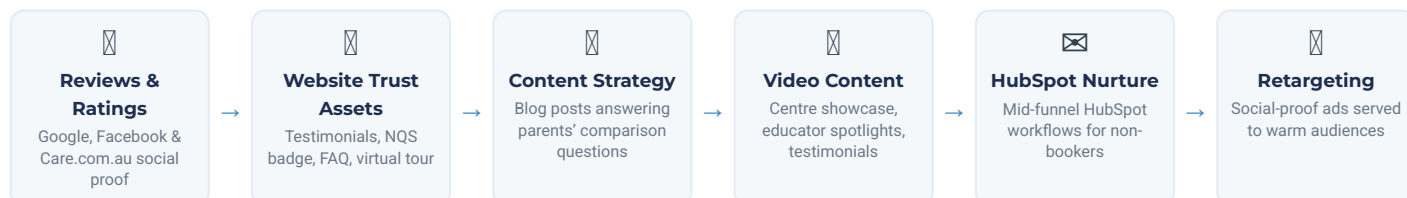


THE CONSIDERATION SYSTEM — HOW TRUST IS BUILT AT EVERY TOUCHPOINT

A parent who submits an enquiry form or books a tour has shown interest — but they have not yet decided. The Consideration Phase is where that decision is made. During the days and weeks between first contact and final commitment, local parents compare your centre against competitors, seek social proof, research your educators and philosophy, and ask: “Can I trust these people with my child?” Every element of this phase answers that question with a confident yes — and the email nurture that keeps you present is run entirely through **HubSpot Workflows**.



SECTION A • REVIEW STRATEGY — GOOGLE, FACEBOOK & THIRD-PARTY PLATFORMS

A1 Why Reviews Are Your Most Powerful Consideration Asset

A centre with 60+ Google reviews at 4.8 stars will outrank, out-convert, and out-trust a competitor with 10 reviews — regardless of how good the competitor’s website is. Reviews are the single most trusted signal a comparing parent uses, an SEO ranking signal in the Local Pack, and a citation source for AI answer engines.

GOOGLE BUSINESS PROFILE REVIEWS

- ▶ Target: minimum 60 Google reviews at 4.8★ or above before running paid campaigns
- ▶ Respond to every new review within 48 hours — Google rewards responsiveness with higher Local Pack visibility
- ▶ Positive response formula: thank by first name, reference a specific detail, reinforce your values, invite sharing
- ▶ Negative response formula: acknowledge empathetically, invite a direct chat with the Director, keep it under 3 sentences
- ▶ Aim for ≥4 new reviews per month — consistent velocity signals an active centre to Google

FACEBOOK, CARE.COM.AU & OTHERS

- ▶ Enable Facebook Page reviews and respond to each
- ▶ Claim and complete your Care.com.au profile — parents compare there
- ▶ Keep your StartingBlocks / government directory listing current — a high-trust AI citation source
- ▶ Maintain consistent NAP (Name, Address, Phone) across all listings
- ▶ Compile a quarterly “review highlights” doc for social, email and website use (with written parent permission)

A2 Automated Review Request System — HubSpot Workflows + Manual Follow-Up

Reviews are requested at the right moment: after a positive tour, after the first month of enrolment, and at the 90-day milestone.

How the Review Request Automation Works

When a parent is marked **Tour Attended** in HubSpot (set automatically when their HubSpot meeting is completed), a review-request workflow fires at 30 days post-tour, and a second at 90 days for families who enrolled. Both emails link directly to your Google review page — a review takes under 60 seconds. Staff also mention reviews naturally in positive conversations.

REVIEW REQUEST EMAIL — 30 DAYS

- ▶ Subject: “One month in — how are we going?”
- ▶ Personal opening — reference the child’s name from a HubSpot property
- ▶ Thank the family and acknowledge the one-month milestone
- ▶ CTA: “A Google review takes 2 minutes and means the world to our team” — direct link
- ▶ Secondary CTA: share on Facebook · P.S.: gentle referral ask

STAFF REVIEW CULTURE

- ▶ Brief all educators — every team member is a review ambassador
- ▶ Simple script + printed QR-code cards linking to the Google review page
- ▶ Track monthly review count on a visible staff noticeboard; celebrate milestones
- ▶ Never offer incentives for reviews — violates Google’s Terms
- ▶ Respond publicly to every review, even briefly

SECTION B • WEBSITE TRUST & SOCIAL-PROOF ASSETS

B1 Trust Signals Parents Look For During Consideration

Parents form a trust judgement within 8 seconds of landing on your website. Every page must answer: Are the educators qualified? What do other parents say? Is the centre accredited? How does the philosophy compare?

