



outsource2us
Marketing, Social Media & Digital

Directing and guiding your growth

CASE STUDY



THE MONTESSORI FARM
Encouraging learning through independent discovery

Willow Vale

INTEGRATED
MARKETINGCAMPAIGN

ACHIEVING INCREASED ENROLMENTS

FOR GOLD COAST
CHILDCARE CENTRE

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CLIENT OVERVIEW

The centre is located on six acres of beautiful farmland and combines the traditional Montessori education approach with modern facilities led by highly-qualified educators who are licenced to care for up to 142 children per day. The centre owners reached out to Outsource to Us in July 2018 to create an effective marketing campaign to generate strong engagement with the local community and interest in the centre, in the lead up to its opening date in Mid 2019.

Attendance at childcare centres has increased considerably over the past decade and is forecasted to continue, bringing new players to enter the industry including our client, The Montessori Farm Early Learning Centre. Located in the Gold Coast region where both market saturation and competition are high, it was crucial for the centre to provide a unique early learning service with a point of difference.

OVERVIEW

The Childcare Concepts Marketing team used a mix of social marketing, community engagement, content creation, website design and branding to create a cohesive and effective marketing communications strategy. With the centre set to open in the next few months, Childcare Concepts Marketing, continue to provide support to the Montessori Farm for all their marketing and communication activities.

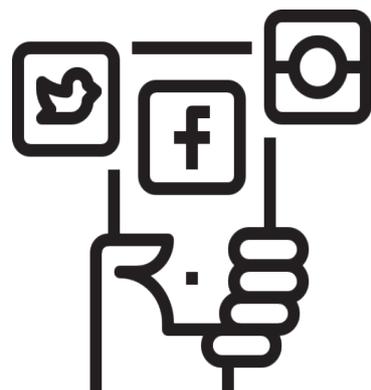
OUR PROCESS

Our process begins with creating an integrated and tactical marketing plan which combined both digital campaigns with traditional marketing solution. From this marketing strategy, three KPIs were outlined, including:

- Creating awareness and increasing engagement to build a strong online community.
- Securing enrolments by ensuring families had an extremely positive experience with the centre, leading to increased word of mouth.
- Maintaining consistent branding across all elements of the centre to increase brand equity within the community and to stand out from competition.

The process can be broken down into five key elements:

- Social Media
- Community Engagement
- Content Creation
- Website Design
- Branding



1. COMMUNITY ENGAGEMENT

The Montessori Farm aims to build a strong community spirit among staff, parents and children through open communication and mutual trust, so it was important for our community engagement to reach beyond social media.

To reach the wider community, our team organised a promotional flyer to be distributed to key geotargeted areas. The flyer outlined the centre's unique selling points and included a strong call to action. Over 35,000 flyers were distributed to potential families.

Our Marketing Manager then began to establish the centre's local presence at various shopping centres to increase community exposure and build face-to-face communication with potential parents.

It was also necessary to reach out to local businesses and schools to be seen as an important part of the community. Our team contacted local businesses including cafes, hairdressers, gyms, medical centres, libraries, playgroups, toy stores, real estate agencies and community centres to form reciprocal marketing relationships. To further engage with the community, we organised paid advertising in a local school yearbook.

Our team also organised three "Sneak Peak" on-site visits for potential families to meet the staff, explore the centre, build positive relationships and increase word of mouth.

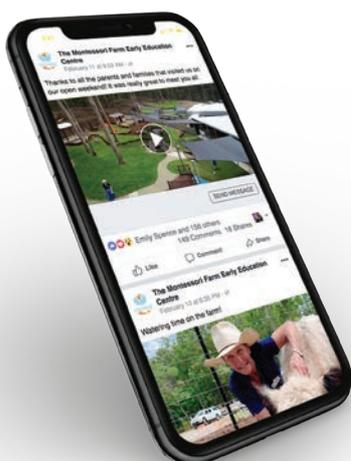
2. SOCIAL MEDIA

Social media is not only an effective tool to easily communicate with parents, but it is also a cost-effective marketing tool, allowing the centre to market and boost its unique services and programs on offer.

To begin, our team created an extensive social media strategy with multiple posts per week including centre development updates, team member profiles, events, activities, achievements and educational blogs to connect with potential families. To attract enrolments these posts varied from short engaging videos of the centre to engaging and high-quality imagery accompanied by centre information and a call to action.

These posts had positive community engagement with a number of special interest mum and community Facebook groups sharing the posts, reaching the wider community. One of the pages included the Coomera Community Page with over 25,000 page likes.

To maintain and widen the online community engagement, geotargeted posts were scheduled and focused on the centre's unique offerings and services. Additionally, changeable social media platform banners were generated promoting key events and dates for potential families, further driving traffic to the website.



3. CONTENT CREATION

A key part of The Montessori Farm’s philosophy is the sharing of knowledge with families and working together to meet the needs of each child. Because of this, it was important to write and share informative and educational posts onto the centre’s social media.

The Outsource to Us team also produced a number of media releases outlining the centre’s key activities and development updates. These were pitched and published in local news outlets including The Gold Coast Sun Community Newspaper.

This free form of marketing was part of the strategic marketing plan to keep The Montessori Farm name out in the community and to reach more potential families and supporters.

A great focus was also placed on using fresh visual content for both promotional items and across all social media platforms. Our team organised images and videos to be taken to highlight the centre’s points of interest and create a conversation with the wider community.

4. WEBSITE DESIGN

Consistency across all marketing areas, including the website, is an essential element for success. Outsource to Us Marketing and Design teams worked together to develop The Montessori Farm’s website using the primary colours taken from the logo to reflect the centre’s natural philosophy.

Also incorporated into the website were the recently produced videos and imagery to make the website content more engaging and to increase both, the time potential families spent on each page and the conversion rate - filling out the waitlist application.

Our Website Development team ensured all back-end security measures were installed and up to date. In addition to this, our team ensured the website was search engine friendly and available on all devices to attract the maximum number of potential visitors.



5. BRANDING- GRAPHIC DESIGN

The Outsource to Us team focussed on creating consistent branding for The Montessori Farm and worked with an interior designer and the client to develop a cohesive brand image. We worked with the company to create high quality image renders used for marketing and promotional collateral as well as a centre fly through to engage families and increase brand equity within the community.

Our design team recreated The Montessori Farm's enrolment pack including their folder and parent handbook to stand out from the centre's competition. Our team, also created a wide range of branded collateral including such items as: pull-up banners for local community event promotions, numerous fence signs promoting the centre's updates and activities, as well as two promotional flyers advertising specific key messages for the centre.

THE RESULTS

Our integrated marketing campaign was extremely successful in securing over 140 waitlist applications and over 70 enquiries before the centre opening. Some of our other results include:



Together with the incredible team of staff at The Montessori Farm, Outsource to Us was able to achieve all three of the outlined KPIs.



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