

2019 SMART MARKETING GUIDE



BACK ² SCHOOL



SMART CHOICE. SMARTER CHILD.®

Social
Media
Blitz



BACK 2 SCHOOL

A FRESH, BRIGHT LOOK WITH A SCHEDULED
MARKETING CALENDAR FOR NEW ENROLLMENT!

Dear Kids 'R' Kids Family,

Back to school season is just around the corner and Kids 'R' Kids Learning Academies is launching an exciting campaign designed to expand enrollment within our target audiences with **Back 2 School**. Families with infants, toddlers, pre-K and school age children want to make a smart choice for their smarter child, and our early education environment is the ideal place for that.

This Marketing Guide will serve as your roadmap to maximize the marketing elements we're providing for you. Read through it carefully for tips on maximizing your marketing efforts to promote your school at the local level. The marketing pieces we've designed for this campaign include:

- **Multiple Exciting Videos** for rotational online marketing
- **Social Media Posts** that you can post weekly and even BOOST to reach a larger audience
- **Social Media Tips & Hints** for connecting with parents
- **Facebook Cover Graphics**
- **Email Graphics**
- **Dynamic Ads/Flyers** for print publications or to hand out
- **Direct Mail Pieces** to reach your target audience directly
- **Counter Card** to place in front lobby

As always, if you have any questions, we invite you to **call us at 770-279-7777** or toll-free at **1-800-279-0033** or send an email to **darlene@kidsrkids.com**.

Darlene Vinson Barnwell

Darlene Vinson Barnwell
Chief Creative Officer

**PROMOTE YOUR SCHOOL AT THE LOCAL LEVEL AND
BE A PART OF THE KIDS 'R' KIDS BRAND AT A NATIONAL LEVEL!**

Use the sample calendar (Page 15) to plan your marketing, and order campaign materials at:

WWW.KIDSRKIDSMARKETING.COM

SOCIAL MEDIA BLITZ



Parents of young children primarily consume marketing through digital social media platforms they access daily. With consistent exposure on familiar digital platforms, you are building awareness, actively scheduling tours, and increasing enrollment from your target market.

This Social Media BLITZ multiplies reach by creating a structured and consistent marketing approach in a specified time period. Follow the road map in this guide to elevate your franchise to a new level.

Concept and strategy for campaign

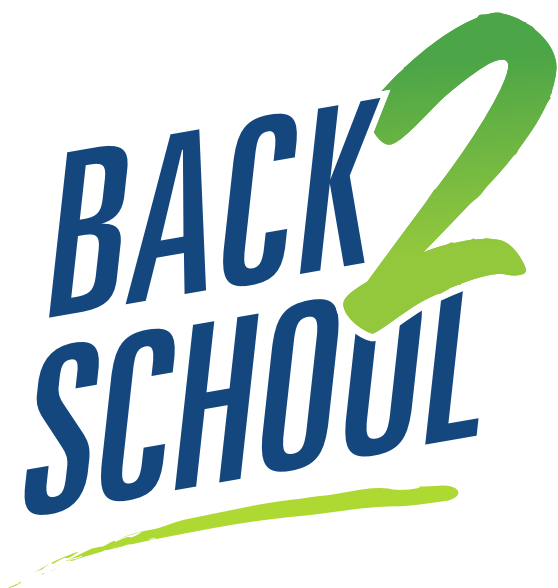
Morning routines transition into STEAM Ahead® activities in these Back 2 School Campaign videos with an emphasis on the parent making a smart choice by sending their child to Kids 'R' Kids and the child is smarter for it.

Corporate Tagline

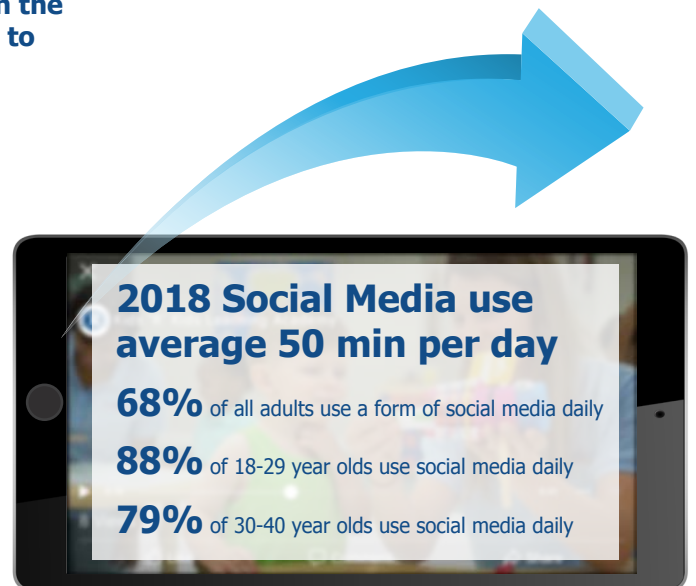

SMART CHOICE. SMARTER CHILD.®

Back 2 School Logo

The logo is splashy, fun, fresh, and current.



