



outsource2us
Marketing, Social Media & Digital

Directing and guiding your growth

CASE STUDY

the
brook

early education and care

INTEGRATED
MARKETING CAMPAIGN

**DELIVERS
OCCUPANCY KPIs**

FOR BRISBANE
CHILDCARE CENTRE

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CLIENT OVERVIEW

With a constantly growing population, the demand for childcare centres in Brisbane is hitting new heights, and competition in the industry is now fiercer than ever. Our client, The Brook Early Education and Care, is one of many long-day care centres in Gordon Park and surrounding inner-north suburbs.

The centre opened in November 2016, and has state of the art facilities and an amazing team of highly qualified and passionate educators and admin staff who are licensed to care for up to 219 children per day. The centre owners reached out to us in April 2017, to increase occupancy rates, which were sitting at 38% at the time, after five months of operation.

OVERVIEW

Our team structured our marketing strategy as a two-stage process, of three months each - agreeing to reach 65% occupancy by July 31st and 90% by October 31st, 2017.

Our marketing team used social media, community engagement tactics, content creation, website optimisation, digital marketing and branding as part of a fully integrated marketing communications strategy to achieve the above occupancy targets.

Whilst the ambitious targets meant we needed an 'all hands-on deck' approach, we were able to meet and exceed the occupancy targets and client's expectations.

Our relationship with The Brook is ongoing, and we continue to provide support for all their marketing and communication activities.

OUR PROCESS

Our process began with the creation of a comprehensive marketing plan which involved running a digital campaign concurrently with many traditional mediums. It was truly an integrated marketing approach.

As part of a two-stage process over the period of six months, the first stage focused on increasing awareness and enrolments and ensuring the centre's new and existing families had an extremely positive experience with the brand, resulting in quality word of mouth referrals for the centre. In the last three months, our focus also included creating a consistent and professional presentation for the centre in keeping with the centre's branding and to increase brand equity.

This two-stage process can be broken down into six key elements:



Social
Media



Local Area
Marketing



Content
Creation



Website
Optimisation



Digital
Marketing



Branding
& Design

1 » SOCIAL MEDIA

Social media can be a key tool for communicating with parents, but it also allows centres to demonstrate their commitment to each and every element in the Quality Areas of the National Quality Standards.

At the beginning of stage one, our Social Media Manager created a comprehensive social media strategy that would allow the centre to connect with parents and potential families multiple times a week, across five social media platforms. This included creating a wide range of content such as weekly blogs - which were optimised with specific keywords for SEO, testimonials from parents, team member profiles, room of the month posts, and constant updates on the centre's activities, events and achievements.

To attract potential families to the Facebook page, we created a range of boosted posts that boasted about the many programs and services that The Brook offered. These posts included 'sales speak' and high-quality imagery to catch the eye of potential families, whilst providing them with quality information and a call to action to drive enrolment.

To help drive community engagement online, our Social Media Manager made contact with twelve family focused Facebook groups within the local area to enquire about advertising opportunities. We were able to immediately secure six opportunities for The Brook to advertise and engage with the local community about The Brook's points of difference.

2 » LOCAL AREA MARKETING

Part of the centre's philosophy and the Early Years Learning Framework ethos of "Being, Belonging, Becoming," is the idea that it takes a village to raise a child, so our focus on community had to expand beyond social media.

As a new centre, there was a need to reach out to the local schools, clubs and businesses, to allow the centre to be seen as an integral part of the community. Our team approached over 80 local businesses, including schools, gyms, medical centres, cafes, hairdressers, and real estate agencies, to establish reciprocal marketing relationships. We were successful with 23 local businesses - who we still visit regularly to nurture the relationships formed. To further spread the word

throughout the local community, we also organised for paid advertising in four key local schools' newsletters.

We have built a particularly strong relationship with one local Primary School, and have participated in their Parents and Friends events, included flyers in their Welcome Packs for families and received fence advertising space at no cost.

This continual community engagement supported the centre to achieve an **exceeding rating** in Quality Area 6 (Standard 6.3) of the National Quality Standards: Collaborative partnerships with families and communities.

3 » CONTENT CREATION

Our Content Marketing Manager oversaw the content creation which was an important part of both our social media and website optimisation tactics. Blogs and articles ranging from educational topics to recipes and fun weekend activities were written weekly, which were shared on the centre's website and social media.

Our team organised a photo and video shoot (including drone footage to highlight the extensive outdoor areas) at The Brook, to create fresh content to be used both online and in print collateral. The high-quality images

and videos have helped the social media and digital marketing campaigns stand out and achieve high conversion rates.

Our Content Marketing Manager also produced media releases on the centre's events, national holidays and the centre's involvement with local charities. These were pitched to local news outlets, as well as education magazines directed at parents of young children, such as a piece in Brisbane's Child and Families Magazine.

4 » WEBSITE OPTIMISATION

The Brook already had a website when they contacted us, but it had been built using stock images and had a confusing content flow. To address these issues, we created new pages and optimised content on each page for a set of specific keywords relating to the services offered and centre location.

We added calls to action to every page - making it easy

and intuitive for families visiting the website to fill out an enrolment form or to book a centre tour.

We also used the newly produced images and videos to make the website content more engaging, maximising the time visitors spent on each page - the more involved visitors are with content, the more likely they will be to convert (e.g. fill out a form or book a centre tour).

5 » DIGITAL MARKETING (GOOGLE ADWORDS, SEM, SEO)

With the internet being such an integral part of the research process, especially when parents are looking for care and school readiness programs for their children, we had to ensure The Brook was meeting their potential families half-way. Appearing in Google searches was key, and we achieved this in two ways through SEO and SEM.