ACECQA & NQS TRUST BADGES

- ▶ Display the NQS rating badge on homepage, footer and About page
- ▶ Show the ACECQA service approval number on About and Enrol pages
- ▶ Call out any “Exceeding” quality areas explicitly
- ▶ Link the badge to ACECQA’s public register so parents can verify
- ▶ Refresh the badge when ratings renew

PARENT TESTIMONIALS

- ▶ Dedicated Testimonials page + homepage strip (min 6)
- ▶ Format: first name + suburb, child’s age, photo (with permission), 2–4 sentence quote
- ▶ Be specific — name educators or programs, not generic praise
- ▶ Collect via a HubSpot form sent with the review request
- ▶ Prioritise 2–3 video testimonials per year — they outperform written 3:1

FAQ PAGE

- ▶ Min 20 entries answering real comparison questions
- ▶ Categories: Enrolment & Fees, Daily Life, Programs, Safety, CCS
- ▶ Implement FAQPage schema for AI Overviews and “People Also Ask”
- ▶ Add a “Still have questions?” CTA linking to the HubSpot tour-booking page
- ▶ Review quarterly based on common enquiries

FEES & CCS EXPLAINER

- ▶ The most-visited page in the consideration stage — make it clear and reassuring
- ▶ Fee table by age group/room
- ▶ Worked CCS example for a typical local family
- ▶ Link to the official government CCS estimator
- ▶ Add a “Get a Personalised Fee Estimate” CTA → a short HubSpot form (triggers a Director email)

EDUCATOR PROFILES

- ▶ Individual profile per team member: in-centre photo, first name, role, qualifications, experience
- ▶ Highlight tenure — high turnover is a red flag to parents
- ▶ Group team photo on the About page
- ▶ Include current First Aid / Child Protection credentials
- ▶ Keep profiles current — remove departed staff

VIRTUAL TOUR & GALLERY

- ▶ Embed a walkthrough video or gallery on an “Our Centre” page
- ▶ Room-by-room coverage: Nursery, Toddler, Preschool, Outdoor, Kitchen, Welcome
- ▶ Use a professional photographer at least annually
- ▶ Show authentic, joyful moments — not posed shots
- ▶ Add a Google Street View virtual tour via Google Business Profile

SECTION C · CONSIDERATION-STAGE CONTENT — BLOG & SOCIAL MEDIA

C1 Content That Answers Comparison Questions

Every blog post should answer a specific question a comparing parent would type into Google or ask an AI tool. The goal is not to sell — it’s to be the most useful answer. When your content genuinely helps, parents associate that helpfulness with your centre.

Post Title	Parent Question Answered	SEO Target Keyword
What to Look for When Choosing a Childcare Centre in [Suburb]	How do I compare centres objectively?	“choosing childcare [suburb]”
How Does the Child Care Subsidy (CCS) Work in [Year]?	Will I actually save money on fees?	“child care subsidy [suburb]”
Play-Based vs Structured Learning — What Does the Research Say?	Is your approach good for my child?	“play-based learning early childhood”
What Is the National Quality Standard (NQS) and Why It Matters	How do I know a centre is good quality?	“NQS childcare rating”
How to Prepare Your Toddler for Their First Day at Childcare	Will my child cope?	“toddler first day childcare”
A Day in the Life at [Centre Name]	What will my child actually do all day?	“day in the life childcare centre”

FACEBOOK — CONSIDERATION STAGE

- ▶ Weekly educator spotlight — photo, name, favourite activity, personal quote
- ▶ Monthly “room reveal” with the learning intent behind the design
- ▶ Parent testimonial posts (screenshot a real Google review on a branded template)
- ▶ Behind-the-scenes content — meal prep, event prep, seasonal outdoor updates
- ▶ Milestone posts — NQS achievement, PD, anniversaries

INSTAGRAM — CONSIDERATION STAGE

- ▶ Reels (15–30s): quick tour, morning routine, an activity, outdoor play
- ▶ Story sequences: “A morning at [Centre Name]” — raw and authentic
- ▶ Carousels: “What happens in our [room]” ending on a Book-a-Tour CTA
- ▶ Highlights: Our Centre, Programs, Parent Stories, Fees & Subsidy, Enrol Now
- ▶ Re-share tagged parent content (with permission) — the most trusted social proof

SECTION D · VIDEO CONTENT — CENTRE SHOWCASE & TESTIMONIALS

Video is the closest thing to a physical visit a considering parent can experience. A 60–90 second centre showcase communicates warmth, safety, educator quality and philosophy more effectively than any written page.