**BACK
2
SCHOOL**



Marketing Recommendation

**Schedule all FOUR
VIDEOS TO BE BOOSTED**
on social media platforms in
your local area!
(Page 7 for instructions)

Families who **KNOW** about Kids 'R' Kids



Multi Videos

Families who **DO NOT KNOW** about Kids 'R' Kids



Statistics show that short, creative videos are the best way to engage your target audience, much more so than written content. These videos are designed to be fun, online commercials for you to rotate within your digital marketing. Boost a new video each week, or set up an ad that will rotate all four. Content that presents a consistent message with a similar look and feel will create repeated exposure that will incite action!

The four videos capture various age groups and diversity, while transitioning morning routines at home to STEAM Ahead® activities at school.

VIEW ALL VIDEOS:
www.kidsrkids.com/back-2-school



Infant



Toddler



Pre-School



School Age
PG.5

Rotating the videos on social media will reinforce the concept and strategy of the campaign.

Remember to include your school website in the text portion of your social media posts when sharing these videos!

Families who **KNOW** about Kids 'R' Kids 

Posts – Tier 1

Families who **DO NOT KNOW** about Kids 'R' Kids 

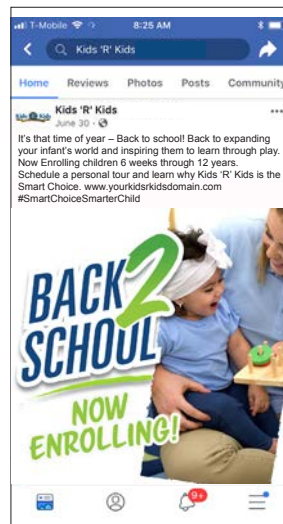
Build Brand Awareness for Kids 'R' Kids

The central message for this Tier 1 launch is pushing enrollment for parents either familiar or not familiar with Kids 'R' Kids. The posts create a compelling reason why your school is the smart choice. Dual imagery on each piece reinforces the correlation between morning activities at home and STEAM Ahead® activities at school. The pieces were designed to create a positive linkage between home activities and in-school learning opportunities, where one becomes an extension of the other.



The 9 post options – 5 for Now Enrolling and 4 for Morning Routines – reinforce the idea that home and school learning opportunities complement one another, no matter where your child is in their development. **Make sure you include your website in the post.**

You will need to pay to Boost posts to reach families that do not attend Kids 'R' Kids.





Your page posts are only shown to individuals who have Liked or Followed your Facebook page.

How to BOOST a Facebook post or video to reach potential parents in your geographic area:

Families who **KNOW**  about Kids 'R' Kids

Families who **DO NOT KNOW**  about Kids 'R' Kids



Step 1: Select Boost

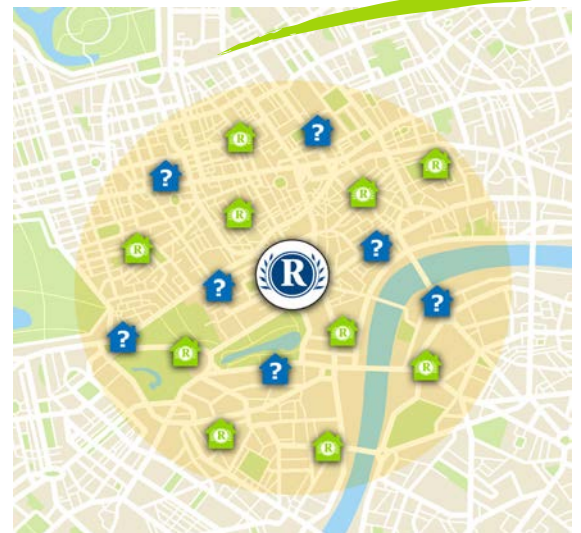
- Go to the post you want to promote. This can be a new post or an existing one on your page's Timeline. (It is best to make sure the post links back to your website.)
- Click Boost Post in the bottom right-hand corner.
- The ad will be automatically created from your post.

