DIGITAL MARKETING BLUEPRINT

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Presented by:
kreative webworks

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02/21/2019

for: LEEP Dual Language Academy

LEEP Dual Language Academy

Presented by:
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February 20, 2019

kreativewebworksinc.

February 21, 2019

LEEP Dual Language Academy

Michael and Roberto, thank you for entrusting us with your Digital Marketing planning. We've completed the analysis, developed the personas, prepared the strategy, and have gone over it with you step-by-step.

I believe I've put together a pretty solid plan that covers all the major components of Digital Marketing for the school. I structured this report into chronologically organized sections:

- Research & Analysis
- Tactical Roll-ups
- Tactical Details
- Lead Nurturing & Marketing Automation Details
- Library of downloadable Resources we used
- About Kreative Webworks

Although your school as a duel language school is somewhat unique, many of the tactics that we are suggesting are the same ones that we have successfully used with other schools that we assist.

The purpose of this Blueprint is to analyze your current situation, explain the significance, and make suggestions. It is not to train you on how to go about it. We are aware that you may not have all the resources or expertise to execute some or all of these strategies, so should you need our assistance or advice, we will customize a program for you. We won't leave you hanging.

There's a lot of information in this report, but don't get overwhelmed. Should you ever have a question, just get hold of me and I will be happy to review with you.

Sincerely,

Chuck Bankoff
Director of Web Services
Kreative Webworks, Inc.
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SECTION #1

Situational Analysis

Persona Research & Profiling
Google Search Trends Analysis
Online Competitor Analysis
Search Ranking Analysis

Meet Madre Mexicana Belen:

- **Gender:** Female
- **Age:** 35
- **Income:** $75,000
- **Education:** Bachelor's degree
- **Location:** Cobble, Brooklyn, NY

Belen's Background

Roles: Wife, Mother of 3 kids, Self-employed Media Consultant

Goals: Belen wants to find a school for her children that will help them maintain their Spanish language and culture. She wants her children's school to prepare them for college and a good career. High quality academics is important to her. Ideally, she would like to find a school that is tuition free and close to home for an easy commute.

Challenges & Pain Points: Belen has two main concerns: 1) Her children will lose their culture and language. 2) The overcrowding in traditional public schools in New York. Her oldest child has been in a traditional public school for 2 years, and she's not happy with it.

Story: Belen and her husband, Heriberto, are the parents of three children (7-year-old Ana, 5-year-old Juan, and 2-year-old Eduardo). Belen and Heriberto are active in their social circles and prefer to live in high style. Their oldest child is currently in a traditional public school, but they aren't happy with the experience. It's overcrowded and Ana doesn't receive the attention they want. They are also noticing that their daughter is losing touch with her Mexican culture.

They want to find a high quality school that all their kids could attend over time. Ideally, they would like to find a school that would help their children learn about authentic Spanish-language literature and art. It's important to them that their children maintain their language and culture. In addition, they would like the school to have small class sizes and teachers who will give their children the care and attention they deserve. Belen is focused on the long term and is thinking about college and their future careers, so she wants to find a school that will give her children lifelong skills and opportunities for a professional career in the future.

Meet Mama Nueva Erika:

- **Gender:** Female
- **Age:** 26
- **Income:** $30,000
- **Education:** High school degree
- **Location:** Sunset Park, Brooklyn, NY

Erika's Background

Roles: Wife, Mother of 1 kid, Works at a Home Cleaning Service

Goals: Erika wants to find a school with teachers that understand her family's language and culture. Most importantly, she is looking for a safe school where her son will learn English. Because Erika is a determined working mother, she wants to find a school that will prepare her son to work and find a good job. She would love her son to attend the same school as his cousins because family is extremely important to her.

Challenges & Pain Points: Erika's greatest concern is that her child won't learn English very well because her family speaks Spanish at home. Erika is also aware that traditional public schools in New York often have overcrowding issues.

Story: Erika and her husband, Carlos, are the parents of one child (5-year-old Tomás). They are a hardworking, working class family, and are looking for a school that values determination and perseverance. As a humble, but determined family, it's important to Erika and Carlos to find a school that has orderly classrooms, authoritative school leaders, and perhaps school uniforms. She wants her son to have the best education that will prepare him for the workforce.

Erika likes the idea of finding a school that values her culture and will teach her son about his Mexican/Latin American heritage. At the same time, learning English is extremely important to her. She wants her son to appreciate his culture, while also preparing him to find a good job after his schooling.

Erika and Carlos would like to find a school nearby so Tomás doesn't have to take a bus. They are considering charter schools. However, Erika feels that charter schools may just be a novelty. She is unsure if charter schools are legitimate and will stick around.

Meet Mami Heritage Connie:

- **Gender:** Female
- **Age:** 37
- **Income:** $40,000
- **Education:** High school degree
- **Location:** Sunset Park, Brooklyn, NY

Connie's Background

Roles: Single Mother of 2 kids, Works at a Home Cleaning Service

Goals: Connie wants peace of mind that her children are attending a safe school. It's really important to her that her children go to a school where they'll learn English. She also wants to find a school in her neighborhood that has after-school care available and free lunches. She would love if her children could go to the same school as their friends.

Challenges & Pain Points: Connie feels ashamed of her limited English skills and sometimes feels excluded because of the language barrier. She doesn't want her children to have the same struggles and is worried that her children won't learn English very well because they speak Spanish at home. Connie is also concerned with the public education system because of the overcrowding in traditional public schools.

Story: Connie is a single mother of two children (5-year-old Isabel and 4-year-old Mateo). Connie works at a home cleaning service with her sisters. With a big family, her children are surrounded by people who speak Spanish almost exclusively. As her children enter school age, she's focused on finding a safe school where her children will learn English. As a Puerto Rican mother, Connie has limited English skills, and is concerned that she won't be able to help her children with homework because of it. She would also really like her children to attend a school where they can mix with upwardly mobile families and be set up for better economic opportunities than she has had.

Due to her work schedule, she is not always able to pick up the kids so it's important to her that their school offers after-school care. And with her family's economic situation, a free school lunch is appealing.

Connie feels as though the traditional public school system worked for her and her mother. Traditional schools represent who she is. They also have buses, so transportation is easier. However, she is concerned about the overcrowding. She has thought about charter schools as an option but isn't sure because they seem a "little different."

Meet Progressive Mom Tiffany:

- **Gender:** Female
- **Age:** 28
- **Income:** $100,000
- **Education:** Masters degree
- **Location:** Park Slope, Brooklyn, NY

Tiffany's Background

Roles: Wife, Mother of 1 kid, Works at a Private Equity Firm

Goals: Tiffany wants to find a rigorous, high-performing academic school that also offers competitive sports. She also wants her daughter's school to focus on character formation. Tiffany wants to give her daughter a competitive advantage in the workforce later in life, so she likes the idea of her daughter becoming bilingual. Ideally, she would like for her to learn another language for free versus sending her to a private school.

Challenges & Pain Points: Tiffany has two concerns about the traditional public schools in her area: 1) They are underachieving and don't offer high quality academic programs. 2) They are overcrowded.

Story: Tiffany and her husband, Jack, are the parents of one child, 4-year-old Molly. Tiffany and Jack both work in a private equity firm in Manhattan. They are looking for the perfect school for their daughter that focuses on high-performing academics and character building. When they aren't busy at work, Tiffany and Jack are active in their community and love international travel.

Tiffany is an outgoing and enthusiastic mother who wants her daughter to have every competitive advantage in life. She values a school with diversity and multiculturalism but worries that her daughter would be a minority. She considers herself a "public-school" person but thinks she might have to send her daughter to a private school in order to give her the rigor and opportunities she wants. Tiffany and Jack want their daughter to go to a school where the students are upwardly mobile. Finding a school where her daughter will gain lifelong skills and will give her opportunities for better jobs in her future would be ideal.

Tiffany has heard about charter schools, but she is concerned about sending her daughter to a first-year charter and has reached out on Facebook parenting groups she's a part of. She hasn't heard great things about charter schools either – mostly that they are regimented and not welcoming. She doesn't want anything to take away from Molly's education, so she's uneasy about charter schools.

Meet Cool Mom Melanie:

- Gender: Female
- Age: 32
- Income: $60,000
- Education: Associate's degree
- Location: Brooklyn, NY

Melanie's Background

Roles: Single mother of 3 kids, Freelance writer

Goals: Melanie wants to find a good school that will give her kids opportunities she did not have as a child. She wants her children to learn Spanish through all grades. Because Melanie is a creative individual, she also wants to find a school that focuses on arts and humanities. It's important that the school her children attend teach with care and promote kindness. Finding a school that emphasizes character building is a plus.

Challenges & Pain Points: Melanie has two main concerns: 1) In New York, traditional public schools have a major issue with overcrowding. There are too many students in a classroom and it's not the most conducive environment for learning. 2) Traditional public schools also face budget cuts and don't offer much in the way of arts and humanities opportunities.

Story: Melanie is a working single mother to three children (5-year-old twins Madison and Laila; 3-year-old Jacob). As a freelance writer, Melanie has a flexible schedule, which is important for her family. As her children enter school age, Melanie is looking for a school that will provide her children opportunities she didn't have as a child.

As a creative person, Melanie is a naturally inquisitive and opportunistic mother. She is looking for a school that will provide her children the opportunity to learn Spanish and focus on creative subjects like arts and humanities. With a mixed ethnic background and multicultural kids, she wants her children to be bilingual. Melanie would also like to find a school that will care for her children and promote character building. A school that focuses on developing the whole child would be ideal. Although she's not too concerned about college yet, she wants to find a school that will help develop her children into well-rounded adults with a professional job. She also has a group of girlfriends who want to send their kids to this type of school. She's excited about the chance to have their kids go to the same school.

Melanie doesn't think a traditional public school is a good option because of the overcrowding and lack of arts programs. However, she has heard that charter schools have overly punitive discipline. Melanie is a little uneasy about the idea of sending her children to a charter school.

