

Strategic plan for Seahorse Kindergarten: long-term success and steady enrollment growth

I am presenting you with a strategic plan that will not only bring more parents to your website and social networks, but also guarantee that parents who reach the site will be convinced that Seahorse is the right kindergarten.

A previous client managed to get up to 6 new registrations after implementing a similar plan.

1. Introductory Project: Optimization of website and social networks

Target: Complete preparation website and social networks on attracting new parents, to make them feel confident that Seahorse is the right choice. Optimizing the "online world" will enable us implement the 2nd project more effectively.

⚠ Site and social network analysis is very simplified, as this is already a service that I offer as a full-fledged service for my clients ⚠

Website optimization:

- **Ratings from parents (Testimonials):**
 - Add a new section on the home page with real evaluations of parents who are/were satisfied with the kindergarten. Each review should be signed by name and include a brief description of their positive experience. If possible, add photos of parents or children, which will significantly increase trust.
 - Add video testimonials from parents, where they directly talk about their experiences with the kindergarten - such evaluations seem authentic and very trustworthy.
- **Value presentation:**
 - A clear "Price List" section with clearly expressed benefits increases transparency and value. Parents will appreciate that Seahorse offers quality care that is worthy of their investment. Plus, they see exactly what they're getting for their money.

Optimization of social networks:

- **Visual editing of profiles:**
 - Create professionally **cover photography** for Facebook and Instagram, which show children in activities and the pleasant atmosphere of the kindergarten.

- Edit **bio section**: 1. Who are we? 2. What do we do? 3. How can you contact us?/What exactly do we offer?
- **Consistent and varied content**:
 - **Informative posts**: Regularly sharing tips on education and child development
 - **Educational content**: Contributions that explain to parents the benefits of preschool education and the benefits of specific activities for the development of their children.
 - **Daily life in kindergarten**: Enrich posts and videos from life in kindergarten with an explanation of why the given activities are important for a child's development.
 - **Interactive posts**: Create polls, questions and contests that engage parents and encourage communication.
- **Content calendar**:
 - Create a posting schedule that ensures social media content is consistent and covers all types of posts.

2. Getting parents through paid ads on Facebook, Instagram and Google

- **Target**: After optimizing the website and social networks, we can start targeted paid advertising on social networks and Google to reach a specific group of parents who have the potential to become customers.

Specific advertising procedure:

- **Facebook and Instagram advertising**:
 - Facebook and Instagram ads to target parents in BA and nearby. Subsequently, send them from the advertisement to the optimized website/profiles on social networks
- **Google advertising**:
 - Focusing on specific keywords such as "private preschool Podunajské Biskupice" and similar terms searched by parents looking for preschools in this location.
 - Use an optimized website

Connection with the initial project:

- Paid ads will be directed to sections of the website and social networks that are optimized: this will ensure that the parent sees everything he needs
- After optimizing the online presence, advertisements will be more effective, because we will design the website and social networks accordingly

Long-term benefit for Seahorse Kindergarten:

These two phases will ensure not only the achievement of short-term success, but also create a stable base for long-term interest from parents. In addition, a well-optimized "online world" will allow you to maintain the trust of parents and provide regular information about the kindergarten.

Price for my services:

Price per **Introductory Project**, optimization of the website and social networks, is **1275 EUR**. This investment represents the equivalent of only 1 month's school fees for 3 children - but its effect can ensure that you will have stably filled capacities for many years to come.

For **the next phase** advertising strategy, we can adjust the price according to your needs and goals.

I also helped a previous client who got 6 new registrations and optimized social networks after the first month, which provided her with stable clients for years to come.

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