CENTRE SHOWCASE (60–90S)

- ▶ Primary trust asset — embed on homepage & About; use in Meta/YouTube ads
- ▶ Structure: 0–5s hook · 5–40s walkthrough · 40–60s educator to camera · 10s CTA
- ▶ Always caption — 85% of Facebook video is watched on mute
- ▶ Upload to YouTube (unlisted) for embedding and to Facebook natively
- ▶ Reshoot annually

DIRECTOR INTRODUCTION (30–45S)

- ▶ Personalises the decision — parents choose a person, not a building
- ▶ Script: name + experience, philosophy in one line, what makes you different, an invitation to book a tour
- ▶ Warm, unhurried, genuine — film in the centre, not an office
- ▶ Use as a Facebook/Instagram ad to warm website audiences
- ▶ Highest watch-completion of any centre video

PARENT TESTIMONIAL VIDEOS

- ▶ Peer social proof — parents trust other parents most
- ▶ Ask 2–3 enrolled families/year for a 30–60s smartphone clip
- ▶ Raw and unscripted outperforms polished
- ▶ Embed on Testimonials + homepage; reuse as Meta remarketing ads
- ▶ Keep written video consent on file for parents and children

YOUTUBE CHANNEL STRATEGY

- ▶ Create a channel in the centre’s name; link to Google Business Profile
- ▶ Upload all video — YouTube is the world’s 2nd-largest search engine
- ▶ Optimise titles/descriptions with “childcare [suburb]” keywords
- ▶ Create playlists: Centre Tour, Parent Stories, Learning in Action, Meet Our Educators
- ▶ Consistent posting builds authority over time

SECTION E · MID-FUNNEL EMAIL NURTURE — HUBSPOT CONSIDERATION WORKFLOWS

E1 Sequences for Parents Who Haven’t Yet Booked

Not every parent books immediately. The mid-funnel nurture keeps your centre top-of-mind through valuable, non-pressuring content — built as a HubSpot Workflow that enrolls contacts who have the “New Enquiry” property but are not yet members of the “Tour Booked” list.

Email	Timing	Segment	Content & Purpose
Comparison Guide	Day 14	New Enquiry · No Tour	Link to “How to Compare Childcare Centres”. Positions you as the helpful expert. Soft CTA: “When you’re ready, tours are available 7 days a week.”
CCS Deep Dive	Day 21	New Enquiry · No Tour	Plain-language CCS explanation + worked example + estimator link. CTA: “Get a personalised fee estimate, or book a 10-minute call with our Director.”
Social Proof	Day 28	New Enquiry · No Tour	3 curated testimonials + current Google rating screenshot. CTA: “Read more reviews — then come see for yourself.”
Vacancy Alert	Day 35	New Enquiry · No Tour	Real vacancy status by age group (authentic urgency). CTA: “Secure your interest by booking a free tour this week” → HubSpot meeting link.
Long-Term Nurture	Monthly	Future Interest	One valuable piece per month — a post, an activity idea, a staff spotlight. CTA always soft: “We’re here when you’re ready.”
Dormant Re-engage	Day 90 (no opens)	No Opens 90 Days	

Email	Timing	Segment	Content & Purpose
			Brief, human email; offer to help; clear unsubscribe option to preserve database health.

E2 Personalisation & Segmentation — Making Every Email Feel Individual

HubSpot personalisation tokens and smart content let emails reference each parent's specific situation — child's age, suburb, preferred start date — creating the impression of a hand-written note rather than a mass email.

HUBSPOT PERSONALISATION TOKENS

- ▶ {{ contact.firstname }} — first name in subject line and opening (e.g. "Hi Sarah,")
- ▶ {{ contact.childs_age }} — "As your child approaches their second birthday..."
- ▶ {{ contact.suburb }} — "Families in [suburb] who choose us often tell us..."
- ▶ {{ contact.preferred_start_date }} — "With a start date of [month], visit before [date]"
- ▶ Use smart content to show different blocks to different age-group segments

SEGMENTATION RULES (ACTIVE LISTS)

- ▶ "Considering — Not Yet Booked" = has New Enquiry, not Tour Booked → 14/21/28/35-day sequence
- ▶ "Future Interest" = start date 3+ months away → monthly nurture only
- ▶ "High Intent" = visited fees + programs pages in last 7 days → Vacancy Alert immediately
- ▶ "Post Tour — Not Enrolled" = Tour Attended, not Enrolled → post-tour sequence (F)
- ▶ Exclude Enrolled, Withdrawn, Not Interested — never market to a decided family

SECTION F • POST-TOUR CONSIDERATION — CONVERTING VISITORS TO ENROLMENTS

F1 The Post-Tour Email Sequence — Closing the Consideration Gap

A parent who has toured is at the highest point of their decision journey. The window between touring and deciding is typically 3–14 days. This HubSpot workflow enrolls a contact when their tour meeting is marked Completed.

