgency + prominent tour booking CTA + click-to-call phone number
Email 7	Day 10	Still Have Questions? We'd Love to Help	Only sent if no tour booked yet — soft re-engagement + centre brochure download

### ADDITIONAL AUTOMATIONS RUNNING IN THE BACKGROUND

#### Tour Booked Sequence

- ▶ Confirmation email: date, time, address, what to bring
- ▶ Reminder 2 days before: what to expect during the visit
- ▶ Morning-of reminder: director's direct phone number included
- ▶ Post-tour follow-up (next day): 'How did we go?' + enrolment link

#### No-Show Recovery

- ▶ Same day: friendly 'We missed you — want to reschedule?'
- ▶ 3 days later: rebook link with fresh available dates
- ▶ 7 days later: soft final follow-up with alternative content
- ▶ After 14 days with no response: moved to 60-day re-engage list

#### Review & Referral

- ▶ 30-day email: 'We'd love your feedback' — direct Google review link
- ▶ 90-day follow-up for families who haven't reviewed yet
- ▶ 1-year anniversary: celebration email + referral ask
- ▶ Review left → tag applied, no further review requests sent

### WHAT THIS MEANS FOR YOUR CENTRE

#### You Get a System That Works 24/7

- ▶ Every parent who visits your website is captured and nurtured automatically
- ▶ Tour bookings happen online at any time — no phone tag, no admin
- ▶ Parents receive a professional, personal email sequence before they've even met you
- ▶ No-shows are automatically followed up — recovering bookings you'd otherwise lose
- ▶ Google reviews grow passively through automated post-enrolment requests

#### What You Don't Have to Do Manually

- ▶ Send welcome emails to new enquiries — Mailchimp does it instantly
- ▶ Chase parents who didn't book — Zapier triggers it automatically
- ▶ Follow up after tours — the post-tour sequence runs on its own
- ▶ Ask for Google reviews — the 30-day automation handles it
- ▶ Update your booking calendar — Amelia Pro syncs to Google Calendar live

*The Engagement Phase is a set-and-forget system. Once configured, it runs in the background 24 hours a day — capturing enquiries, booking tours, following up no-shows, and building your Google review profile without any ongoing manual work from your team.*