Step 2: Choose Your Audience

- Decide who you'd like to see your post.
- If you select "People You Choose Through Targeting", you'll be able to specify the people you show your boosted post to. Then, refine the area around your location, ages, gender and interests.

Step 3: Choose Your Budget

- Set your maximum budget. You can spend as much or as little as you want. You will see an estimate on the number of people you're going to reach depending on the amount you set. (Charged to your credit card).
- Choose your duration. Your post is automatically boosted for one day, but you can select up to 14 days.
- Click Boost.



Reference:

How to boost a Facebook post:
www.facebook.com/business/a/boost-a-post

For advanced features/reporting for advertising on Facebook/Instagram:
www.facebook.com/business/products/ads

How to post Instagram ads:
<https://business.instagram.com/advertising/>

How to PRESCHEDULE posts on date/time
<https://www.facebook.com/help/389849807718635>

Families who **KNOW** about Kids 'R' Kids 

Families who **DO NOT KNOW** about Kids 'R' Kids 

Posts – Tier 2

These multi-photo posts will create ways to engage and connect to your audience by communicating the **Back 2 School** message through a cohesive story.

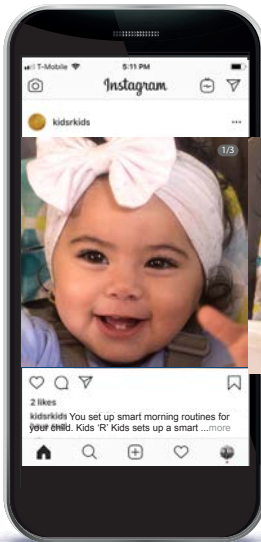
The slide show and swipe features in Facebook and Instagram bring the user into a relatable story.



Multi-photo with three images: Two images show home scenarios that transition to one image of a STEAM Ahead® activity.



Three image swipe: Two images show home scenarios that transition to one image of a STEAM Ahead® activity.



How to post multiple images

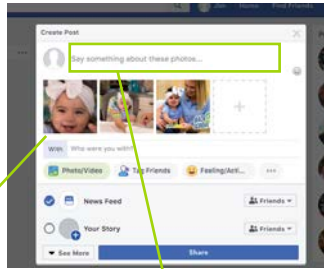


Step 1



Click add Photo/Video

Step 2



Add images

Copy and paste corresponding content from Word document

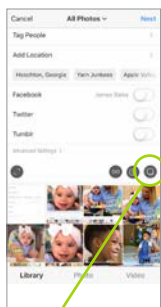
Step 3



Double-check images and content to make sure post is correct



Step 1



Select Multi-Image Mode

Step 2



Select three images

Step 3



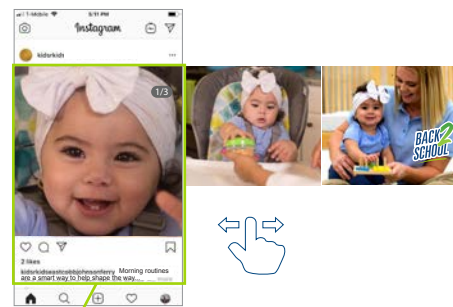
No image adjustments needed

Step 4

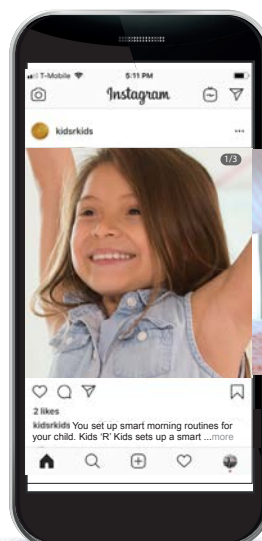
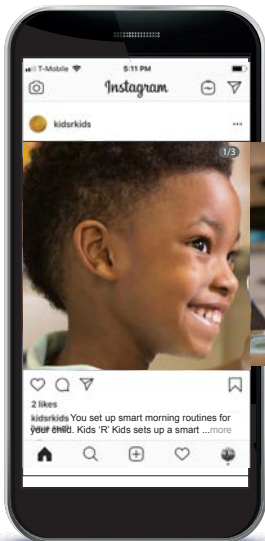


Copy and paste corresponding content from Word document

Step 5



Double-check images and content to make sure post is correct



Posts – Tier 3

These posts will create a way to connect to your parents with enrolled students and offer support. Tips, recommendations, and helpful hints shows them that Kids 'R' Kids understands their day-to-day tasks and struggles. These posts have shareable content which is another way to get the **Back 2 School** message out organically, without boosts, generating interest with prospective parents.



