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**Digital Strategy Case Studies**

**1.1 Executive summary**

Write a short executive summary that provides an overview of your digital marketing proposal. (Max. 500 words)

Blossom Patch Nursery is a day nursery, a pre-school and also an out of school club. We are registered on the Early Years and the Compulsory part of the Childcare register provided by OFSTED. Blossom patch Nursery aims to nurture children’s deep desire to learn, to experiment, to socialise and to gain independence. The curriculum we follow is The Early Years Foundation Stage (EYFS) framework, which is designed to cover 7 key areas of learning.

The nursery has embarked on digital marketing activities before, particularly social media marketing. They feel there were no positive results or return on investment albeit a very minimal investment.

The nursery has recently moved to a new location after a major investment and wishes to raise its brand awareness and acquire more clients via digital avenues.

The nursery has capacity to cater for 50 children daily at a rate of £75/day, a potential monthly turnover of £82,000. It currently has about 20 children on average. This number needs to grow to 40-45 in the next one year.

Blossom Patch Nursery wants to embark on a digital marketing campaign that not only creates people and business values but also generates a buzz around the brand, create awareness, facilitate customer acquisition and increase revenue.

The company has a low budget; low risk appetite and its customers are active mobile and social media users so they have a medium appetite to technology adoption.

The digital marketing initiative will focus on social media platforms, search engines and websites used by the target audience daily. Some offline activities will be undertaken.

The #DateNightChildCare campaign will offer free childcare to five lucky single parents who wish to go on dates each Friday. It will run for 4-6 months.

The campaign will effectively utilise owned and earned media on seed marketing initiatives across several paid channels.

Potential risks include budget, lack of stakeholder commitment and non-adoption of campaign initiatives.

##### 1.2 Problem statement

Outline the underlying need for the digital marketing initiative. (Max. 300 words)

The nursery has recently moved to a bigger property, which meant a move from their known local vicinity. As a result of their move there is need for sustainable marketing strategies for many reasons:

1. New customer acquisition: they lost some customers due to their relocation
2. The new location is much bigger than the previous location so they would have needed new customers either way.
3. Raise awareness at their new location

The nursery has embarked on digital marketing activities before, particularly social media marketing. They feel there were no positive results or return on investment albeit a very minimal investment.

The company has a low budget; low risk appetite and its customers are active mobile and social media users so they have a medium appetite to technology adoption.

Therefore the company requires a digital marketing initiative that can be implemented at low cost and on platforms utilised by parents; particularly single parents.

The initiative will create people, society and business values that will in turn generate a buzz around the business and finally lead to new customer acquisition.

##### 1.3 Objectives

Outline the overall business objectives, as well as the digital marketing initiative objectives. (Max. 200 words)

**Overall Business Objectives**

* Create societal value to promote healthy child living, particularly focused on tackling child obesity.
* To considerably raise brand awareness in the London area, acquire more sign ups and registered children. The nursery wishes to achieve an 80% capacity (40 registered children) in the next one year.
* Provide real-time access to educative information for parents to promote healthier children well being.
* Showcase its modern facilities and highlight excellent childcare services through current customer referrals
* Achieve a high return on investment and increase revenue. The nursery aims to achieve a 25% increase in revenue in the next one year.

**Marketing Initiative Objectives**

**Traffic Generation:**

The precision-targeted marketing efforts will generate 200 daily unique clicks and landing page views. Paid advertising, search engines and local directory listings are examples of traffic sources. The effectiveness and relevance of each traffic source will be measured on a daily basis over 3 months. Increased website traffic will help raise brand awareness and facilitate registrations.

**Promote Engagement**

The marketing strategy will focus on creating useful, educative, relevant and share-worthy content designed to generate engagement and organic likes / sharing. This will in turn reduce the overall cost per click and increase return on investment. Engagements will be measured daily over a 3-month period.

