

Suga Plums Roadmap

Context:

I'm doing work for my Mum's K-7 school.

The school is in Zambia and has been open for 8 years but still has less than 100 children.

She has no social media accounts or websites except a facebook page that was set up on her behalf (isn't good enough to do the job)

Objective i want to achieve:

- Get more clients

How?

- Create funnel for readers with an enrollment booking as the end goal

with?

- ADs
 - [Child of America \(Better\)](#) ad 1
 - [Little Zak's Academy](#) ad 2
- Physical Flyers
 - All i need to do is create attention grabbing Flyers and we're done with the physical side as I cannot visit the school.

We'll need:

- To point out the reader's issues
- Show how this limits their effectiveness. Convince reader they need help with their child (certainty threshold)
- **To be seen as the best bet for the job (trust threshold. This is where Social Media content comes in)**
 - Show why we are the best bet (through style difference amongst others)
 - Facebook
 - Formula already exists through Top players
 - SEO page
 - Quality posts (non scammy. Too many of these in the market)
 - We'll need quality pictures.
 - Instagram
 - 2 Instagram pages
 - 1st: Regular school page
 - [PPS](#) (Preschool Top player)
 - [GF School](#)
 - [FCS](#)

Instagram

- Bio offer
 - Children's recipes
 - Children's books

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- Follow top player posts and all.
Customise the content to match geographical location.
- 2nd: Content-based (massive value like [\[Little otter health\]](#))with a CTA directing readers down the school page funnel.
Incognito explains it [here](#)
 - “@SugaShock” IG handle.
Something in these lines.
- Google Maps reviews (competitors are using it, but not crushing it)
 - Stick flyers for reviews (“feedback.”)
 - Send a google forms link to parent-teacher whatsapp groups
 - SCRIPT: “To enhance child’s experience (and yours via proxy) , please take two minutes out of your time to fill the form below. Your personal information will not be disclosed but we will take your input very seriously. Thank you in Advance.”
 - **Add in Google review request for free value ebook [I have to make this myself]**
 - Could be about holiday fun activities since the kids are going to be on a break. [Something liike [Incognito](#)]
- Website/Landing page
 - Egs:
 - [Little Zak’s](#)
 - [Big Fat Smile](#)
 - [Goodstart](#)
 - [Thrive](#)
 - [ACE Academy](#)
 - [First Steps learning](#) (website only)
- Extras
 - Linktree
 - Flickr Gallery
 - Children e-book sales page

Current assets

- Facebook page (almost zero likes)
- Pictures (need editing)

Projects:

- IG
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