Trending Reports:

The following report shows trending (interest) for selected keywords over the last 36 months throughout the U.S. This is a relational scale, so the numbers do not correlate to actual search volume numbers. They show the relative difference in search volume between the various search phrases. We start the process with high-level keywords: charter school, alternative school, public school, and private school. As you will see in the chart below, the popularity of these keywords vary by state.
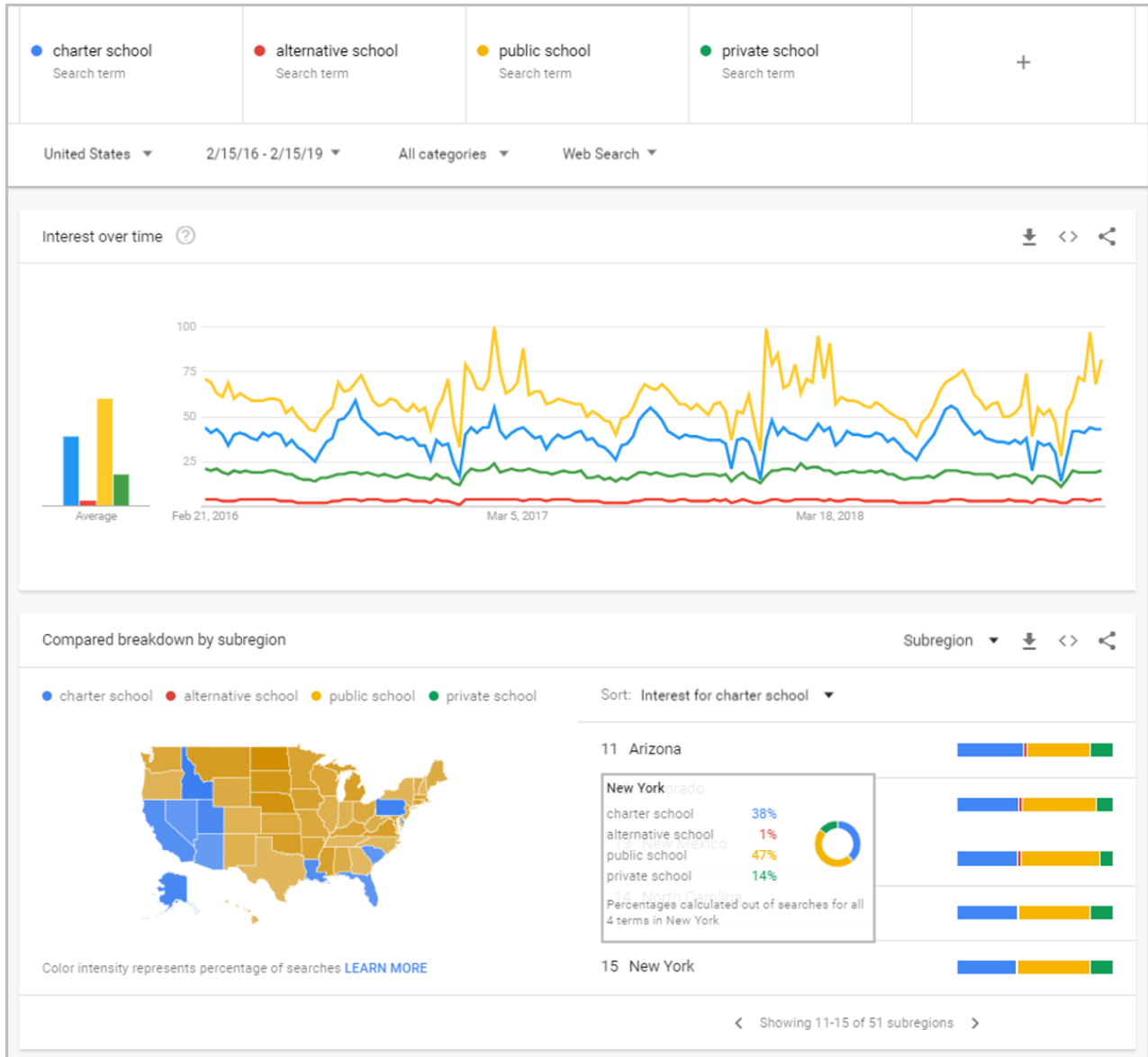
As we take a closer look at these keyword trends in New York state, we can also see the relative popularity by city. Searches for public school are relatively higher than that of private school, charter school, and alternative school. As such, it's important to integrate the keyword "*public school*" throughout your website both to help you get found by search engines as well as to provide educational information on charter schools being another public school option.
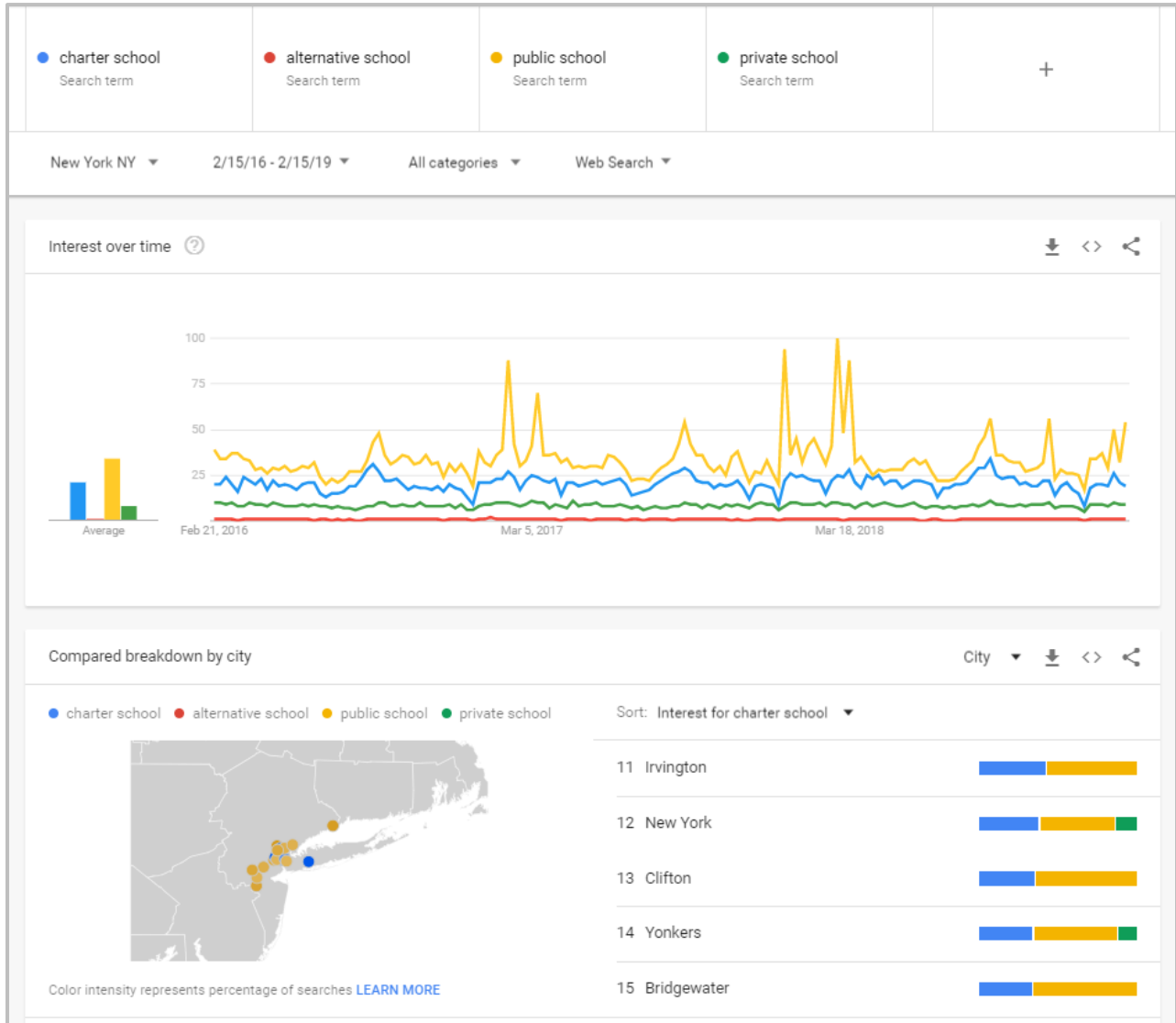
Because search engines rely on website content to determine what the school is all about and use that information to determine keyword rankings for various search terms, schools need to make sure they are using the right keywords on their website that match parents' searches. For comparison, we took a look at the following keywords: "*dual language school*," "*bilingual school*," "*dual language*," "*English immersion school*," and "*Spanish immersion school*." As you can see, there are relatively few searches for "*English immersion school*" and "*Spanish immersion school*."

