

HOW TO GET MORE CHILDCARE ENROLLMENTS

1. CHALLENGE

When a daycare near Atlanta called us, they were in great need of change. They were not getting a lot of calls from parents actually interested in touring the school and they needed more enrollments.



2. SOLUTION

We knew right away we could help them exceed their enrollment expectations. Through targeted ads on Google, Facebook, Youtube, remarketing efforts and SEO, we increased their leads right away. We ran ads for toddler care, summer school and after school programs, and our most successful campaign, infant care. After 45 days, they were receiving calls from qualified families that were eager to enroll with them.

To help them handle all of these new callers, we gave their team a refresher course in excellent phone etiquette. Then, by teaching the sales team to ALWAYS offer a tour of the school, these calls turned into closed sales and higher enrollment rates than they've ever seen.

3. RESULTS

47%

Of customers are coming in via Google Ads- previously they were under 1%!

11,493%

Impressions are through the roof, increasing day-to-day visibility.

1,710%

Clicks are soaring.

143%

Click-Thru-Rates have escalated by over 100%!

APPROACH

Once the daycare reached out to Funnel Science needing help with their sales funnels, we identified the biggest bottlenecks in their existing sales funnel. We worked directly with their team to fix the abandonment rate and increase closes.

To increase leads and sales, Funnel Science immediately turned to Google Ads as well as Facebook Ads to set up search campaigns targeting Alpharetta.

Next, we designed and built ad and landing page variations, based on our experience gained while optimizing tens of millions of keywords, ads, and landing pages with more than 1,000 clients. We further improved their results through A/B, or multivariate, testing. Here is an example of a highly effective ad we ran:

Infant/Toddler Preschool - Located in Alpharetta

Ad www.██████████.com

Small Classes - Loving Teachers Get The Head Start Your Child Deserves

Our process tests the purchasing behaviors that lead to better conversion rates (enrollments), qualifications, sales close ratios, and customer acquisition costs. Our Funnel Science tracked all of that while accelerating the daycare's sales.

Finally, our software's machine learning code updated their campaigns every 5 minutes, so it kept their bids and budgets on track.

INSIGHTS

It took 90 days for us to reach a return-on-investment of 12 to 1. In April, this Atlanta daycare had the highest sales in that ONE month than they ever had since they started the business. Enrollments are full, the daycare staff is stressfree, and families are eager to join such a bustling and successful daycare.

