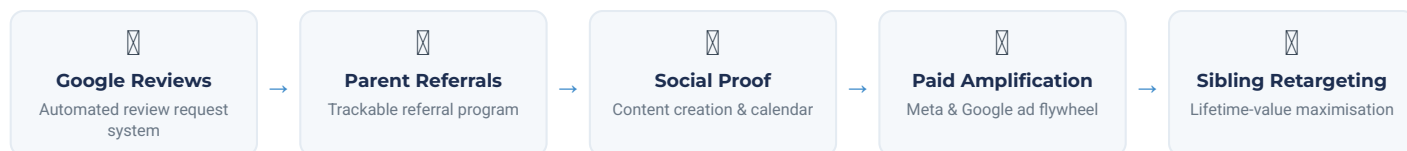


THE ADVOCACY FLYWHEEL — ENROLLED FAMILIES BECOME YOUR BEST MARKETERS

The Advocacy Stage is the most powerful — and most neglected — stage in the childcare marketing funnel. A centre with 80+ five-star Google reviews, an active parent referral program, and a community of families who champion its brand will out-acquire any competitor spending twice the ad budget. Advocacy is the flywheel that feeds the entire funnel — and every review, referral and sibling sequence below is automated inside **HubSpot**.



PART 1 • WHY ADVOCACY IS THE HIGHEST-RETURN MARKETING INVESTMENT

87% of consumers read online reviews for local businesses, and 79% trust them as much as personal recommendations. For childcare — where parents entrust their child’s safety and development — trust is the single most important conversion factor. No ad creative can replicate the trust signal of a genuine parent review.

Acquisition Channel	Cost Per Lead	Nature of Cost
Google Ads	\$25–\$60 per enquiry	Ongoing — stops the moment budget stops
Meta Ads	\$15–\$45 per enquiry	Ongoing — stops the moment budget stops
Google Reviews	\$0	Permanent, self-compounding, never expires
Parent Referral	\$0–\$50 incentive	Highest quality — 50–70% enrolment rate
80+ Google Reviews at 4.8★	\$0	Higher Local Pack ranking = free organic leads
Active Parent Community	\$0	Amplifies every paid ad dollar 2–3×

The flywheel effect

Every review, referral and piece of social proof feeds back into the top of the funnel — generating awareness and trust that compounds over time. After 12 months of consistent advocacy activation, most centres find 30–40% of new enquiries come directly from reviews and referrals, permanently reducing dependence on paid advertising.

PART 2 • AUTOMATED GOOGLE REVIEW REQUEST SYSTEM

1 • Google Review Link Setup

Before any request is sent, create a direct Google review link that opens straight to the star-rating selector — every unnecessary click reduces completion dramatically.

CREATING THE DIRECT REVIEW LINK

- ▶ Log in to Google Business Profile Manager (business.google.com)
- ▶ Select the listing → “Get more reviews” → copy the short review link
- ▶ Or build it with Place ID Finder: [search.google.com/local/writereview?placeid=\[YOUR_PLACE_ID\]](http://search.google.com/local/writereview?placeid=[YOUR_PLACE_ID])
- ▶ Test on mobile — confirm it opens to the star selector
- ▶ Create a short URL (e.g. bit.ly/sunshine-review) for SMS

WHERE THE REVIEW LINK IS USED

- ▶ 30-day HubSpot review-request email — prominent CTA button
- ▶ 90-day conditional follow-up for non-reviewers
- ▶ SMS review reminder (48 hours after email open, no click)
- ▶ Staff QR-code cards at reception and in welcome packs
- ▶ Facebook Recommendation request email (120-day, conditional)

2 • HubSpot Review Requests — 30-Day & 90-Day Sequences

A HubSpot workflow sends the first request 30 days after enrolment (the optimal moment) and a conditional second at 90 days for parents who haven’t reviewed.

