

Tao of Marketing Live Example: Kindergarten

Business Objective: Improve their position on the Internet, ensure future new users, highlight the quality of their work, steal clients from competitors (persuade moms all over the community), and get them to transfer their child to this kindergarten.

Winner's Writing Process

1. Who am I talking to?

- a. I am addressing a kindergarten owner who wants to improve and stand out on the Internet, fill more vacancies, and show why it's different from other kindergartens.
- b. Also, the owner is talking to moms who want the best kindergarten for their child/children (20-55yrs)

2. Where are they now?

The kindergarten:

- a. They have been working for almost 20 years and are quite successful
- b. So far they haven't been interested much in reviews because in this country people have almost started paying attention to it.
 - I. Facebook - 1K likes, 1K followers, 14 reviews, 4.6/5
 - II. Google - 19 reviews, 4.5/5 (bad reviews 6 years ago from one family)
 - III. Instagram - 497 followers
 - IV. Youtube - 406 reviews, 9 years ago
 - V. Their business rating on local platforms is excellent, marked as a trusted company
 - VI. In an anonymous survey they conducted, 100% of parents would recommend this kindergarten
 - VII. Already using email marketing funnels - Mailchimp
- c. Mostly their users came through referrals, not marketing.
- d. Now they want to change and invest in marketing so that everything they do and how they do it is heard and seen.
- e. Level 3/4 Awareness
- f. Level 5 Sophistication

The parents (mostly moms):

- a. Scrolling on the Internet searching other webpages of kindergartens, Facebook, and Instagram
- b. They hang out and talk in the parks
- c. Currently using another kindergarten
- d. Mothers who are looking for their first kindergarten (nursery)
- e. Level 3 Awareness (solution aware)
- f. Level 5 Sophistication

g. Current state:

I. Just had a bad experience with other kindergartens:

1. "Terrible impression, starting with the lady who took us on a detour of the garden. Her unkind approach to the more important things we saw, were sad and scared children. Children had accidents, children had accidents. One child did not laugh. For days we remained under the impression of what we saw, hoping that our parents would see at least a fraction of the atmosphere we have seen."
2. "Parents, do not enroll your child in this kindergarten. We visited a dozen kindergartens in the area and by far the worst impression. From reception to content. The only kindergarten where you don't have to pay anything extra with a subsidy from the city. And that's a trap. The children are scared, with sad eyes, looking into space. Too bad we brought the kids. We were shocked for days..."
3. "Disgusting rude women who work in the administration and give false information. We missed the registration because they gave the wrong information. Zero for service. Zero for hygiene and maintenance of the garden".
4. "One phone conversation with the arrogant and insolent headmistress was more than enough of a sign that this kindergarten should be avoided. And maybe even close."
5. "I am interested in the kindergarten, they don't answer my email. An unpleasant woman responded to my call, so much for the person. I see other comments, I hope that person is not a kindergarten representative or a teacher."
6. "Kindergarten teachers are completely uninterested in working with children"
7. "Terrible kindergarten, the only thing that matters is that everything is recorded and photographed, it has nothing to do with the children's work... Shame! Children don't work in the garden, but the teachers do it at home, and then stick it on the board as children's work! Far from this establishment!!!"
8. "Fake picture for parents, the situation in the institution is terrible! Everything is for the sake of the cameras, the humiliation and exploitation of the workers, the children's progress is not important to them, but what the parents will see on camera!"

9. "The owner encourages people to leave positive reviews and I wouldn't be surprised if she created fake profiles. After all, come to this "wonderful" kindergarten and see for yourself."
10. "One of the worst private gardens, completely disorganized, hygiene 0".
11. "When you scratch a little under Instagram and the designed space, ask yourself the linkages between quality and investment (price). The menu has deteriorated in recent months, the staff is semi-professional, so you wonder how much work there is with children and if it is enough just to keep a child on that Instagram space. Communication with semi-professional staff - full disaster!"
12. "A wonderful space where essential freedom does not exist. Kids can't even draw without a mouse... Healthy menu that kids don't like....(fish stew....) And the price is unreasonably high for the overall quality of services. The groups are crowded and no less than in-state kindergartens. Educate how to "break". There are truly wonderful people but inexperienced ones who will always try to mold your child into your mold."
13. "The lady who welcomes children, if you bring her champagne and perfume, whoever you are, she will give you information about every child from the kindergarten."
14. "The child went for adaptation for less than 5 days. All happened in less than 24 hours. One day she was only 1 hour in the morning. After that, we decide that the child will no longer attend kindergarten. That was 2 years ago. Yesterday, a lawyer called and said we are obliged to pay, with late payment interest. Where have you been in the last 2 years to contact us??"
15. "Dehumanization of conditions, exploitation of workers. Fake picture for parents. Huge zero for the entire organization. No wonder teachers change monthly."