It's likely that parents are initially searching for words like "*dual language school*" and *"bilingual school"* but may learn about immersion schools along the way. With that in mind, we recommend using a mixture of these keywords in your headlines and content (for SEO purposes) but then dive deeper into explaining what an immersion school is, how children benefit from it, and differentiating it from alternative options.
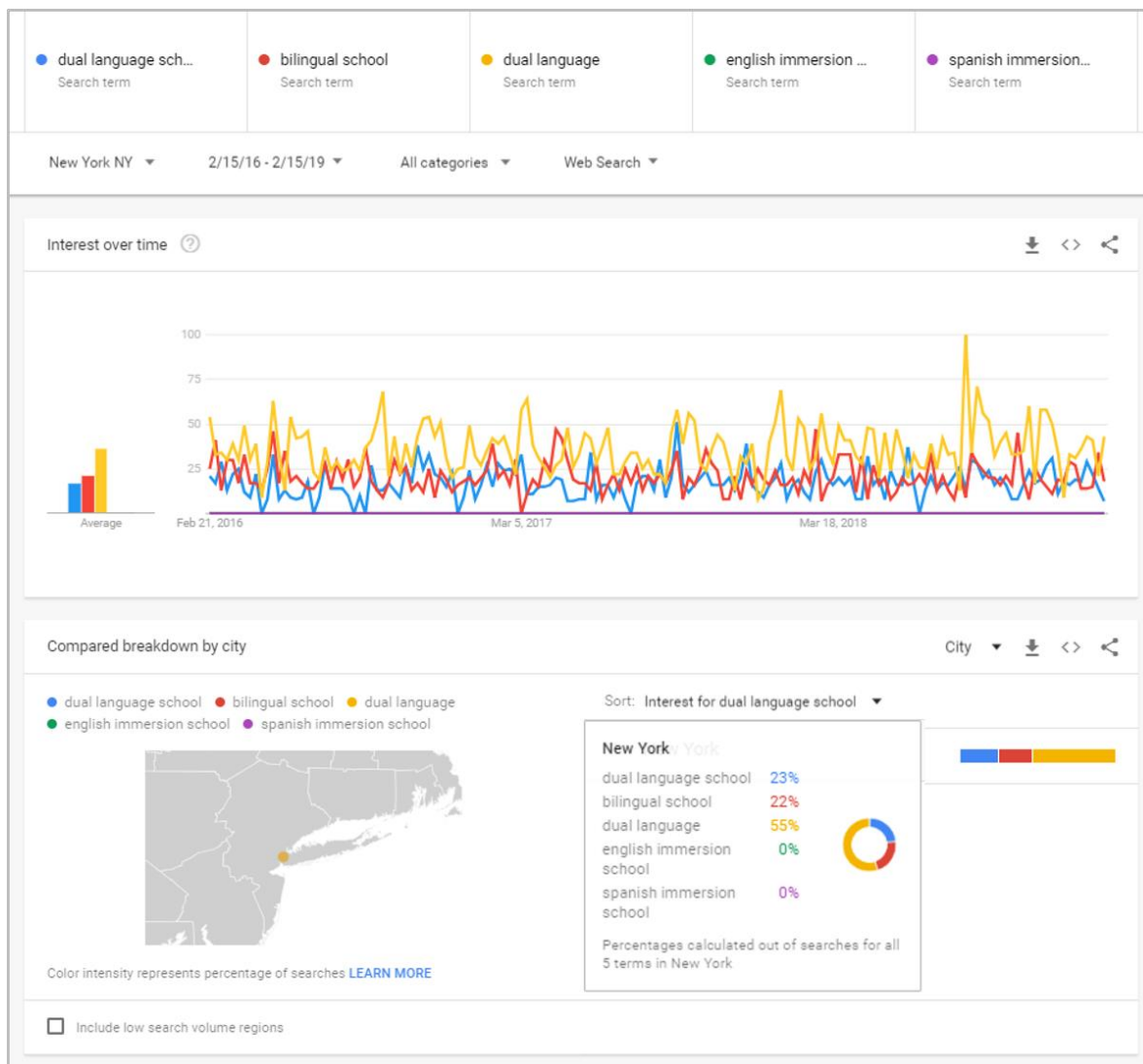
Note: In doing further keyword research, we found that there are approximately 1600 searches per month nationwide for "*Spanish immersion school*" while "*English immersion school*" has very few. We suspect this may have to do with translation and/or language differences.

Competitor Analysis:

Competitors

	Leep Dual Language Ac	52	Brooklyn Prospect Char	72	Sunset Park School	64	Hellenic Classical Chart	81
SOCIAL								
Facebook page	✓ 185 likes		✓ 665 likes		✗ Not detected		✓ 994 likes	
WEBSITE BUILD								
Broken links	✗ 1 detected		✓ None detected		✓ None detected		✓ None detected	
Content keywords	✗ Issues found		✓ No issues found		✗ Issues found		✗ Issues found	
Last update	ℹ Unable to determine		✓ 39 days ago		✓ 0 days ago		✓ 1 days ago	
Titles and descriptions	✗ Incomplete		✓ No issues found		✗ Incomplete		✗ Incomplete	
Mobile speed	✗ 13.8 seconds		✗ 19.8 seconds		✗ 21.1 seconds		✓ 0.7 seconds	
Code quality	✓ No issues found		✓ No issues found		✓ No issues found		✗ Issues detected	
Video	✗ Not detected		✗ Not detected		✗ Not detected		✗ Not detected	
MOBILE								
Mobile friendly	✓ Optimized		✓ Optimized		✓ Optimized		✓ Optimized	
PAID SEARCH								
Paid search	✗ Not detected		✗ Not detected		✗ Not detected		✗ Not detected	
Paid keywords	ℹ None detected		ℹ None detected		ℹ None detected		ℹ None detected	
ORGANIC SEARCH								
Organic referrals	✓ Under 50 / month detected		✓ 3,000 / month (approx)		✓ 250 / month (approx)		✓ 500 / month (approx)	
Search terms	ℹ dual language academy, dual language charter school, leep en español, district 15 schools brooklyn, dos caminos brooklyn		brooklyn prospect charter school, brooklyn prospect, brooklyn prospect charter, brooklyn charter school, bpcs		ℹ sunset park school, ps 169, ps 169 brooklyn, ps 169 sunset park school, ps 516 brooklyn		ℹ hellenic classical charter school, www hccs nys org, hellenic classical charter school brooklyn ny, hccs nys, hellenic classical charter school brooklyn ny	
Alternative text	✓ No issues found		✗ Issues detected		✓ No issues found		✓ No issues found	
Amount of content	✓ 1,643 words on 5 pages		✓ 3,542 words on 5 pages		✓ 13,814 words on 5 pages		✓ 3,173 words on 5 pages	
Backlinks	✓ 10 websites (approx)		✓ 150 websites (approx)		✓ 40 websites (approx)		✓ 60 websites (approx)	
Domain age	✓ Dec 20, 2017		✓ Aug 13, 2007		✓ Mar 29, 2016		✓ Nov 3, 2005	

What You Currently Rank for Compared to Your Competitors:

Keyword	leepacademies .org	hccs- nys.org	sunsetpark school.org	olphbkny. org	echalksites. com	Search Volume
english school brooklyn	96	0	44	0	0	40
best charter schools in brooklyn	84	56	0	0	0	210
dual language school	71	0	0	0	0	390
dual language academy	10	0	0	0	0	320
dual language charter school	5	0	0	0	0	20
schools in brooklyn ny	0	35	0	0	0	390
charter schools in brooklyn ny	0	20	0	0	0	170
escuelas publicas en brooklyn ny	0	0	19	0	0	30
public elementary schools in brooklyn ny	0	85	0	0	0	30
best elementary schools in brooklyn	0	78	0	0	0	320
best elementary charter schools in nyc	0	66	0	0	0	30
elementary schools in park slope brooklyn	0	47	0	0	0	50
sunset park elementary	0	0	60	0	0	1900
sunset park elementary school	0	0	17	0	0	880
dual language public schools nyc	0	0	70	0	0	30
dual language programs nyc public schools	0	0	60	0	0	50

SECTION #2

Website Analysis

Technical Analysis
Eye-Tracking Analysis
Messaging Critique
Observations & Suggestions

Website Overview

Snapshot report for

LEEP Dual Language Academy 9th Feb 2019 kreativewebworks inc.

Overview

65 Overall
Summary for this website

50 Content
Quality of content in this website

73 SEO
Effectiveness of Search Engine Optimization

74 User Experience
Rate this website's user experience

Help your child become
Strong in 2 Languages

18 pages tested
This appears to be every page in this site

AT A GLANCE

✔ **Fits mobile without horizontal scrolling**
Horizontal scrolling on mobile usually suggests a broken or old design.

✔ **No HTTP errors found**
Pages reporting these suggest faulty code or downtime.

✔ **No missing files found**
These can cause parts of a site to fail.

✔ **All pages respond quickly**
Slow responding pages can suggest a technical or hosting problem.

✔ **Using Favicons**
Favicons help to visually distinguish a website in tabs and other places.

✔ **Working 404 page**
Properly defined 404 pages are important for SEO and usability.

✖ **Broken links to internal pages**
These create a poor user experience and should be fixed.

✖ **All pages load slowly**
Slow loading pages have much higher bounce rates.

✖ **Links are too small to tap on mobile**
This can compromise usability and is a ranking factor for Google.

✖ **Text is too small to read on mobile**
This can compromise usability and is a ranking factor for Google.

✖ **Not using analytics**
Analytics helps to monitor the effectiveness of a website.

✖ **All pages are missing meta descriptions**
Descriptions help search engines and their users know what the content is about.

Website Details

We ran a baseline analysis on your existing website to determine viability of the site structure, search engine friendliness, and visual interest. This report is deep, with a lot of actionable data. I have highlighted several issues that I want to bring to your attention, however, to make the most use of this audit, you will want to explore the interactive report by **copying and pasting the below link into your browser:**

https://app.silktide.com/4529/reports/56?token=83e557ee8db81d027d24516a7486814a

Spelling & Grammar: We found 39 unrecognized spellings and 16 potential grammar errors. Some of these are actually spelling issues, We set it to accommodate for Spanish words, but we have no way to identify if these words are actually misspelled. You will want to go through it yourself and make that determination.

Broken Link: You have one internal broken link (a link to your contact page). Broken links are frustrating to users, and inhibit search engine indexing, and thus your search rankings.

Readability: In order to keep website visitors reading (and ultimately leading them to take action), you want to keep the reading age close to 12-13 years old. Many of your pages are scoring above this reading level; however, that may partly be due to translation.

Search Ranking: In the Brooklyn area, you're currently not ranking for the keywords we tested: charter school, English immersion school, safe school, Spanish immersion school, or Spanish language school. To do so, we highly recommend implementing SEO strategies that focus on content that drills deep into keyword topics such as "dual language school" as well as technical SEO. By technical SEO, we mean making sure you have appropriate keyword rich metadata set up on the backend of your website. These long-term SEO strategies will improve your rankings and help you get "found" organically by parents searching for schools like yours.

SEO Fundamentals: All of your pages are missing meta descriptions, which describe the content on your page. When meta descriptions are well written, they can entice prospective parents to click through to your site from search engine results. This test also found that some pages are missing headings, which are a significant contributing factor to rankings. When adding headings, strategically integrate keywords to help your search rankings in the long run. It also appears that your Alt text is weak. The purpose of Alt text is to describe images to visitors who are unable to see them (i.e., browsers that block images, users who are visually impaired, etc.) Alt text is a great opportunity to include keywords on the backend of your site to help your SEO. They also help readers to figure out what the text is about and determine whether they want to read it. Your site also has some duplicate content to clean up and some pages to add to the sitemap.