Digital Files

Email Templates

Reaching your potential families in multiple ways is a benefit to your brand and enhances the opportunity to schedule tours and increase enrollment. Email can be another effective touchpoint. Be sure to capture email addresses from inquiries. Even if they did not previously enroll, a current promotion can peak their interest.

Email graphics are available on the Marketing website. These graphics and your content can be added to any email platform that you currently use such as Childcare CRM, Constant Contact, MailChimp, etc.



Facebook Header Graphic

Your Facebook cover graphic, sometimes called a Facebook banner, is across the top of your page, and the most noticeable part of your page. This campaign provides the Back 2 School graphic to brand your Facebook page.

When logged into Facebook, simply click "Change Cover" in the top left corner of your cover image, then pull down to "Upload Photo/Video".



print CAMPAIGN MARKETING PUSH



BACK 2 SCHOOL NOW ENROLLING

Back to school. Back to expanding a child's world and inspiring them to learn through play.

- Children 6 weeks - 12 years
- Accredited program
- Highly trained teachers & staff
- Exclusive curriculum
- Interactive technology



Join our family of over 170 schools by logging onto Facebook and Instagram to catch the latest Kids 'R' Kids news, updates, and helpful tips!



Counter Card

Promptly place your Counter Card in your school lobby to help promote Fall Enrollment. The Counter Card should be placed in the schools during the summer.

Full-Page & Half-Page Ads and Flyers

In the event that you'd like to advertise your school in local magazines or newspapers, we are proud to provide a full-page and half-page ad design. If you'd like to run an ad, but wish to save a little money – you may want to consider partnering with other KRK locations in your area. Check with your local parenting magazines, local papers and neighborhood newsletters about submitting an article as well. Contact the publications to obtain deadlines, specifications, and to reserve ad space.

Please understand that every publication has different requirements. Most likely you will be able to customize your Word document and then save/convert into a hi-resolution PDF file to supply to your publication. However, they may have a very specific ad size in which case you may need to modify the art to meet those specifications.

Go to kidskidsmarketing.com to customize and order your printed flyers or download Word Documents.

For specific design assistance, contact Woodall Creative Group at krksupport@woodallcreative.com



BACK²SCHOOL
NOW ENROLLING

Kids R Kids
Learning Academy
SMART CHOICE. SMARTER CHILD.™

125 Somewhere Rd. City, State 12345 • 000-000-0000
yourkidskidsdomain.com

Back to school. Back to expanding a child's world and inspiring them to learn through play.
Kids 'R' Kids Learning Academy provides the balance of interactive technology and hands-on-learning, with an accredited program taught by highly trained teachers.

- Children 6 weeks - 12 years
- Accredited program
- Highly trained teachers & staff
- Exclusive curriculum
- Interactive technology

BRAIN **STEAM**
ahead AHEAD
CURRICULUM



BACK²SCHOOL
NOW ENROLLING

Kids R Kids
Learning Academy
SMART CHOICE. SMARTER CHILD.™

125 Somewhere Rd. City, State 12345
000-000-0000
yourkidskidsdomain.com

Back to school. Back to expanding a child's world and inspiring them to learn through play.
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- Children 6 weeks - 12 years
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- Exclusive curriculum
- Interactive technology

BRAIN **STEAM**
ahead AHEAD
CURRICULUM

Postcard

Direct mail is a great way to communicate with your external target audience. You can customize the postcard content for your school at kidskidsmarketing.com. Your postcards can be mailed via USPS to a mailing list that you provide. If you don't have a mailing list for your area, check the marketing website for details on how to acquire a mailing list that can be tailored to your demographic and geographic criteria.

- Keep a supply of postcards on hand:
- Hand out at community events or as bag stuffers
 - Send postcards home with students
 - Encourage parents to share with other parents
 - Keep on front desk
 - Place in tour packets
 - Inquire if the local elementary school will let you distribute
 - Schedule a date to print and mail your postcard



The postcards are 8.5"x5.5" and can be customized with your specific text and contact information on the back.