EMAIL 1 — 30 DAYS POST-ENROLMENT

- ▶ Trigger: HubSpot workflow — 30 days after lifecycle stage = Enrolled
- ▶ From: the Director's first name · send-time optimised (≈7–8pm)
- ▶ Subject: "How has [Child]'s first month been, [First Name]?"
- ▶ Warm, personal; a Google review "takes 2 minutes and helps other [suburb] families"
- ▶ CTA: "Leave a Google Review" → direct review link

EMAIL 2 — 90 DAYS (CONDITIONAL)

- ▶ Condition: 90 days after Enrolled AND "Google Review Left" property is not set
- ▶ Subject: "Your opinion matters to us, [First Name]"
- ▶ Deeper emotional connection; "other [suburb] parents rely on reviews"
- ▶ CTA: "Share Your Experience on Google" → direct review link

SMS REVIEW REQUESTS (HUBSPOT SMS)

- ▶ SMS 1 — 48h after the 30-day email if opened but not clicked: short, friendly, with the short review URL
- ▶ SMS 2 — 1 week after the 90-day email if still no review: a final gentle reminder from the Director
- ▶ Timed to complement, not duplicate, the email sequence

FACEBOOK RECOMMENDATION REQUEST

- ▶ Email 3 — 120 days, conditional: only to parents who already left a Google review
- ▶ Subject: "One more way to help other families, [First Name]"
- ▶ CTA: "Recommend Us on Facebook" → Facebook Page Recommendations

Review velocity target

A well-optimised request system generates 3–5 new Google reviews per month for a mid-sized centre. A centre starting with 20 reviews reaches 80+ within 12–18 months — the threshold at which Local Pack ranking improves significantly and the review profile becomes a genuine competitive moat.

PART 3 • PERSONALISED PARENT REFERRAL PROGRAM

1 • Referral Program Design

A referred family already has trust, local relevance and social proof — the three things that take months to build through paid ads.

RECOMMENDED PROGRAM STRUCTURE

- ▶ Name it: "[Centre Name] Family Referral Program"
- ▶ Reward the referrer (fee credit or a gift of educational toys)
- ▶ Eligibility: referrer currently enrolled; referred family net-new
- ▶ No limit on referrals — 5 families referred = 5 credits
- ▶ Ongoing, always-on advocacy channel

WHY REFERRALS CONVERT BEST

- ▶ Referred leads convert at 50–70% — more than double paid-ad leads
- ▶ They arrive pre-qualified and already trust the centre
- ▶ Cost per referred enrolment: \$0–\$50 vs \$25–\$60 for a paid lead
- ▶ Target participation: 40%+ of enrolled families share their link
- ▶ Over 12 months, referrals can be 15–25% of new enrolments

2 • Trackable Referral Links — Native in HubSpot

Each enrolled family receives a unique, personalised referral link. When their friend clicks it and submits an enquiry, HubSpot attributes the referral automatically — no manual tracking.

Component	Setup	What It Does
HubSpot Property / Token	REFERRAL CODE — unique per contact (e.g. REF-FNAME-1234)	Gives every family a trackable, personal identifier
Referral Landing Page	[website]/referral — enquiry form with a hidden referral-code field	Captures the referred enquiry and records who referred them
Personalised Referral URL	[website]/referral?ref=[REFERRALCODE] — unique per family	Auto-populates the hidden field — no manual attribution
HubSpot Workflow	New enquiry with a referral code → set "Referral Made" on the referrer → notify them	Referrer immediately knows their referral has enquired
Conversion Trigger	Referred family enrolls → set "Referral Converted" → reward fulfilment email to admin	Fee credit automatically flagged for the next invoice

3 • Referral Program HubSpot Automation Sequence

EMAIL 1 — DAY 60 (INTRODUCTION)

- ▶ Subject: "Know a family looking for childcare in [suburb]? Earn a \$[X] fee credit"
- ▶ Explains the two-sided reward
- ▶ CTA: "Share Your Referral Link" → personalised URL with the referral token
- ▶ Quick-share buttons: copy link, WhatsApp, email

EMAIL 2 — DAY 180 (REMINDER)

- ▶ Subject: "Your referral link is still active — \$ [X] credit per family"
- ▶ Refreshed messaging for friends, colleagues, neighbours
- ▶ CTA: "Copy My Referral Link" / share via WhatsApp or email
- ▶ SMS complement at Day 90 with the short referral link

EMAIL 3 — CONVERSION TRIGGERED

- ▶ Subject: "Great news — your referral just enrolled!"
- ▶ Personalised celebration and thank-you
- ▶ "Your \$[X] fee credit has been applied to your next invoice."
- ▶ CTA: "Refer Another Family" → personalised link

PART 4 • SOCIAL PROOF CONTENT CREATION & STRATEGY

1 • Parent Testimonial Collection System

A testimonial-request email fires 45 days post-enrolment (conditional: a Google review was left), asking permission to share and offering a quick video option.