Backlinks: Backlinks are links from other websites pointing to this website. They are a strong source of credibility to search engines, and crucial to SEO. Ideally a website should aim for a diverse range of backlinks from high-quality sources. You currently have 51 backlinks.

Mobile: Although your website is mobile responsive, there are some improvements that could be made. Google now prioritizes displaying search results that are "mobile first" on both mobile and

desktop devices. Mobile first means designing an online experience for mobile before designing it for desktop. In the past, websites were designed first for desktop friendly use, with mobile design as an afterthought. Mobile first design is now essential for user satisfaction and is an actual search ranking factor. In your case, some of your text is too small and links are too small to tap on mobile, impacting user experience.

Speed: Load time affects whether visitors choose to stay on your website or impatiently leave. To reduce load time, fix render-blocking issues and optimize your images. It also appears that you're not using http/2 which impacts the speed and security of your website.

Best Practice: Make sure you set up Google Analytics for each page and specify the language for each page.

Eye Tracking

We employ an artificial intelligence service that simulates human vision during the first 5 seconds of exposure to visuals. This enables us to effectively realize what will catch the viewer's eyes while looking at your webpage.

Gaze Plot Report: Scan paths and order between elements inside the image. It is made of a series of short stops (called fixations) and fast movements of an eye (called saccades). Fixations are marked with circles with a number in the order in which the eyes move between fixations.

Attention is initially drawn to the girl's shirt, then the logo, then back to the girl and the headline over the hero image (the large image at the top of your site). This is what we like to see in the first few seconds, but we would recommend capitalizing on this better by using messaging that conveys more value to the parent. Suggestions can be found in the Messaging section of this report.
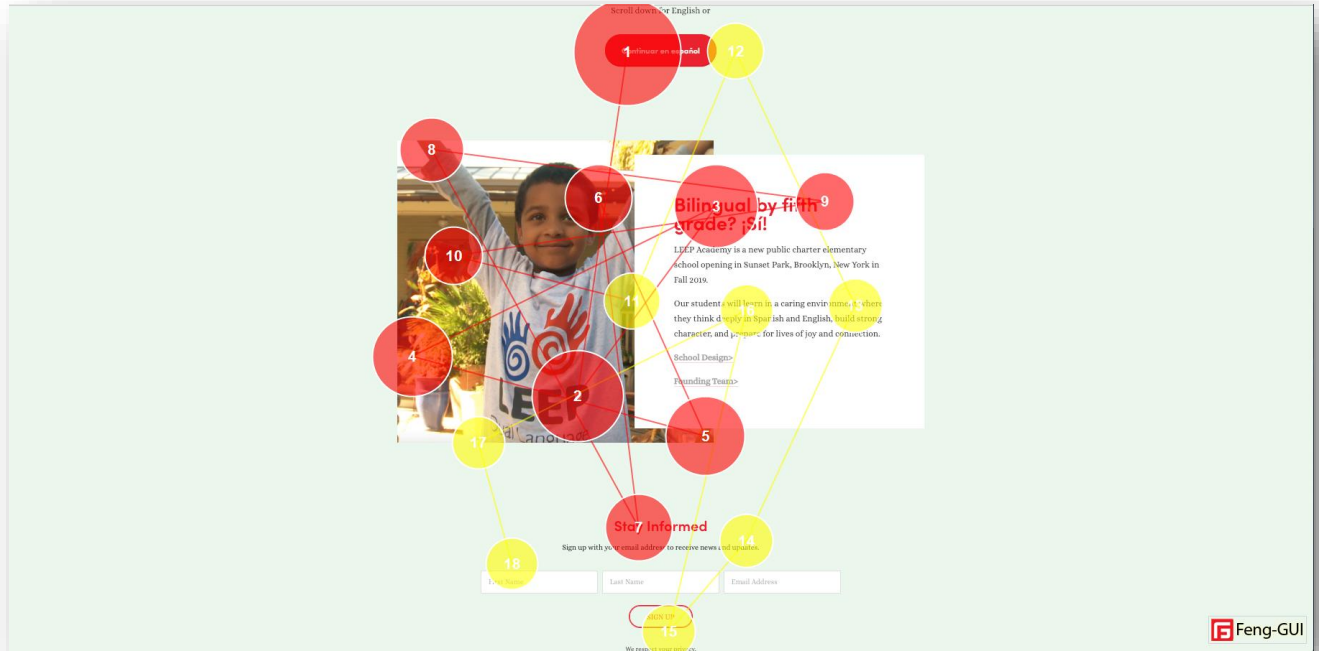
The above image was captured as we scroll down your Home page. The eye is initially drawn to the red button, the boy's shirt with your logo on it, and the headline, which are all the core elements we want to stand out. We would suggest adding a bright blue Call-to-Action button (matching your logo) to this section, so visitors know what to do next.

Attention Heatmap: displays the most attractive elements of the image in the form of "hot" and "cold" spots. The Attention Heatmap report is a predictive eye tracking report which shows how areas of the original image attracts the attention.

The heatmap colors range from green to yellow to red. The colors represent low, medium and high levels of attention, respectively. Areas with no color implies that this area will be overlooked.
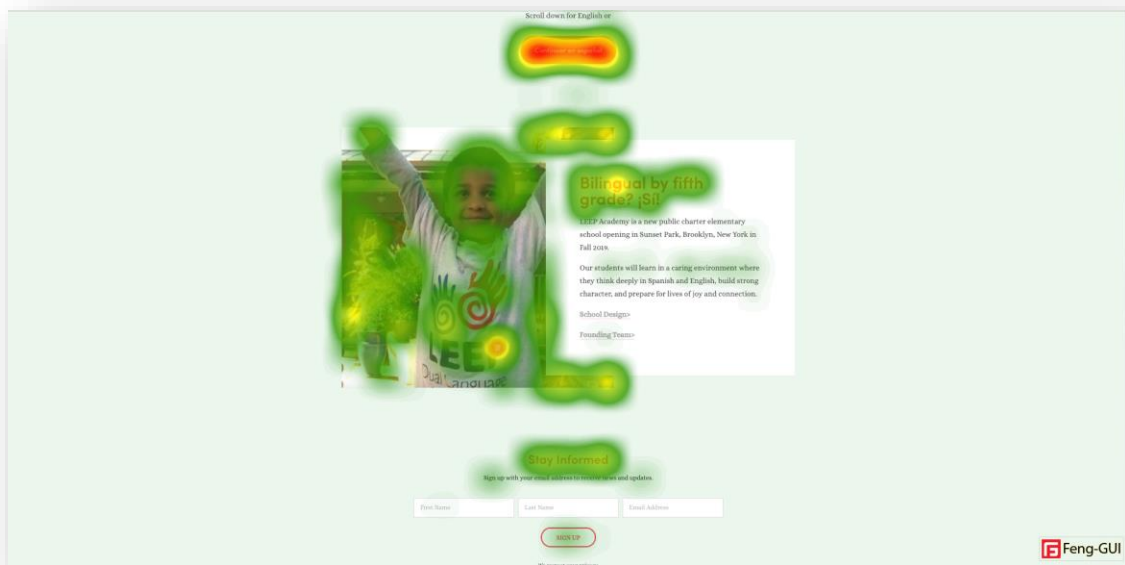
Opacity map report: The Opacity map report tones down information that is not attractive and visually displays what your viewers may perceive during the first few seconds of visual inspection. The most transparent areas are those that attract more attention. Use the Opacity report to identify which areas are being perceived and which are being ignored.
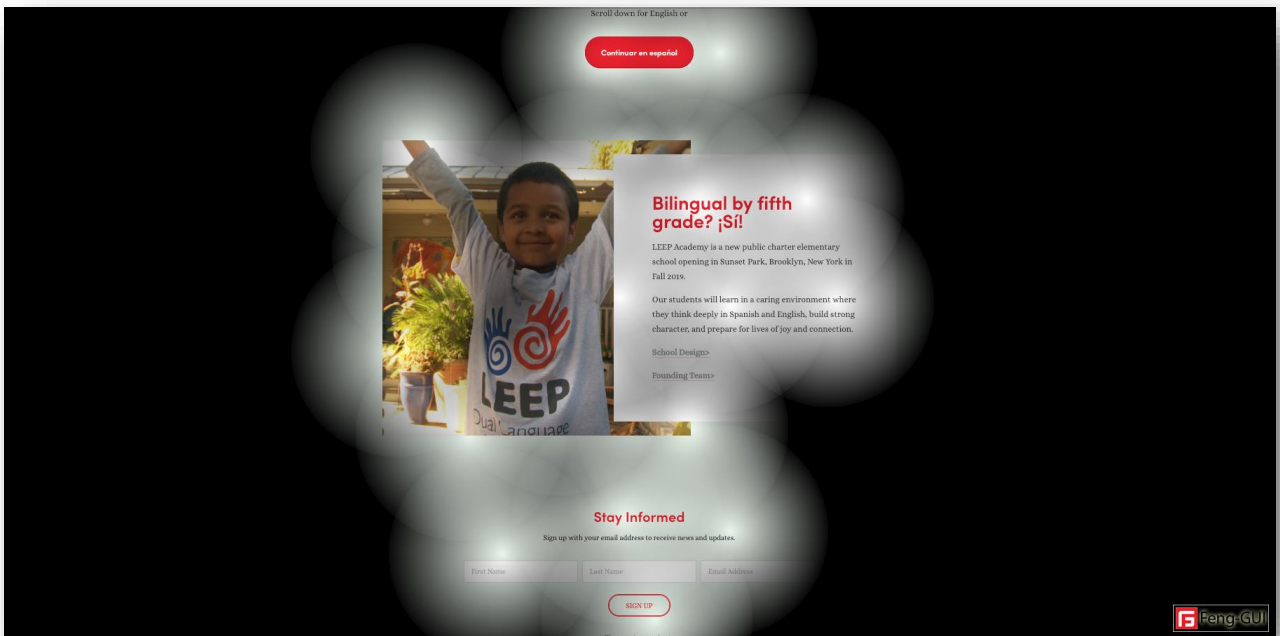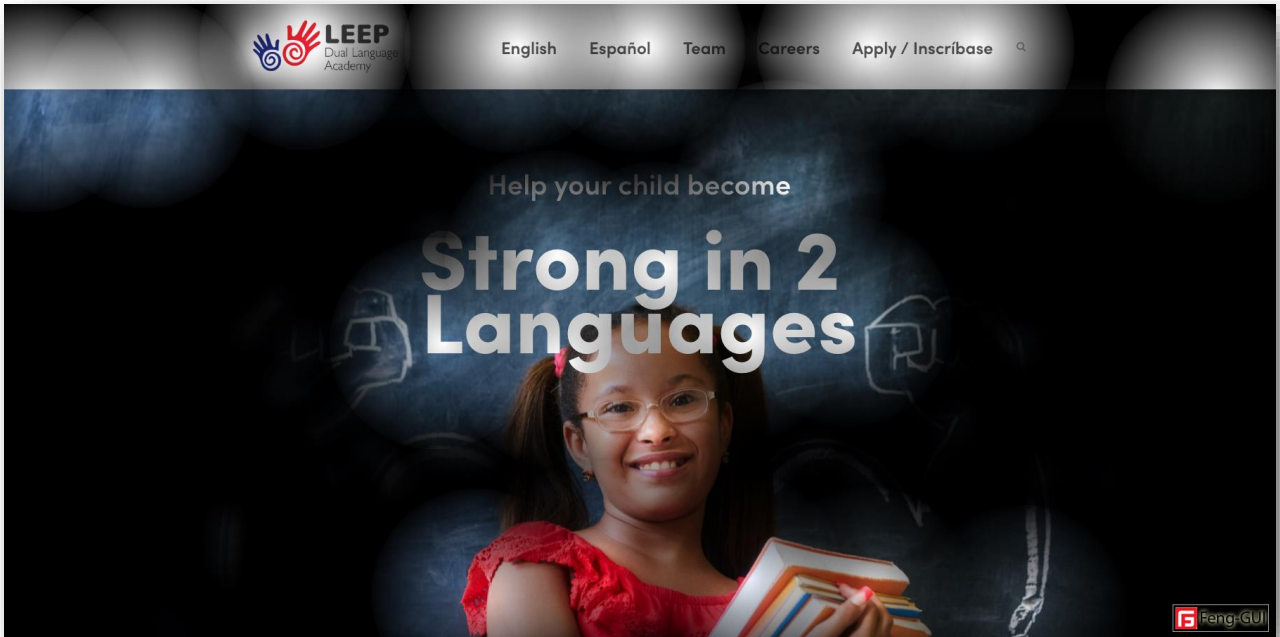
Messaging & Flow