II. Having mediocre experience, they aren't really in pain

e. Dream State for Kindergarten:

- I. To fill empty places in kindergarten
- II. Want to have a waiting list again
- III. They want to be recognized as a quality kindergarten
- IV. Next year they celebrate 20 years of existence and want to highlight that

f. Dream State for Moms:

1. They want to find a kindergarten where they won't have to worry
 - Hygiene
 - Dedication and working with children
 - Safety
 - Healthy food
 - Communication with educators
 - The owner's professional attitude towards work and parents
 - Various activities

3. What do I want them to do?

The kindergarten:

- a. To increase their presence on the Internet and social networks
 - Sponsored pages (Google Edwards, Instagram, Facebook)
 - Rank their blog posts higher up on Google
 - I. Collect everything they have, including pictures, videos, and texts about children growing up, and post it
 - II. Constantly update and publish their content
- b. To encourage parents to write reviews on Google, Facebook
 - I. Reviews with text, not just stars
 - II. Once they start posting, parents will be liking

The parents - Moms:

- a. We want them to hear more about this kindergarten
 - I. Fascinations:
 - *How to choose the right kindergarten for your child?*
 - *Four Steps to Select a Great Kindergarten for Your Child.*
 - *Top 5 tips for choosing the right kinder for your child.*
 - *What are the benefits of sending kids to (name of kindergarten)*
 - *You can go to work relieved PLUS be relaxed for the child*
- b. We want them to come

4. What do they need to experience/think/feel to do that?

The Kindergarten:

- a. It takes a lot of time and work
- b. To feel that I can do it
- c. Ask for a quote

The Parents - Moms:

- a. See or hear about kindergarten
 - Google search
 - Map results
 - Stand out because of the number of reviews
 - Other platforms talking about kindergartens
 - I. Review our kindergarten presence
 - II. Feel that it is the right place for their child
 - III. Decide to call us and book a meeting
- b. Quietly happy with their mediocre experience
 - I. Show them a better dream outcome

- II. Indirect approach - NEW activities that others don't have
- c. Why us?
 - I. Talk about experience
 - II. Number of satisfied parents
 - III. Service user experience (through the lens of what the moms care about)
 - IV. Special recognitions and achievements

Roadblocks Kindergarten:

- a. They are overwhelmed with all the information and don't know where to start
- b. They struggle to find time for marketing
- c. They know they want it, but they can't do it themselves
- d. They are not a technically oriented type of person
 - **The solution** is my service that will do it exactly as they want

Roadblocks Parents - Moms:

- a. Actively pissed about the bad experience in other kinder
 - Trust needs to be built through reviews, news, blogs, forums

5. Personal analysis and general notes:

- Their biggest aspiration is to position themselves on the internet.
- All negative comments and reviews from other kindergartens and questions from anonymous surveys can be used to compile DIC, PAS, and HSO.
- I examine the needs of my client and the needs of his clients at the same time. Maybe, that's why I wasn't detailed enough.
- The only thing I've never done is create content. The Solution is to learn fast on this campus in TRW.
- I could write more about their website, which is better than most I've reviewed.
- "Why us" is a question that I will give a complete answer to when they reach the big social proof to back up a claim of how good others' experience is.
- Future projects: they are one of eight kindergartens between Spain, Italy, and Finland that have been invited by the Finnish educational system for the youngest to participate in the project.
- I haven't tested the copy jet
- I did not separate according to the requested segments but I've incorporated all the information together

I found the Filmora app and played a bit. It's boring to watch a video for 5 min without any sound or effect. 😊

<https://www.viber.com/invite/3f3a09d89093b1af075c9c503fc4c6ebcd05ca6cfabdb12ca3f9c491577dce2f>