WRITTEN QUOTE

- ▶ 2–3 sentences, parent first name + suburb (from the Google review)
- ▶ Used in ads, website, email sequences and social
- ▶ Most versatile — one testimonial repurposed everywhere

VIDEO TESTIMONIAL (30–60S)

- ▶ Parent on camera at pickup/drop-off, shot on iPhone
- ▶ Used in Meta/YouTube ads and organic social
- ▶ Outperforms brand-produced creative by 40–60% in cost per result

PHOTO + QUOTE / STAR SCREENSHOT

- ▶ Candid photo with child (with consent) + quote overlay
- ▶ Screenshot of a 5-star Google review in Feed and Stories ads
- ▶ Before/after story format for blog and email

Consent protocol

All child photos and parent testimonials require written consent via the centre's media authorisation form (signed at enrolment). Use a HubSpot "Media Consent" property to track which families have given permission — only feature consented families in content. This is a legal requirement under the Australian Privacy Act 1988.

2 • Community Content Calendar — 4 Monthly Post Types

Post Type	Frequency	Format	Impact
Child Milestone Celebrations	Weekly	Photo/short video + warm caption; tag the parent to trigger organic sharing	Highest engagement & share rate
Educator Spotlight	Monthly	Professional photo + Q&A caption or 30-sec interview	Builds trust + educator pride
Seasonal & Event Content	Event-driven	Gallery or Reel — open days, NAIDOC/Harmony Week, concerts	Shows community & diversity
Parent Thank-You & Advocacy	Monthly	Graphic or review screenshot publicly thanking families	Rewards advocacy, encourages more

PART 5 • PAID AMPLIFICATION — FEEDING SOCIAL PROOF BACK INTO THE FUNNEL

META — AMPLIFYING SOCIAL PROOF

- ▶ Objective: Awareness or Traffic — top-of-funnel brand trust
- ▶ Audience: 1–2% Lookalike of your enrolled-family list + parents 25–42 within 8km
- ▶ Format: promote an existing high-engagement organic post (keeps likes/comments/shares)
- ▶ Priority creative: video parent testimonial; then review screenshot; then community Reel
- ▶ Budget: \$8–\$15/day — continuous, always-on amplification

GOOGLE — SOCIAL PROOF IN SEARCH

- ▶ Seller Ratings extension: automatic once 100+ Google reviews
- ▶ Below 100: put the count in headlines — “Rated 4.9★ by 65+ [Suburb] Families”
- ▶ Description: include a parent quote
- ▶ Callouts: “4.9★ Google Reviews”, “Trusted by 80+ Families”, “ACECQA Exceeding”
- ▶ YouTube: parent testimonial as a pre-roll ad to cold audiences

Keep social proof fresh

Every 4 weeks, promote your top 2–3 organic posts; every 8 weeks, refresh all testimonial/community ad creative; quarterly, produce one new parent video testimonial. Parent testimonial video ads consistently outperform brand-produced creative by 40–60% in cost per result.

PART 6 • SIBLING ENROLMENT RETARGETING CAMPAIGNS

A family already enrolled and happy is the single most conversion-ready prospect for a second or third child. A structured sibling campaign identifies families with younger children approaching childcare age and nurtures them — before they even think about looking elsewhere.