We recommend some modifications to your navigation menu to make it clear to website visitors what information they can find on each page. Studies have shown that clear language "trumps" creativity every time. Below you will find our suggestions:
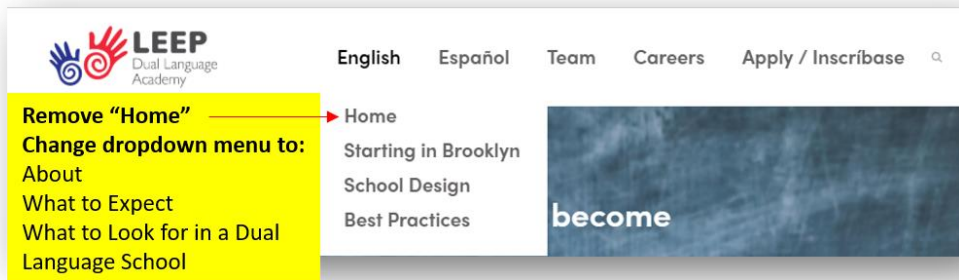
It's generally understood that the logo serves as a shortcut to return to the "Home" page, so it's not necessary to list it elsewhere. Also, people have been trained to look for an "About" page, so it would be helpful to include this in your drop down menu and call it such. "School Design" might get more clicks and visits if it's simply changed to "What to Expect." Likewise, we would expect the same to be true by changing "Best Practices" to "What to Look for in a Dual Language School" as it piques interest and meets parents where they are at.

As previously mentioned, the text over the hero image effectively draws attention. You'll want to use this prime real estate wisely to best convey *why* your personas should send their child to your school. Yes, they can learn another language; but as you pointed out, many of your personas

have other motives as to *why* being bilingual is important to them. We may also want to add, "Now Enrolling for Kindergarten and 1st Grade" to the Home page.

As we scroll down your home page, we see the below:
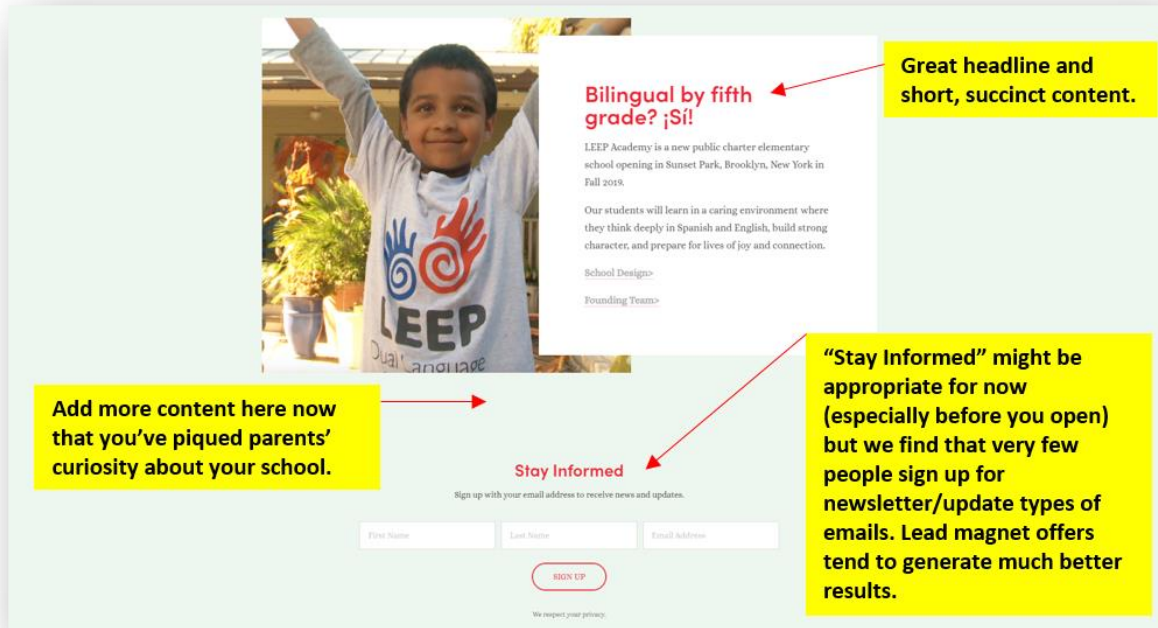
We would suggest adding more content to your Home page for parents to learn more. We could possibly even borrow some of the content from your "Starting in Brooklyn" (About) page.

In regards to capturing email addresses, you may have curious community members and parents of new students who would like to stay up to date in the coming months. However, with email inboxes bursting at the seam, a relatively low percentage of people sign up for newsletters compared to those who "opt in" to exchange their email address for something of perceived value to them. For instance, parents may want to sign up to receive "7 Simple Steps to Prepare Your Child for Kindergarten" or "Questions to Ask on a School Tour" because there is a perception these "handy" PDFs will make their lives easier.

We call this concept a "**lead magnet**" because it attracts and captures contact information of potential leads for your school. From there, they go into a database for follow-up. For more information on how this process works, see the section on Lead Nurturing & Marketing Automation.

The content on your Starting in Brooklyn (or About) page is quite good, but we were surprised to find FAQs here. Generally, FAQs are best on their own standalone page, or ideally, the information has been so well presented on the website that there is no need for a FAQ page. With that in mind, we would recommend reformatting this content and providing some of that information on the About page and some on the Home page.

We always want to be guiding people to take the next step and making it very clear what that next step is. On this page, we want to encourage them to pick up the phone (or fill out a form) to talk with your Admissions team or ultimately to Apply Now. Also, we find that Call-to-Action (CTA) buttons convert much better than hyperlinked text that can easily be missed, so we would highly recommend adding a button to the bottom of this page.

On the Team page, add photos of each person so parents 1) know who they are dealing with and 2) can see the diversity of the school leadership team.

We also noticed that you'll want to update current openings on your Career Page (i.e., remove the Founding Principal position and add any jobs you're looking to fill).