**Promote Word-of-mouth Referrals**

The nursery through its research understands that parents are usually loyal to childcarers and only move when there are serious concerns, relocation or monetary incentives. The campaign will focus on utilising seed marketing initiatives and earned media in the form of word-of-mouth referrals to influence prospective clients. Current customers will be given discount codes that entitle them to free childcare once their friends register; these will be tracked and measured monthly. We hope to acquire 2 new customers each month through referrals.

**Increase sign ups & lead generation**

The marketing initiative should generate more qualified leads that turn into paying customers. Lead generation forms will be used on landing pages and social media adverts where the number and costs per lead can be measured daily. The overall campaign should generate at least 5 leads each day.

##### 1.4 Proposed solution

Outline the digital marketing solution to the problem that has been identified. (Max. 500 words)

The digital marketing activities include a number of initiatives defined below:

1. **The #DateNightChildCare campaign**

This campaign will offer free childcare to five lucky single parents who wish to go on dates each Friday. It will run for 3 months.

This campaign is targeted at single parents (male & female) aged 21 – 38, who live in London and have interests in childcare, children’s products or nursery services amongst other interests.

This campaign will run as a video campaign on Instagram, Twitter, Facebook, YouTube, Whats app and the nursery website. The catchy video campaign will encourage viewers to share with single friends and family members.

The campaign video will utilised **OWNED** media to showcase the nursery facilities and **EARNED** media to feature organic reviews and testimonials from current customers.

We have gone for this type of campaign as opposed to static PPC image adverts as we aim to tap into consumer referral biases to promote the more effective and organic “friend” recommendations and content sharing. This will reduce overall advertising cost.

1. **The #HealthyChild Campaign**

This campaign will focus on the creation of content around children’s wellbeing. The campaign will share daily educative content across its social media and website designed to help raise the smart and healthy child. These include:

* Tips on how to get the most sleep out of children
* Tips on healthy children’s diet
* Tips on early learning and home studies
* Tips on how to safely exercise with children
* Tips on sex education of children

All of these are designed to highlight the nursery’s childcare expertise and know-how. This will in turn attract parents to the nursery.

Users will need to subscribe to the mailing list or follow a social media channel to receive these daily tips.

**The marketing campaigns will support the overall objectives by:**

* Generating social media followers: Users will have to take some action after watching video to sign up to participate in the promotion. Maybe like the nursery page, share and tag the nursery in a video repost. More relevant followers will increase the brand awareness of the nursery.
* Generating website traffic and qualified leads: Videos advertised on platforms such as YouTube and other PPC ad networks would bring users back to the website landing page. To sign up for the promotions users will need to complete forms providing consent for future communications in compliance with GDPR regulations. Nursery can contact participant to upsell other services.

This campaign will also track offline activities. Flyers will be printed and strategically distributed with unique coupons & QR codes that users can sign up online. This will test the effectiveness of a hybrid approach.

**Platform strategy**

**Facebook, Instagram, Snapchat & Twitter**

Targeted users will see campaign videos on their news feed and stories with call to action buttons. A/B tested adverts will be used. Some ads displaying lead generation forms on Facebook/IG whilst others will click through to website landing page.

Facebook & Twitter Pixels will be used to retarget website visitors and campaign responders. Custom audiences will also be created from existing mailing lists for social media targeting.

We will try messaging campaigns using auto responders & AI chatbots.

**Search Engines**

Display adverts and sponsored videos will be used on search platforms when users search for relevant keywords. A comprehensive keyword data research will be undertaken to ascertain and refine effective keywords to be used for the campaign.

**Website**

The campaign video will be prominently placed on the website, encouraging visitors to take the desired actions. Well-designed landing pages will be used to ensure maximum conversion.

Users will also need to subscribe to the childcare tips to receive daily emails on looking after children.

