

Case Study: Search Marketing Campaign Premium Child Care Provider



Note: Because of today's highly competitive marketplace, Prominent Placement's fiduciary role as our client's business partner precludes us from publishing their name for this Case Study. Our partner, however, has allowed the use of their success metrics for the purposes of this Case Study.

SITUATION: Client is a high quality, nationally acclaimed child care and preschool provider with five locations in north Atlanta. Client wanted to drive more traffic to their web site by using both search engine optimization and pay-per-click advertising. The result of Prominent Placement's search engine marketing campaign is that the number of top rankings increased by over 700%, paid listings achieved a click-through rate of over 5% at an affordable cost, and the number of visitors from search engines nearly tripled. Online inquiries increased nearly 40%, and telephone and in-person inquiries increased even more.

STRATEGY:

1. **Marketplace challenge:** Client's child care is educationally-focused. Their facilities are unparalleled and include separate rooms and teachers for art, music, computers, foreign languages, etc. They offer a higher quality experience than typical day care centers. Client's web site was difficult to find in the search engines, even when searching using the company name.
2. **Target audience:** Parents of children 3 months through 5 years, usually in their mid-20's to mid-40's. Professional people with a household income over \$100,000 and a home worth \$250,000 and up. They live or work in the Atlanta communities of Buckhead, Alpharetta, Norcross/Peachtree Corners, Marietta or Roswell.
3. **Strategic objective:** Client wanted to drive traffic to the site via search engines. They wanted to keep their premium brand image while also attracting searchers that may have been looking for "day care" (Client believes this term describes lower quality facilities) rather than "child care" (Client believes this term describes higher quality facilities like theirs). Unfortunately, over 50% of searchers use variations on "day care" instead of "child care." Ignoring "day care"-type terms would have meant sacrificing over 50% of potential visitors.

CREATIVE STRATEGY: Utilize the client's existing web site, and optimize 20 web pages by working targeted search terms into the content and coding. Copy was revised to include these search terms while still maintaining Client's brand and tone, as well as guiding visitors to take the desired action of either finding a location near them or filling out the "contact us" form. Prominent Placement was able to include "day care"-type terms with creative copywriting, including headlines such as "More Than Just Day Care" and "An Exception Among Day Care Centers". This allowed the campaign to capture all potential traffic while still preserving Client's brand and setting it apart from regular day care centers. ("Child care"-type terms were also used.)

RESULTS:

<u>Measure</u>	<u>Pre Prominent Placement</u>	<u>Post Prominent Placement</u>	<u>Increase</u>
Top-30 Rankings	50	430	+700%
Monthly site traffic via search engines	+1,000	+3,000	+200%

In addition, the paid listing campaign generated over 24,000 impressions and nearly 1,400 clicks, for a click-through rate of +5%. While the industry average cost per click is around 46 cents and rising, Client's average cost per click is half that, at 23 cents.

Online inquiries increased nearly 40%. Client believes that telephone and in-person inquiries increased even more, but this is difficult to quantify.