Your Apply page appears text heavy, especially because you have both languages side by side on the same page. We advise changing the layout so you're still providing all the relevant information but making it more visually appealing. We've also made note of a couple other changes to be made below:
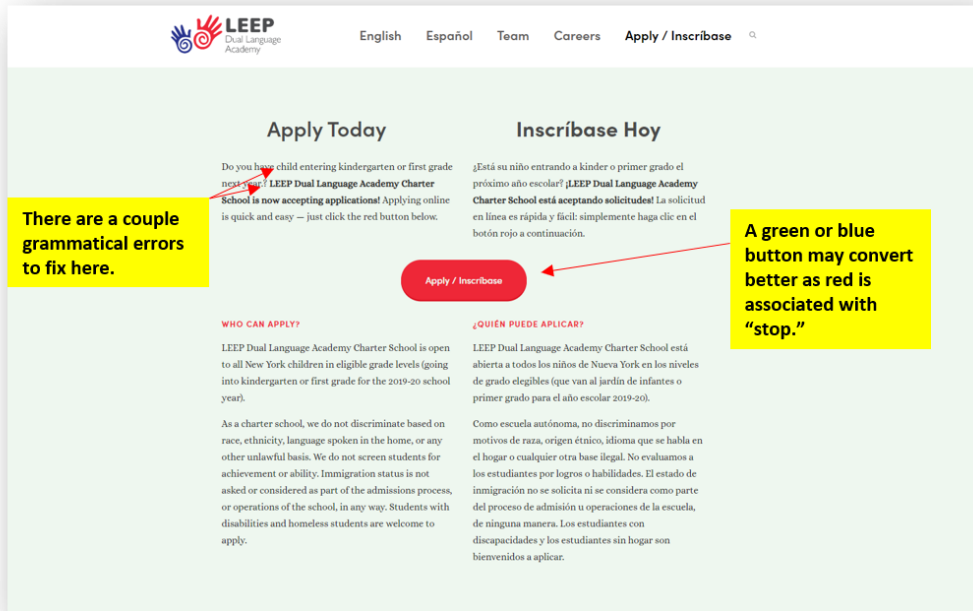
Upon clicking the Apply button, the website visitor is redirected to the following page:
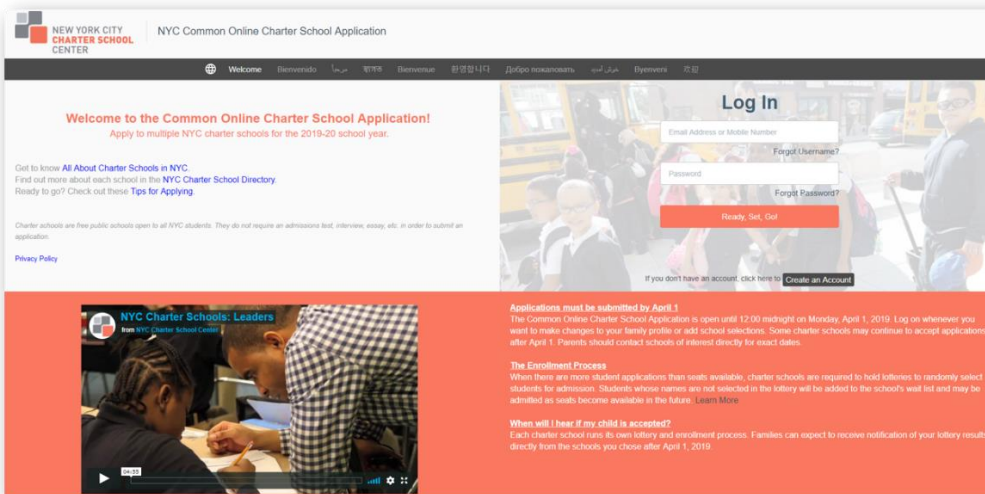
This creates some confusion and the tendency is to freeze and not take action because 1) this is a separate website and it was not expected 2) there is no continuity between the sites and 3) it appears a login is required. If this is in fact the correct page parents are supposed to go to, your website needs to clearly tell them what to expect and what they need to do once they click that button. This builds trust and creates a clear path for them to follow to complete the process.

SECTION #3

Digital Marketing Strategy

Strategic Overview
Tactical Roll-up
Tactical Details
Budget Analysis

Tactical Roll-up

Based on our discussions and research findings, we believe the following list of strategies, if executed properly, will make the biggest impact on your Digital Marketing efforts. We're aware that you may already be engaged in some of these strategies, however, we may not know to what extent or which methodology is currently being utilized. This Tactical Roll-up is simply our suggested strategy at a glance:

- Technical Enhancements
- Organic Search Engine Optimization (SEO) Strategy
- Messaging Enhancements
- Data Aggregation & Directory Management
- Video Marketing
- Pay-Per-Click (PPC) Search Advertising
- Retargeting & Display Advertising
- Social Media Advertising
- Lead Nurturing & Marketing Automation
- Live/Programmable Chat
- Social Media Policy
- Parent Reviews Acquisition Management

Tactical Details

The following strategy is based on our research and experience working with other similar schools. It is intended as a guideline as to what needs to or should be done. It does not necessarily account for your ability to accomplish any or all of these things without professional assistance.

Technical Enhancements:

The technical health of your website is a factor in both user experience and search engine ranking. Website errors occur naturally over time, causing performance and user experience to deteriorate. We recommend a regular maintenance and monitoring program.

We used multiple software programs to ensure that we uncovered as many technical issues as possible. We recommend downloading and reviewing the reports that are provided in the Library at the end of this report.

Organic Search Engine Optimization (SEO) Strategy:

Description: SEO is the process of optimizing a website to show up in the "natural" (non-paid) search results of Google, Yahoo and Bing. Effective SEO is based on advanced keyword research, content, social sharing and technical fundamentals.

Advantages: Showing up in the natural search results is a long-term strategy because it is not reliant on a paid model. It is also typically associated with more credibility because it is an "earned" ranking, not a paid advertisement. When combined with a paid advertising program, you can dominate multiple areas of the search results.

Strategy: You would benefit from creating content that focuses on competitive keywords (such as *"dual language school" and "bilingual school"*) to increase your rankings in these search results. By integrating the words "*Kindergarten," "elementary school," "primary school"* and similar keywords to clearly illustrate the ages of children you serve, that will also help you rank for those words as well.
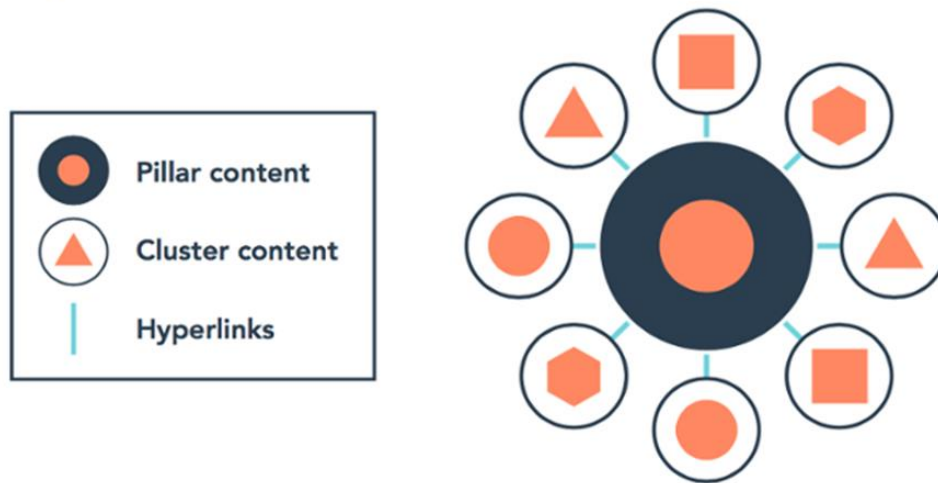
SEO is now shifting to a topic-centered model, where a single "pillar" page acts as the main hub of content for an overarching topic. Multiple content pages related to that same topic link back to the pillar page and to each other. This linking action signals to search engines that the pillar page is an authority on the topic, and over time, the page may rank higher and higher for the topic it covers. The topic cluster model, at its very essence, is a way of organizing a site's content pages using a cleaner and more deliberate site architecture.

Promoting the Content Pillar page (the long comprehensive article) and the individual blog articles through Social Media marketing will generate traffic to those pages. Google likes pages that get interaction.

SEO is somewhat co-dependent on related tactics, such as Data aggregation, Social Media publishing, and content curation. Achieving and maintaining a top ranking is an ongoing process.

Messaging Enhancements:

Description: Communicating your message clearly isn't always as easy as it sounds. First, it's a common mistake to believe your visitors see your website the way you do and already know the benefits of your school. They don't necessarily, and educating them is dependent upon your website messaging.

Advantages: People don't read on the Internet; they "scan." They see images, headlines, and bullet points. If they like what they see, they will read more. It's not enough to have the right information on a page. It must be presented in a "scannable," easy-to-digest format with a clear call-to-action.

Strategy: Start with the existing key pages that parents are likely to access during their journey through the sales funnel. The objective will be to make each page interesting and pertinent to their needs. Each page must serve a specific purpose. This purpose must be clearly articulated in a "scannable" fashion that matches the way parents are likely to consume information on a school website.

Data Aggregation & Directory Management

Description: Search engines rely heavily on top tier and local directories to verify your information and assign authority to a website.

In your case, you could not be found. To resolve this issue, you need to add your address and contact information to your existing Facebook page, your Google My Business page and a host of primary, secondary and tertiary directories.

These listings must be completely accurate, verified, and without duplicates or conflicts. Some of these directories carry more weight than others and influence second-tier and third-tier directories. Each directory has their own criterion for completion. Some of them require images for example. You'll want to make sure your Name Address Phone (NAP) is consistent on each and every directory.

Video

Description: Videos can actually be optimized much like web pages can. Aside from the advantages of search, nothing showcases the school culture like video about school life, the curriculum, and even the campus. You can also upload videos on Facebook and include links to videos in your automated email sequences.

Advantages:

1. Video boosts conversion rates. Video should be seen as an investment – according to HubSpot, including video on a landing page can increase conversions by **80%**! Watching a compelling presenter, or children learning and having fun at the Science Fair in a video can absolutely influence a parent's behavior and perception of the school, as opposed to simply reading the same information. Conveying the right emotions through video is a powerful selling tool. Plus, they can serve as built-in tutorials or testimonials, depending on the angle you're going for.

2. Video is a great addition to your email marketing campaigns. We all get inundated with email, and getting someone to actually open your email is an increasing challenge. Just using "video" in your subject line can increase open rates and decrease unsubscribe rates. Video in an email leads to a 200-300% increase in click-through rate – a *staggering* statistic. But in most cases, you can't deny that it's easier to watch a video than sit and read text. This is particularly effective to help a parent get a feel for the school's culture that you just can't get across with the same impact through the written word.

3. Search engines love video. Search engines are looking for content that engages viewers. Nothing entices more numerous and longer page views quite like a video. Not only that, YouTube is the second largest search engine behind Google. If you put your video on YouTube as well as your website, your visibility and opportunity to show up in search is greatly increased. What's more, if you promote your video via social media, your chances of getting found go through the roof!

4. Video builds trust and credibility. Video is the perfect way to create a personality for your school and your school's brand, enabling you to connect with your viewer and earn their trust. 90% of users say that product videos are helpful in the decision process, so it stands to reason that videos are helpful in a parent's decision-making process. The more videos you have to help educate and inform your parents, the more you will build on that foundation of trust. And trust translates to enrollments.