EMAIL 1 — SAME DAY: THANK YOU

- ▶ Trigger: HubSpot meeting outcome = Completed
- ▶ Warm, personal thank you from the Director
- ▶ Summary of key points discussed + links to pages they asked about
- ▶ Attach the centre brochure PDF
- ▶ CTA: "When you're ready, our enrolment form is here" — no hard sell

EMAIL 2 — DAY 3: HESITATIONS

- ▶ Send only if no enrolment enquiry since the tour
- ▶ "If anything came up after your visit — fees, scheduling, routine — just reply."
- ▶ Include 2–3 relevant FAQ answers
- ▶ Secondary CTA: "Our enrolment takes less than 10 minutes"
- ▶ Director's direct phone and email — one human contact point

EMAIL 3 — DAY 7: PROOF + URGENCY

- ▶ Send only if no enrolment enquiry
- ▶ 2 testimonials from similar families (age/suburb/philosophy)
- ▶ Specific current vacancy status by room
- ▶ CTA: "Complete your enrolment enquiry — 10 minutes"
- ▶ Offer a no-cost priority waitlist if now isn't the right time

F2 Consideration-Stage Retargeting — Social-Proof Ads for Warm Audiences

Parents who toured but haven't enrolled are the warmest possible audience. Retargeting here should deliver social proof and gentle urgency — not hard-sell messaging. Build the exclusion audiences from your HubSpot "Tour Booked" and "Enrolled" lists.

META RETARGETING — POST-TOUR

- ▶ Custom Audience: visitors to /thank-you-tour/ (last 30 days)
- ▶ Creative: a 30-second parent testimonial video
- ▶ Creative: a 5–6 photo carousel — "Still deciding? A reminder of what you saw."
- ▶ Copy: "Limited places for [term]. Our Director is happy to chat — no pressure."
- ▶ Frequency cap 5/week; run 21 days, then move to monthly nurture

GOOGLE DISPLAY RETARGETING

- ▶ Audience: visited /thank-you-tour/ in last 21 days
- ▶ Display creative: centre photo + "Still thinking about [Centre Name]?" + star rating
- ▶ RLSA: +100% bid when a tour attendee searches "childcare [suburb]" again
- ▶ Search retargeting on competitor-name searches, emphasising your NQS rating
- ▶ Budget: \$8–\$10/day — small but high-ROI

SECTION G • CONSIDERATION PHASE LAUNCH CHECKLIST

REVIEWS & SOCIAL PROOF

- ▶ Google Business Profile complete; min 20 reviews before paid ads; response templates ready
- ▶ Facebook reviews enabled; min 10 reviews
- ▶ Care.com.au and ChildcareFinder profiles claimed
- ▶ Review-request workflow tested: complete a test HubSpot meeting → confirm the 30-day email fires
- ▶ Testimonials page live (min 6) with signed consent on file

WEBSITE & CONTENT

- ▶ NQS badge on homepage/footer/About, linked to ACECQA register
- ▶ Educator profiles live with current photos and qualifications
- ▶ FAQ page live (min 20) with FAQPage schema
- ▶ Fees page updated with CCS worked example and HubSpot estimate form
- ▶ Min 4 consideration blog posts published; showcase video embedded

EMAIL, RETARGETING & ANALYTICS

- ▶ HubSpot consideration workflow tested — all 6 emails trigger correctly
- ▶ Post-tour workflow tested via a completed test meeting (Day 0/3/7)
- ▶ Active lists created: Considering, Future Interest, High Intent, Post Tour — Not Enrolled
- ▶ Meta & Google retargeting audiences active (incl. HubSpot exclusion lists)
- ▶ GA4 tracking: virtual tour plays, FAQ visits, enrolment form starts

The Consideration Phase is where the decision is made — and where most centres lose enrolments through silence. A parent who tours and hears nothing for two weeks has already moved on. The automated **HubSpot** email workflows, retargeting ads and social-proof assets in this phase keep your centre present, warm and trustworthy every single day of that critical decision window — without a single manual action from your team.