

How ALC Childcare Generated Over 75 Leads, 3 Enrollments in Less Than 60 Days

Discover How This Childcare Business Used a Simple 4-Step Facebook Ad Campaign to Sign Up Children for Their Childcare Services

The Situation...

When ALC Childcare came to us, they had been relying on various grassroots methods to attract parents to sign their kids up for childcare. They would spend countless hours of the week promoting their business and yielding little to no results. With all the childcare options in their area that offer a similar type of service, how would they stand out above the rest?

They needed a way to enroll more kids without adding a huge marketing expense or hours of extra work.

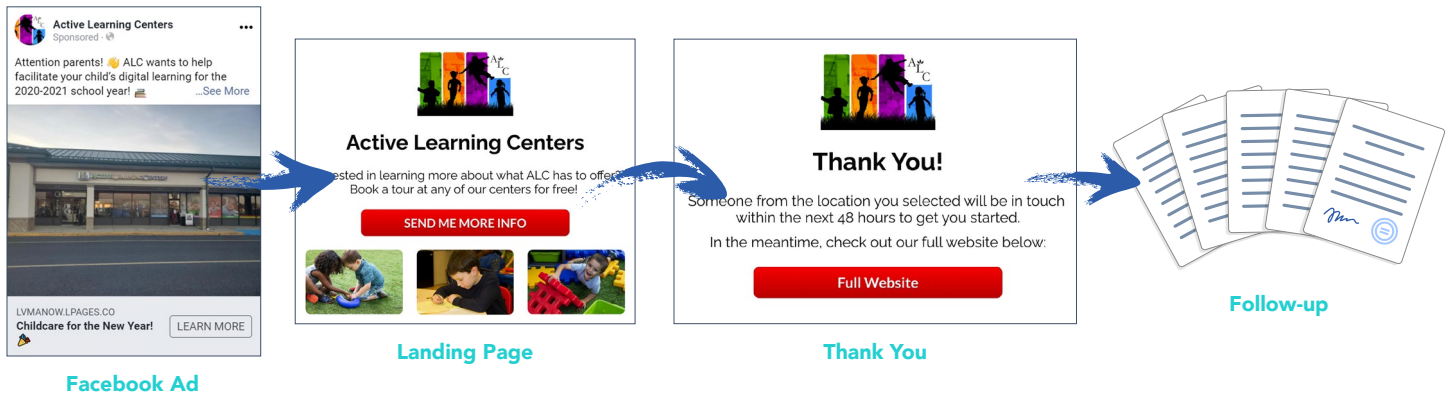
They knew they could reach more potential families and successfully attract customers to their business using social media, they just needed the right system in place to do it.

How ALC Childcare Was Able to Generate Over 75 Leads and 3 Enrollments in Less Than 2 Months.

By launching a Facebook advertising campaign, we launched a 4-step campaign designed to attract families to ALC Childcare and share more information about what they have to offer.

The campaign consisted of 4 parts:

1. Area-specific messaging for a targeted Facebook ad campaign to attract people with children who are looking for childcare during the day or after school.
2. A landing page with an offer to learn more information
3. Thank you page to visit their website, sign up for childcare, and book a FREE tour of the center.
4. Enrollment-focused follow-up sequences



Launching a Targeted Facebook Ad Campaign

Using our Social Selling System, we set up a simple 4-step Facebook ad campaign. After researching their “ideal customers” including what types of language they were likely to respond to and what specific location to target, we launched an ad campaign for ALC Childcare.

Once they clicked on the Facebook advertisement, prospective customers were then redirected to a landing page where they could enter their information and select the location closest to them in order to learn more about the center. After they entered their information, they were sent to a consultation page where they had the opportunity to visit their website, sign up for childcare, and book a FREE tour of the center.

With these strategies, ALC Childcare was able to enroll 3 new kids and generate over 75 leads in less than 60 days!

Since launching this Facebook ad campaign, ALC Childcare has enrolled 3 new kids and generated a lot of interest in less than 60 days with no signs of slowing down any time soon!

And, with dozens of new people added to their email list, the potential for additional revenue is huge. The best part? This system is EASILY replicated month after month, consistently growing their email list, increasing awareness, and more!

Want to Generate More Booked Calls & Leads?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!