5. Video encourages social shares. Let's face it: we live in the age of viral videos. And **92%** of mobile video consumers share videos with others. This is your chance to have some fun and really show what your school is all about.

Pay-Per-Click (PPC) Search Advertising

Description: PPC is the process of paying directly for clicks form Google, Yahoo, Bing and other top tier search engines. You only pay when someone who searches on a designated search phrase clicks through to your website. This is something that we highly recommend for schools.

Advantages: We have a great deal of control over specific keyword phrases that meet our targeting. Every time you pay, it is because someone pre-qualified themselves by initiating the search themselves, reading the ad, and then consciously clicking through to your website.

Since you are essentially a paying customer of Google, Yahoo and Bing, you will have access to additional data such as how many actual searches are being done in your targeted geographic area. This data can be leveraged to "fine-tune" your organic SEO program.

Strategy: We recommend setting up campaigns across the 3 major publishers: Google, Yahoo and Bing. Google will get the most clicks, but the Cost-Per-Click for Yahoo and Bing is typically less than Google.

You will want to set-up "Ad-groups" based on groups of related keywords that are mapped to specific written text ads, which are in-turn mapped to specific landing pages. For example, you might have an ad-group focusing on "Charter School" related keywords, and another ad-group focusing the bilingual aspect of your school. Spanish and English versions should be done as separate campaigns with separate budgets.

We suggest that you leave this up to a professional, as Google will not return your money if you make a mistake and run a poorly designed campaign.

See this video for more information:
https://www.kreativewebworks.com/our-services/pay-per-click/

Retargeting & Display Advertising

Description: When a parent visits your website, regardless of the means (Search Engine Optimization, Pay-Per-Click marketing, email, or directly through a browser) you can "tag" them. Then as they go about their business visiting other websites over the following hours, days or weeks, they are repeatedly exposed to your message and incentivized to click through to your website.

Advantages: Your most valuable prospects are the ones that have already sought you out. If a parent already visited your website, she must have an interest in your school. She just wasn't ready to engage with you YET. Retargeting technology reminds them of why they sought you out in the first place.

Strategy: Education is a big decision for a parent, and typically not one made impulsively. You will get many spontaneous contacts from first-time visitors, however, many more are doing preliminary research. Retargeting will keep your school top of mind throughout the parent's evaluation process.

See this video for more information:
https://www.kreativewebworks.com/our-services/remarketing-and-display-advertising/

Social Media Advertising

Description: This is a paid advertising model with many options to show up in front of your pre-defined target audience while parents are going about their business on Facebook or Instagram. The "sponsored posts" can show up directly in the newsfeed on both desktop and mobile.

Advantages: Facebook (who owns Instagram) knows everything about everyone. They have all our demographic information from when we signed up, and they even know what we like and don't like based on our comments, so this is a very targeted strategy. Facebook is currently still economical if done strategically.

Strategy #1: Leverage Facebook's demographic information to show your sponsored links to a predefined group of people (i.e., women with children of certain age ranges in a specific demographic area, with specific interests). We aren't looking for "Likes" and "Shares." You will want to drive traffic directly to the Home page or to a custom landing page that is prepared with a suitable Call-To-Action.

Strategy #2: Use Facebook to "retarget" parents who have already visited specific pages on your website. This can be a particularly strong strategy for you.

Strategy #3: A more effective model is to leverage social media advertising in conjunction with a "Lead Nurturing" Strategy. (See Below).

Lead Nurturing & Marketing Automation

Description: Lead Nurturing is the strategy and execution of getting in front of parents of school-aged children in a specific geographic area and offering them something of value (premium content) in exchange for their name and email address. Then we continue to communicate with them consistently with our messages culminating in a specific call-to-action, such as "hopping on a phone call" or an invitation to an Open House. This process is pre-strategized and automated, hence the term "Marketing Automation."

Strategy: Create high-quality custom content designed specifically for parents of school-aged children in your geographic targeting area. We will leverage search and social activities to promote this content and attract targeted individuals into our sales funnel and Automate the process.

A typical Scenario….

Belen was sitting around looking through her Facebook newsfeed. In between the pictures of cats, the latest political tirade, and what her neighbors had for dinner, she sees a sponsored post *"7 Steps to Prepare Your Child for Kindergarten."*

This looks interesting, so she clicks on the post and goes to a landing page offering more information. It looks pretty straight forward, and she doesn't have a lot of extra time on her hands, so this checklist might come in handy. She fills out and submits the form with her name and email address so that she can receive the checklist and make sure her son is ready for school next year.

<NOTE: The following occurs when using Marketing Automation Software such as SharpSpring, Infusionsoft or HubSpot.>

She instantly gets an email with a link where she can download her checklist. A couple of days later, Belen gets an intentionally personalized-looking email that says *"Hi, Belen. I trust that you found value in the checklist you downloaded a few days ago. I know that you're concerned about your children's education, so I wanted to pass on more information."* This may include some information on the benefits of an English immersion school.

A week later, she gets another "personal" email with information on the impact a safe environment has on a child's ability to learn and grow.

On about the 4th or 5th email, she gets an invitation to attend an Open House, take a Tour, or to talk directly with an admissions counselor, etc. Belen accepts the invitation and takes the next step toward enrolling her child.

(What happened behind the scenes)

When Belen first saw that Facebook sponsored post, she wasn't actively looking for a new school at that particular moment. She was actually at the top of the "Sales Funnel." She was the one that "opted in," thus making her more receptive to what we were about to send her.

Once she submitted that form to get her checklist, she went into your contact database. At that point, the Marketing Automation strategy and software took over.

Each of the emails that Belen received was pre-written long before she ever saw our Facebook post. The software automatically inserts her name to personalize the message. Each message was strategically designed to build credibility and "earn" the right to sell her on the concept of a dual language charter school.

How did we know to show our Facebook post to Belen in the first place? Well, based on our Buyer Personas (fictitious representations of your ideal parents), we know our ideal candidate for enrollment had certain demographic traits and interests. Based on that data, we strategically set up our Facebook filters to market only to the "Belen's" of the world.

Other Recommendations:

Live/Programmable Chat

Description: Live Chat lives on your website and offers a parent an opportunity to communicate directly with an enrollment specialist without leaving the page. Programmable chat can ask the parent a series of questions, and based on their responses, take them down the appropriate path. It can act as a bit of a self-help mechanism, and even capture their contact information after hours or when the enrollment specialist was busy.
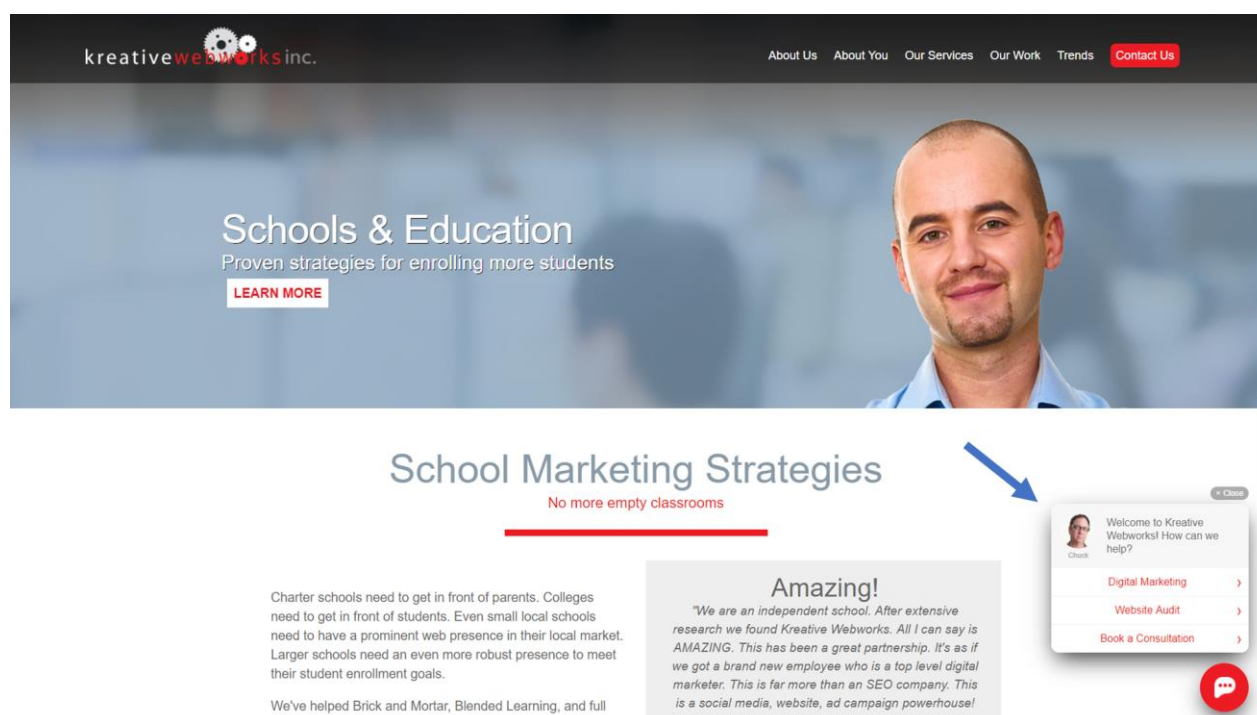
Advantages: Live chat can be as spontaneous as a phone call. Unlike a phone call, it can interact with the parent based on their needs even if a live person isn't available (busy or after hours). One of our schools reported that most of their appointments come through their chat application.

Strategy: Since Chat is interactive, the logic behind the programming needs to be customized based on how the school's enrollment department prefers to operate. However, it typically consists of asking a series of questions that direct the parent to an appropriate resource on the website and attempt to collect their contact information. For live chat, the strategy is to get the parent on a phone call, or to set up an appointment directly from the app.

Associated Costs: Typically less than $100/month. We use ChatPath.

Social Media Policy:

Description: A social media policy (also called a social networking policy) is a corporate code of conduct that provides guidelines for employees who post content on the Internet either as part of their job or as a private person.