SIBLING DATA CAPTURE (HUBSPOT)

- ▶ Properties at enrolment: Sibling Name, Sibling DOB
- ▶ Sibling Age — recalculated quarterly by a HubSpot workflow
- ▶ Property “Has Younger Sibling” — set if a sibling DOB is provided
- ▶ Property “Sibling Approaching Age” — set by workflow when the sibling reaches 6 months
- ▶ Active list “Sibling Ready — Next 6 Months” — sibling age 4–12 months

SIBLING LIFETIME-VALUE IMPACT

- ▶ Enrolling a sibling extends customer lifetime value by 3–5 years
- ▶ Acquisition cost: near zero — no paid advertising required
- ▶ Sibling conversion benchmark: 30–50% of contacted families
- ▶ Capturing 70% of sibling enrolments cuts new-family acquisition by 20–30%
- ▶ Meta retargeting to the sibling segment: \$5–\$10/day, very high value

Sibling Enrolment Automation — 3-Email HubSpot Sequence

Email	Trigger	Subject & CTA
Email 1	Sibling Age reaches 6 months	“Is it nearly time for [Sibling] to join [Child]?” — priority placement for current families. CTA: “Reserve [Sibling]’s Place” → pre-filled sibling enrolment form
Email 2	3 weeks after Email 1 (no response)	“A place is waiting for [Sibling]” — nursery places available; offer a visit. CTA: “Book a Nursery Visit” → HubSpot meeting link / “Enrol [Sibling]”
Email 3	6 weeks after Email 1 (final)	“Keeping [Sibling]’s priority spot open” — window closes [date], then public waitlist. Warm urgency, no pressure

Meta Sibling Retargeting

Sync the HubSpot “Has Younger Sibling” / “Sibling Approaching Age” list to Meta as a Custom Audience (native HubSpot–Meta Ads integration). Objective: Leads. Budget \$5–\$10/day. Creative: “Siblings belong together — enrol [Sibling] alongside [Child]”, a siblings-playing photo, and a room-journey carousel (Nursery → Toddler → Preschool → Kindy).

PART 7 • ADVOCACY STAGE TIMELINE — ENROLMENT TO ONGOING

Every touchpoint below is automated via **HubSpot** workflows and scheduled ad campaigns unless marked as a manual action.

Timing	Touchpoint	Channel	Note
Day 0	Enrolment confirmed	HubSpot / Meta / Google	Lifecycle = Enrolled. Advocacy pipeline begins; prospecting/decision ads suppressed.
Day 30	Google Review Request 1	HubSpot email	

• Step 5 • ADVOCACY

ChildCare Marketing

Turning Enrolled Families into Marketers — Reviews · Referrals · Social Proof · Sibling Retargeting childcaremarketing.com.au

Timing	Touchpoint	Channel	Note
			Director-signed, direct review link, send-time optimised.
Day 32 (cond.)	SMS Review Reminder	HubSpot SMS	To parents who opened but didn't click.
Day 45 (cond.)	Testimonial Request	HubSpot email	To parents who left a review; permission + video option.
Day 60	Referral Introduction	HubSpot email	Personalised referral link + sharing buttons.
Day 90 (cond.)	Google Review Request 2	HubSpot email	To non-reviewers; different angle.
Day 120 (cond.)	Facebook Recommendation	HubSpot email	To existing reviewers; secondary platform.
Day 180	Referral 6-Month Reminder	HubSpot email	Refreshed referral messaging.
Sibling 6–9 mo	Sibling Sequence (3 emails)	HubSpot + Meta	Priority window; meeting link for a nursery visit.
Ongoing	Community content + ad refresh	Social / Meta / Google	Weekly posts; monthly creative & review-count refresh.

PART 8 • ADVOCACY STAGE MEASUREMENT & KPIS

MONTHLY REVIEW & REFERRAL KPIS

- ▶ New Google reviews: target 3–5 per month
- ▶ Cumulative reviews: 80+ within 12–18 months
- ▶ Star rating: maintain 4.8+ — address any sub-3-star within 24 hours
- ▶ Facebook Recommendations: total count and monthly growth
- ▶ Referral enquiries: 2–5/month · referral-to-enrolment: 50–70%

MONTHLY SIBLING & SOCIAL KPIS

- ▶ Sibling enquiries (via the “Has Younger Sibling” segment)
- ▶ Sibling enrolment conversion: 30–50% of contacted families
- ▶ Social-proof ad performance: CPM, CTR, cost per result
- ▶ Organic engagement rate per community post
- ▶ Testimonial & creative library growth

Advocacy is the flywheel that feeds the entire funnel. With reviews, referrals, social proof and sibling sequences all automated in **HubSpot**, every enrolled family becomes a marketing asset that continuously generates new awareness, trust and enquiries — permanently reducing your dependence on paid advertising.