Outdoor Banner

Drive-by traffic is a great way to catch attention and attract new families. Order your 6' x 3' outdoor banner and hang outside your school for new enrollment. (Additional sizes available upon request.)



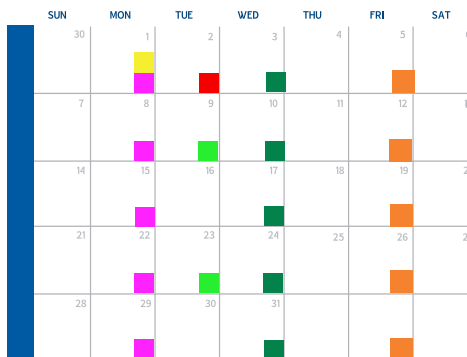
2019 Back 2 School Campaign

This [sample template calendar](#) will assist you with scheduling and utilizing the various campaign materials effectively and consistently. We suggest that you use this list as helpful reminders on how to order and launch this enrollment campaign effectively. **Adjust your start date depending on the date your area's schools starts back in the Fall since regions may be different.**

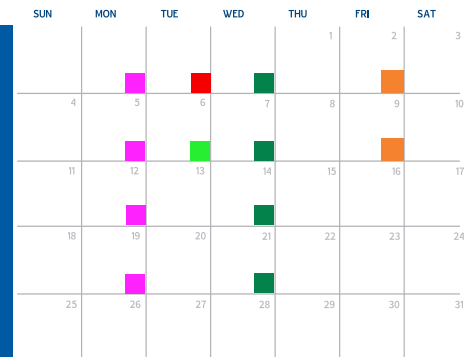
June



July



August



- Counter Card:** Set up lobby promotion by placing the Counter Card on your front counter.
- Social Media:** Download the videos and various graphic versions from the marketing site to utilize on Facebook, Instagram and social media sites.
- Facebook Cover:** Download and apply new Facebook cover.
- Outdoor Banner:** Order and hang.
- Email:** Download graphic to set up your email campaign.
- Ads / Flyers:** Customize your flyers and submit ads to publications.
- Postcard:** Determine if you mailing a local postcard and order/customize.

Month 1 TIPS

Review this Marketing Guide and go to kidskidsmarketing.com to access and order your campaign materials.

- Counter Card
- Postcards
- Ads / Flyers
- Facebook Cover
- Email
- Outdoor Banner
- Videos (Rotate the 4 videos weekly)
- Social Media - Tier 1 & 2 (Promo)
- Social Media - Tier 3 (Tips)

- Videos:** Post videos and pay to BOOST on Facebook and Instagram to your surrounding geotargeted area.
- Tier 1 & 2:** Post your choice of ads each week and BOOST.
- Tier 3:** Post these parent tips each Friday morning.
- Postcard mailing:** mail your postcard to your local area or hand out.
- Emails:** Send out the email to promote Fall Enrollment.
- Ads / Flyers:** Distribute.

Month 2 TIPS

In addition to a strong social media campaign, distribute ads, flyers and emails.

How to save time by **PRESCHEDULING ALL CAMPAIGN POSTS ON FACEBOOK** at 6:00am on the suggested days per calendar above:

<https://www.facebook.com/help/389849807718635>

■ ■ Pay to Boost Videos and Tier 1 & 2 posts to reach potential families in your specific geographic area to promote new enrollment!

- Videos:** Post videos and pay to BOOST on Facebook and Instagram to your surrounding geotargeted area.
- Tier 1 & 2:** Post your choice of ads each week and BOOST.
- Tier 3:** Post these parent tips each Friday morning.
- Emails:** Send out the email to promote Fall Enrollment.
- Ads / Flyers:** Distribute.

Month 3 TIPS

Continue posting graphics and boosting on social media each week.

The social media posts are already in a template with content for your convenience. Social media Graphics can also be used in your **newsletters, calendars and email.**

Investing \$50.00+ a week in Digital Marketing can generate tours that can increase your enrollment.

**We encourage you to go to
www.kidsrkidsmarketing.com**

**BACK
SCHOOL**

Order your print materials, download files
and get started marketing your **Back 2 School** Campaign.



SMART CHOICE. SMARTER CHILD.®

For questions please contact Darlene@kidsrkids.com or Natasha@kidsrkids.com
at the Kids 'R' Kids Franchise Support Center.

Developed by  **Woodall Creative** in collaboration with Kids 'R' Kids International.
GROUP

For support call 706-658-0244 or email krksupport@woodallcreative.com