

Anonymized Growth Snapshot

Identifying details removed. Client, location, event, and review-specific details have been edited or removed. Substantive recommendations are retained. This report is not a claim of results.

1. Review Meta Results and Consider Google Search Ads

Why this matters

Your local Meta ads are already promoting upcoming events. Reviewing their performance can help you understand how that interest translates into inquiries, tours, and enrollments. Google Search Ads could complement those efforts by reaching nearby parents who are actively searching for childcare. Looking at both channels together can help you decide where additional spending is most likely to support your enrollment goals.

Recommended actions

- Review the last 60-90 days of Meta performance, including spend, inquiries, tours booked, and resulting enrollments. Separate event registrations from families actively seeking childcare.
- Compare the ads, audiences, and destinations producing qualified inquiries. Use those findings to refine your Meta campaigns before increasing spend.
- Consider Google Search Ads for relevant local searches such as childcare near me, infant care, and preschool. Focus on the age groups and classrooms with available openings.
- Set an initial Search budget based on local search demand, estimated click costs, tuition, and your existing advertising spend. Treat the initial campaign as a measured test.
- Evaluate each channel by cost per qualified inquiry, attended tour, and enrollment so budget decisions reflect meaningful outcomes.

I can help review your Meta results and evaluate how Google Search Ads could fit into your strategy, with spending focused on the classrooms you most need to fill.

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2. Turn Event Interest Into Enrollment Conversations

Why this matters

Your upcoming events give families a chance to see the center and meet your team. Today, one set of event ads leads to the general tour scheduler, while another event ad leads to an event-registration platform. The center's event page also has its own signup form. Making those paths easy to understand, and ensuring every interested family receives the right next step, can help you get more enrollment value from the attention you are already generating.

Recommended actions

- Correct the event-time discrepancy between the website's time field, its description, and the ad. Confirm the intended time across pages, confirmations, and calendar links.
- Make the event ad's destination clearly explain how to register for that event. The current general tour flow may leave parents unsure whether they are booking a separate visit.
- Confirm that event-platform and center-form registrations reach one shared list or CRM. Remove duplicates and retain the event and original marketing source.

For each event, review attendance, qualified care inquiries, completed tours, and resulting enrollments. A busy community event can be a success, while still needing a deliberate process to turn childcare interest into starts.

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3. Build Trust in the People Behind Your Center

Why this matters

Your national brand's reputation gives you a helpful starting point, but parents are choosing the people and daily experience at your specific location. Your Google profile already has recent activity. Building more local proof can help families feel confident about a new center, especially when they are comparing it with established nearby programs. The opportunity is to make your team, classrooms, and approach to care easier to get to know before a tour.

Recommended actions

- Feature short introductions to the owners, director, and teachers. Explain their experience, why they chose early childhood education, and how they support families joining a new center.
- Create classroom walkthroughs by age group, showing real routines, learning activities, meals, and parent communication. Use approved photography and appropriate family permissions.
- Add location-specific family experiences alongside the national brand testimonials. Invite honest Google reviews consistently, without incentives, as families gain firsthand experience.
- Give parents practical reasons to choose this location: confirmed availability, convenient start dates, the daily schedule, and what tuition includes. Long hours and curriculum alone may not set you apart locally.

The goal is to help a parent picture their child at your center: who will welcome them, what their day will look like, and how your team will keep the family informed.