**Whats App**

Used for seed marketing initiative. The campaign will promote word-of-mouth referral by prompting current customers to share the marketing video with friends, family and neighbours on whats app in return for childcare credits for each referral. Whats app is an engaging platform where users can easily click on a link and visit the website to sign up using a referral code which can be matched to the referrer.

##### 1.5 Value proposition

Describe how the digital marketing initiative creates value, the types of value it creates, and for whom it creates value. (Max. 150 words)

The initiative described above will create three main types of value:

**People Value**

Customers will receive completely FREE services with no obligation to buy. This will enable them test out the amazing facilities and childcare services provided by the nursery. Successful participants will save £50 - £100.

**Business Value**

The business will become exposed to a wider audience. The more people visit the nursery, the likely they are to become long-term customers.

Hosting 5 children for free each Friday will **not** create additional expenses for the business, as the same resources and number of staff would be required on a Friday evening nonetheless. A win-win

Some other intangible benefits like improved brand reputation and top of the mind brand awareness.

**Societal Value**

There is a sense of love, belonging and community in encouraging single parents to find love again. The nursery would be proud to facilitate family integration and togetherness. The more balanced a home is the better for the child.

The campaign also promotes healthy children’s living, which will tackle societal issues such as obesity in children.

##### 1.6 Measuring success

Outline how the success of the digital marketing initiative will be determined. (Max. 150 words)

The overall success of the marketing campaign will be measured by the number of participants in the #DateNightChildCare initiative. The number of overall registrants and rate of conversation to paid customers will also be monitored and measured.

Other metrics to be measured include:

* Measure visits to landing page and sources of traffic. This will be measured daily to enable us understand the effectiveness of each channel and fine-tune future adverts.
* Measure the number of weekly promo sign ups compared to landing page visitors
* Measure the rate of customers who register with nursery compared to the sign ups
* The number of engagement with campaign video
* Measure effectiveness of word-of-mouth referrals and offline activities and sign ups through coupons and QR codes. This is achieved by tracking referral coupons redeemed

**Return on Investment (ROI)**

Measure the overall return on investment of the marketing campaign. Measure the actual monetary returns on the £12,300 invested over 3 months.

##### 1.7 Resources

Describe the resources necessary to implement the digital marketing initiative. (Max. 200 words)

* The recommended digital marketing campaign budget is 5% of expected monthly turnover or £12,500 per quarter.
* There is a lack of skill set internally so the marketing campaign must be outsourced. Some skills required include: a digital marketer, social media manager / content creator, videographer and copywriter. It is cost-effective to outsource all these to one agency than hire individually.
* The technology required for the campaign already exists, therefore there is little need for new / radical inventions.
* The nursery currently has a recently developed and decent website, it has presence and some good content on all the major social media accounts. Their website is not search engine friendly but can be improved.
* The nursery will provide owned and earned content to be used in the campaign
* These include HD video clips of the facilities and Current customer reviews & testimonials
* A number of advertising content will be created for multiple platforms and devices. From 15 second videos to animated Facebook, Instagram and snapchat stories.
* Content created will be disseminated across a number of digital platforms and consumer touch points, from Social media accounts mentioned above to search engines and website.

**Virtual Reality (Adoption of emerging technology)**

The nursery prides itself on its modern facilities. I propose the development of a virtual tour of its facilities via its website using off-the-shelve or open source solutions. This will influence decision-making and entice parents to sign up.

##### 1.8 Risks

Outline the potential pitfalls or risks facing the digital marketing initiative. (Max. 150 words)

* There is a risk of consumers taking on the offer and not buying other services. A possible way to mitigate this risk is to ensure the campaign is well targeted and questions on the lead forms are designed to deter potential non-paying prospects
* Budgeting challenges as the industry and location are competitive. It may be useful to work with quarterly budgets where revenue generated is re-invested in marketing for the next quarter.
* Possible lack of full management commitment dues to past experiences. Use data, KPIs and case studies to back proposal to convince stakeholders of the effectiveness of the approach.