We achieved the first - Search Engine Optimisation (SEO), by creating a list of keywords that we wanted to appear for in Google. We then implemented these identified keywords across all the content we created on the website and the centre's weekly blogs. We also created listings on online directories, such as Care for Kids, BrisbaneKids, BubHub and KidsSpot, amongst others.

To achieve the second search parameter, our Digital Marketing Manager set The Brook up with a Google AdWords Campaign. This campaign focused on increasing enrolments by creating tailored search and display ads, which appeared at the top of Google search results when the pre-identified keywords were used. To ensure ROI and the effectiveness of the campaign, tracking was put into place. This allows us to know the exact number of people who were served the ad, who clicked on the ad, and who completed the goal (enrolling their child or booking a centre tour). All of this data allowed us to continually improve the campaign and maximise the ROI and goal conversions.

6 » BRANDING - GRAPHIC DESIGN

The focus of stage two was to create consistent branding across all elements of the centre to elevate the brand and allow the centre to stand out from their competition. It was at this stage that we wanted to impress new parents and create brand loyalty so that they were more likely to refer new business, as word-of-mouth referrals continue to be the best type of advertising for childcare businesses.

To do this, our Graphic Designer recreated The Brook's entire enrolment pack, including their Parent Handbook, and enhanced their staff induction documents, as we

wanted both staff and families to 'buy into' The Brook's brand and increase brand equity for the centre.

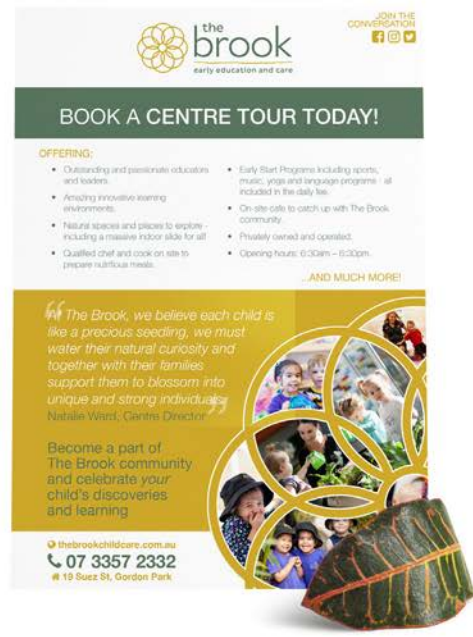
Our Graphic Designer also created a photo frame to help celebrate children's birthdays which is shared on social media and immediately brands each image, a graphic design template for the monthly newsletter to improve its presentation, car bumper stickers, pull-up banners for local schools and local community event promotions, a six-monthly magnetic calendar, a key centre contact information card, and numerous centre posters promoting specific key messages for the centre.

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What impressed us most was how well Outsource to Us knew the childcare sector, the specific channels to tap into and how well they worked with our educators and admin staff. When the marketing team agreed to help us reach 90% occupancy in 6 months, they only asked that our staff back them up – following up all the leads they generated.

- Co-owner, The Brook Early Education and Care

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THE CHALLENGE

The biggest challenge with The Brook wasn't our ambitious targets, but rather the timeline we were given to develop and implement our strategy.

In a mere three months, we committed to delivering

substantial results - a jump from 38% to 65% in the centre's occupancy rate. It was our intimate industry knowledge of the childcare sector, specific marketing expertise, and collaborative teamwork that allowed us to achieve such impressive results.

THE RESULTS

Stage 1 (May-July 2017):

71%

Increase in enrolments (Enrolment increased from 38% to 65% in first three months).

88%

Increase of traffic to website (May-July) when compared to the previous three months (Feb-Apr).

23%

Increase in likes on the Centre's Facebook Page.

104

Goal completions - completing either: Contact Us Form, Enrolment Form or Calling the Centre.

Stage 2 (August - October 2017):

39%

Increase in enrolments (increase from 65% to 90% in the second three-month period).

16%

Increase of traffic to website (Aug-Oct) when compared to the previous three months (May-July).

14%

Increase in likes on the Centre's Facebook Page.

377

Goal completions from 1 August to 30 October.

Overall (May - October 2017):

137%

Increase in enrolments (increase from 38% to 90%).

113%

increase of traffic to website (May-Oct) when compared to the previous six months (Nov-Apr).

40%

Increase in likes on the Centre's Facebook Page.

481

Goal completions - completing either a Contact Us Form, Enrolment Form or calling the centre.

CONCLUSION

Outsource to Us was able to achieve both our ambitious targets and within a short and challenging time frame. Whilst our target was to get The Brook to 90% capacity, the centre is now at 100% capacity with a 190+ long waitlist.

Our team was able to create a great community online and offline and provided The Brook with consistent branding that has allowed them to stand apart from their competition. The fact that the centre has an incredible team of qualified and passionate educators

and leaders only backed up our marketing efforts. Families were impressed with the image our team created both online and in the local community, and upon contacting and visiting the centre, were delighted with what our client had to offer.

We continue to support The Brook with their marketing activities as needed and have implemented a three-month social media training plan to train and support the centre's key team members moving forward.

“*Having one of Outsource to Us' Marketing Managers on site at our centre once a week was fantastic; it enabled quick and easy communication and it kept everyone focused and on track as a team. We reached 65% occupancy exactly at the 3-month mark, and then again reached 90% occupancy at the end of October and now enjoy full occupancy plus a waitlist. The level of professionalism and support provided well and truly exceeded our expectations. We can't recommend them highly enough!*”

- Co-owner, The Brook Early Education and Care

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