Advantages: A documented social media policy helps prevent liability, organizes who is responsible for specific social channels, ensures compliance, promotes productivity, and ensures that the people in your organization who are expected to respond to a social media incident know who they are.

Strategy: Though not directly related to your digital marketing initiatives, the policy can limit liability and enhance the effectiveness of your social campaigns. If the school doesn't already have a policy in place, you should research the various elements that typically go into creating one. We can help you with that as part of any consulting agreement we may enter into.

Parent Reviews Acquisition Management

Description: Getting parents to leave positive reviews about the school is not a passive exercise. Unless prompted, your reviews will likely just trickle in. Since most people only leave reviews when they are dissatisfied, you may be leaving yourself open to an unfairly disproportionate amount of negative reviews.

Advantages: Reviews are naturally skewed negative because most people will not think to leave a review when they get what they expect. However, 88% of consumers trust online reviews as much as personal recommendations. By proactively seeking out reviews from parents who are happy with the school, we can re-shuffle the deck and gain a strategic advantage by reassuring parents that your school is the proper choice for their child.

Strategy: Although there are several "do-it-yourself" strategies we can recommend, we advise many of our clients to use a third-party provider to reach out through email and phone calls to hand-picked parents who you suspect will leave 5-star reviews. You can leverage these reviews multiple ways (on the website, through search, or sent directly through email).

Associated Costs: Ranges from free "do-it-yourself" strategies to paid programs. The basic third-party program that we recommend is $149 set-up fee & $99/month.

Budget Analysis

Pay-Per-Click

budget recommendation

Choosing the right advertising budget is important. This tool makes a budget recommendation based on business category and target geographical regions. This tool also provides estimated visits and leads for that budget.

Google
AOL
Ask

YAHOO! bing

superpages.com

<< back

| Business Category | Education & Instruction |
| Sub-Categories: | K-12 Schools |
| Geographical Targets | Radius: 10 Miles from 11238 |

Budget Recommendation Results

	Prominent	Competitive	Representative	
Recommended Monthly Budget	$ 4340.00	$ 2890.00	$ 2170.00	?
Estimated Impressions	294,400	196,040	147,200	?
Estimated Visits	3,440	2,290	1,720	?

"Recommended Monthly Budget" is the amount that we suggest your business spend on a monthly basis to advertise effectively to the geographical area you've chosen. These recommendations are derived from our aggregated knowledge of search patterns, specific category and subcategory metrics, population data, and our ability to effectively optimize your campaign across multiple publishers.

The chart below includes some of the data factored into the above budgets. Please note that the average Click through Rate and average Cost per Click metrics are based on past campaigns for your business category and should only be taken as an estimate. Factors such as your businesses' location, online reputation, website, and overall brand recognition can ultimately impact the Cost per Click and Click through rate.

Related Keyword Searches	290,000
Average Click through Rate for your business type	1.17%
Average Cost per Click for your business type	$ 1.26
Recommended budget per 100,000 people targeted	$ 30
Number of People Targeted	13,266,482
Amount of data we have about this business type	High

Recommended Budget: $3500/month
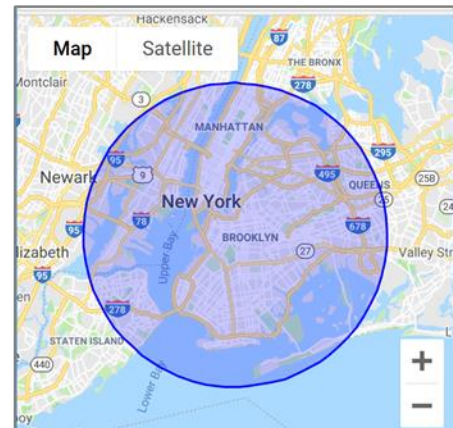
Facebook/Instagram

The following analysis is based on a budget of $20/day. We targeted parents between the ages of 18-38 with children ages 3-5 living in the Brooklyn Borough.

Library

Your full suite of reports in one place

This is an accumulation of some of the resources that we used to compile this Blueprint. In some cases, we have access to the Interactive versions to assist us with diagnosis and strategic planning. We make these reports available to you as a courtesy. (**Click Icons to download**).

Insights Report:
This is an in-depth Report that digs down into the minutia. Combined with our Site Audit report, we use the interactive version of this report to diagnose, locate and remedy specific technical issues. Explore the Interactive Report by **copying and pasting this link into your browser:** https://bit.ly/2VQN4hN

Full Site Audit:
This is primarily used by our development team to locate and troubleshoot structural issues, and other factors associated with search optimizing. We use the interactive version of this report to diagnose and repair technical issues.

Competitors Report:
This is a side-by-side "at a glance" comparison of how your website rates against 3 of your top competitors. It includes sections on Website Build, Local listings, Mobile, Social, Paid Search and Organic search.

Keyword Analysis:
This report shows keywords that you and competing schools are ranking for. You may be ranking locally for other keywords, but this report will only pick up national results.

How We Can Assist

The purpose of this blueprint is to provide you with enough guidance and data to arm your internal or independent teams with the same data we use to develop marketing strategies and troubleshoot technical issues that would otherwise hinder user experience and search engine placement.

What we find is that some schools have the resources to fully leverage the information on this document. Some schools have the resources but not the knowledge. And other schools have neither. We can support you in a number of different ways:

Training & Consulting: We can consult with your team on strategies, procedures and trends, and where it makes sense, lend a hand on getting them up and running.

Technical Support: Technical issues associated with website maintenance and marketing platforms can be tricky. If the proper precautions aren't taken, some mistakes can be irreversible.

Shared Management Services: This is our "Hybrid" service where we collectively determine what your school can handle and what you need us to handle. Typically, we do the heavy lifting with technical issues, strategic issues, creative ideas, and managing the paid advertising.

Full Management Services: Our *PartnerPlus* program is where we essentially become your Digital Marketing department. We take all responsibility for your entire digital presence for a single, predictable monthly fee. No annoying incremental invoices that you didn't count on.

We do offer hourly services, but I think you will find our retainer-based programs are more economical and offer additional perks. Our monthly programs are customized based on the needs of each school.

School Client Reviews:

https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/51451153
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/51289517
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/51445359
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/51038003
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/721225
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/736031
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/562257
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/523895
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/523483
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/493075
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/370211
https://www.customerlobby.com/reviews/4677/kreative-webworks-inc/review/118447

Personal References Available on Request

Key Personnel

We have several layers of personnel in various positions throughout the firm, however, to streamline the communication process you will likely be in communication with a select group of our staff on a regular basis:

Chuck Bankoff:
Director of Web Services

Chuck is a Training Coach and Certified Mentor who trains and advises other Internet Consultants around the world on business strategies, Internet Marketing programs and website development management.

Before founding Kreative Webworks, Inc. in 1999, Chuck was Leader of Learning & Development and a manager of special projects for Honeywell. Chuck holds a Bachelor of Fine Arts from Long Island University, and a Master of Business Administration from Keller Graduate School of Management.

Chuck also holds Certificates in Digital Electronics from DeVry University, Lean Enterprise System Design from the University of Tennessee, E-Commerce Business Strategies from USC and advanced Search Engine Optimization from SEMPO (Search Engine Marketing Professionals Organization) and is HubSpot and SharpSpring certified.

Simon Tesoro:
Senior Production Manager

Simon holds an Associate of Arts degree with Website Design and Internet Marketing as his Major. He has successfully worked his way up to Senior Project Manager, overseeing all aspects of projects from start to finish. He has a thorough understanding of website design and programming as well as Search Engine technologies. Simon is HubSpot design certified.

Responsibilities include oversight of web development and management.

EDUCATION: Mira Costa College, Oceanside, CA 2008
Associates of Arts, Website, Graphic Design & Internet Mktg.

Brent:
Inbound Marketing Producer

Brent is a Chicago native, deep-dish pizza aficionado. While he acknowledges the existence of thin crust options, he chooses not to engage them.

With over 6 years of marketing experience under his belt, he will ensure that your marketing strategy is tailored to your specific needs. From creating engaging social content, to nurturing leads through email workflows, Brent is your go-to source for everything Inbound Marketing.

Brent has also been certified as a HubSpot Inbound Marketing Pro, and has his BBA in Marketing from Loyola University Chicago.

Stephanie:
Digital Marketing Strategist

Originally from the Midwest, Stephanie traded the cold winters for sunshine and a life of adventure in California.

Stephanie brings to the table over 18 years experience in marketing and sales. She has helped companies increase revenue by redesigning marketing strategies along with creating systems and structures to support growth and capitalize on opportunities. Her secret weapon is knowing how to engage audiences and get them to take action.

She graduated Summa Cum Laude with a BS in Business Administration, emphasis in marketing from the University of Nebraska-Kearney. She is also certified with HubSpot in Inbound Marketing, Content Marketing, and Email Marketing.

Rebecca:
Content Marketing Producer

Rebecca is card-carrying member of the international society people who will correct your Grammar in mid-sentence, and an honorary officer of the Orange County spelling police.

When she's not out citing otherwise innocent people for poor syntax misdemeanors, she's happily creating content behind the screen. She has 5 years' experience in content creation, from writing for a celebrity news site to a parenting magazine. She's a content generating machine, a storyteller through and through.

She graduated Magna Cum Laude with a BA in Communication from Seton Hall University and has her Master of Science in Digital Communication from Syracuse University. Rebecca has also been certified with HubSpot for Inbound Marketing.

Dr. Louie Garcia:
Education Enrollment Specialist

With over 20 years of experience in the education industry, primarily in managing, training, coaching, data analysis, and operations management, Louie's specialty is student enrollment analysis and finding the weak link in the process.

Over the last few years, he's helped schools such as DeVry University, multiple branches of the Art Institute of California, and several struggling Charter Schools turn their enrollment issues into waiting lists.

Now Louie works side-by-side with the Kreative Webworks school marketing team as an independent consultant and advisor to charter schools, colleges, and other educational institutions.

Dr. Garcia has his EdD, in Educational Leadership and Administration from Argosy University, and his MBA in Marketing from DeVry University. He also holds a Bachelor's degree in Business Information Systems from DeVry University in Westminster.