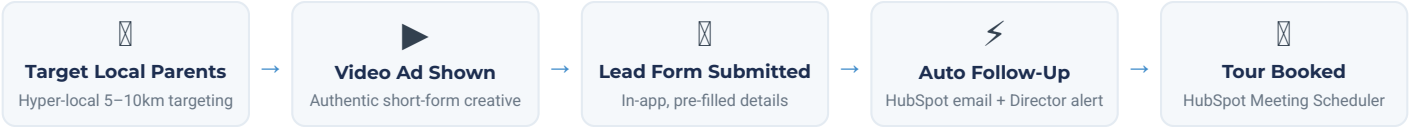


TIKTOK ADVERTISING — TURNING LOCAL VIEWS INTO CENTRE ENQUIRIES

TikTok is now one of the most powerful platforms for reaching parents of pre-school children in your local area. In Australia, parents aged 25–40 are TikTok’s fastest-growing audience — spending 45+ minutes a day on the platform. We use TikTok’s hyper-local targeting, short-form video ads and in-app lead forms to put your centre in front of the right families, build trust through authentic content, and drive enquiries — with every lead flowing straight into **HubSpot** for instant follow-up.



WHY TIKTOK WORKS FOR YOUR CHILDCARE CENTRE

REACH LOCAL PARENTS

- ▶ 18M+ active Australians on TikTok
- ▶ Fastest-growing age group: 25–40
- ▶ Target parents within 5–10km of your centre
- ▶ Lower cost per impression than Facebook

AUTHENTIC CONTENT WINS

- ▶ Real centre footage outperforms polished ads
- ▶ Day-in-the-life videos build instant trust
- ▶ Parent testimonials filmed on iPhone perform best
- ▶ Educational tips position educators as experts

IN-APP LEAD GENERATION

- ▶ Parents submit enquiries without leaving TikTok
- ▶ Pre-filled forms: name, phone, suburb, child DOB
- ▶ Leads flow directly into HubSpot for follow-up
- ▶ Typical cost per lead: \$8–\$18 AUD

HOW YOUR CAMPAIGN WORKS — ACCOUNT, TRACKING & STRUCTURE

ACCOUNT & TRACKING SETUP

- ▶ TikTok Business Center + Ads Manager created under your centre’s ABN
- ▶ TikTok Pixel installed on your website — tracks every visit, enquiry and tour booking
- ▶ Events API (server-side) added for iOS-resilient tracking
- ▶ HubSpot automation: a new TikTok lead becomes a HubSpot contact → welcome email within 2 minutes → Director notified

CAMPAIGN STRUCTURE

- ▶ Campaign 1 — Awareness: \$20–\$30/day — video to cold local parents
- ▶ Campaign 2 — Lead Generation: \$25–\$40/day — in-app lead form
- ▶ Campaign 3 — Retargeting: \$15–\$20/day — re-serve to website visitors who didn’t enquire
- ▶ Campaign 4 — Lookalike: \$20–\$30/day — parents similar to your existing enquirers

WHAT YOUR ADS LOOK LIKE — CONTENT EXAMPLES

| Ad Type            | Content Idea                                                         | Hook (First 3 Seconds)                                      | Call to Action           |
|--------------------|----------------------------------------------------------------------|-------------------------------------------------------------|--------------------------|
| Day in the Life    | Camera walks through the centre — morning activities to outdoor play | “This is what a day at [Centre] looks like...”              | Book a tour              |
| Parent Testimonial | Enrolled parent to camera, unscripted, ~20s                          | “I was nervous about childcare — until we found this place” | Now enrolling — DM us    |
| Educational Tip    | Director: “3 signs your child is ready for childcare”                | “Most parents don’t know these 3 signs...”                  | Follow + message us      |
| Centre Tour        | Walking tour of rooms, outdoor space, kitchen, sleep area            | “Want to see inside [Centre]?”                              | Book your in-person tour |

WHAT HAPPENS WHEN A PARENT ENQUIRES

## • Step 1 • AWARENESS — TIKTOK ADVERTISING

ChildCare Marketing

TikTok Advertising Setup — Account · Pixel · Creative · Campaigns · Lead Management

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

### AUTOMATED FOLLOW-UP (WITHIN MINUTES)

- ▶ Parent submits the TikTok lead form (name, phone, suburb, child DOB)
- ▶ HubSpot fires instantly: the lead is added to the "TikTok Leads" list
- ▶ Welcome email within 2 minutes: "Thanks for your enquiry at [Centre]"
- ▶ Day 1 email: centre overview, philosophy, link to book a tour
- ▶ Optional SMS via HubSpot: "Hi [Name], reply to book a tour"
- ▶ Director email alert with the parent's details — ready to call within 2 hours

### WHAT THIS MEANS FOR YOUR CENTRE

- ▶ No leads fall through the cracks — every enquiry is captured and followed up automatically
- ▶ Speed matters: parents contacted within 5 minutes are 9× more likely to convert
- ▶ Director personal call within 2 business hours — highest tour-booking conversion
- ▶ A 7-email HubSpot nurture over 4 weeks if they don't book immediately
- ▶ Every tour booked via the HubSpot Meeting Scheduler triggers confirmation + 24-hour reminder
- ▶ All TikTok leads tagged separately in HubSpot — easy source-performance tracking

## WHAT RESULTS TO EXPECT — 90-DAY BENCHMARKS

### CAMPAIGN PERFORMANCE TARGETS

- ▶ Cost Per Lead: \$8–\$18 AUD per enquiry
- ▶ Monthly leads from TikTok: 25–60 enquiries
- ▶ Video View Rate: 25%+ watch to 75% of the video
- ▶ Lead-to-tour conversion: 35–45% of leads book a tour
- ▶ Month 1–2: learning phase; Month 3+: CPL drops as lookalikes improve

### WHAT HAPPENS ON YOUR END

- ▶ We handle all account setup, pixel, campaigns and reporting
- ▶ You film 2–3 short smartphone videos per week
- ▶ Director responds to leads within 2 business hours
- ▶ Monthly report: leads, cost per lead, tours booked, recommendations
- ▶ No lock-in — pause or scale with 24-hour notice
- ▶ Works best paired with Google Search + Meta retargeting for full-funnel coverage

TikTok advertising works because it feels real — not like an ad. A 20-second iPhone video of your outdoor play area, your educators laughing with children, or a parent sharing their experience will outperform any polished production. We guide you on what to film, handle all setup and targeting, and ensure every lead is followed up automatically in **HubSpot** — so your focus stays on running a great centre.