



Outstanding
Digital Marketing



Digital Marketing Plan

SCHOOLOLA

OCTOBER, 2024



TABLE OF CONTENTS

Business Overview 3

Digital Marketing Bundles 6

Social Media Management 7

Social Media Advertising 9

Email Marketing 11

Google Ads 13

Search Engine Optimisation 15

Recommended Packages 18

BUSINESS OVERVIEW



Schoolola provides personalised tutoring for students from Kindy to Year 6, with a strong focus on building essential skills in English and Mathematics. Offering both online and in-person sessions, their programs are tailored to each child's unique learning needs and are fully aligned with the Australian curriculum. With engaging tuition books and interactive exercises, Schoolola ensures that students not only master key concepts but also enjoy the learning process, helping them build a strong foundation for future success.



For students preparing for Opportunity Class (OC) and Selective School exams, Schoolola offers courses that enhance critical thinking and comprehension. Their trial tests and flexible 'Tests-Only' products cater to students seeking a focused preparation.

With a team of tutors who have personally navigated these exams, Schoolola provides expert guidance and a supportive environment, ensuring each student is equipped with the tools to achieve their full academic potential.



BUSINESS OBJECTIVES

Schoolola seeks to grow its student base and solidify its reputation as a trusted academic support provider. Their business goals include increasing student enrolment, expanding their reach into new areas, and improving retention rates by showcasing proven results.

Key business objectives:

- Increase student enrolments across key academic subjects
- Expand into new geographical areas or market segments
- Improve retention and student success rates
- Build a strong reputation through word-of-mouth and parent testimonials



DIGITAL OBJECTIVES

To support their business objectives, Schoolola will focus on growing their digital presence and reaching their target audience more effectively. By improving visibility, engagement, and conversions online, we will ensure their services are easily discoverable and trusted by parents and students.

Key Digital Objectives:

- Improve online visibility with SEO and content marketing
- Increase engagement with students and parents via social media
- Drive targeted traffic through Google Ads and convert inquiries into enrolments
- Build credibility with consistent messaging, success stories, and testimonials

Our packages align with these goals, offering SEO, social media management, and Google Ads to help grow their brand and drive results.

DIGITAL MARKETING BUNDLE RECOMMENDATION

Digital Marketing Grow Bundle

\$2,500/month

Includes:

- 4 Social Posts Per Week
- \$200 Social Ads Budget
- \$200 Google Ads Budget
- 1 Email Newsletter Per Month
- Local Area level SEO
- Dedicated Account Manager

Based on your overall digital objectives, we recommend our **Grow Digital Marketing Bundle**. This is designed to enhance your visibility, engage your audience, and drive conversions.

This bundle provides the right mix of organic and paid strategies to help Schoolola meet its goals and achieve sustainable growth.

INCLUSIONS OF THE GROW DIGITAL MARKETING BUNDLE:

SOCIAL MEDIA

- 4 Posts per week on Facebook and Instagram
 - 4 Stories per week on Facebook and Instagram
-

ADVERTISING

- \$200 Google Ads Budget
 - \$200 Facebook and Instagram Ads Budget
-

EMAIL MARKETING

- 1 Email Newsletter Per Month
-

SEO

- Local Area Level SEO
-



SOCIAL MEDIA MANAGEMENT STRATEGY

To build a strong online presence and engage with your target audience, we recommend a structured approach to your social media activity.

Below is a high-level summary of the strategy tailored to Schoolola.

- **Platforms:** Focus on Facebook and Instagram.
- **Frequency:** Post 3-4 times per week; 4 stories per week.
- **Content type:** Mix of carousels, videos and testimonials.
- **Ideas:** Share study tips, success stories, tutor highlights and promotions.
- **Links:** Include website links in 1 out of every 3 posts for inquiries.
- **Hashtags:** Use #TutoringServices, #StudyTips, #SydneyTutoring #LocalTutors, #PrimaryTutoring.

This approach keeps content engaging and drives traffic while maintaining a balance between value and promotion.

RECOMMENDED PACKAGE

Based on your social media strategy, we recommend the Grow Social Media Marketing Package. This package is designed to enhance visibility, engage with parents and students, and drive conversions through a strategic mix of content and outreach. With a focus on building a strong online presence, it will attract new enrollments and foster community trust.

Social Media Management Starter

\$1,500/month

Includes:

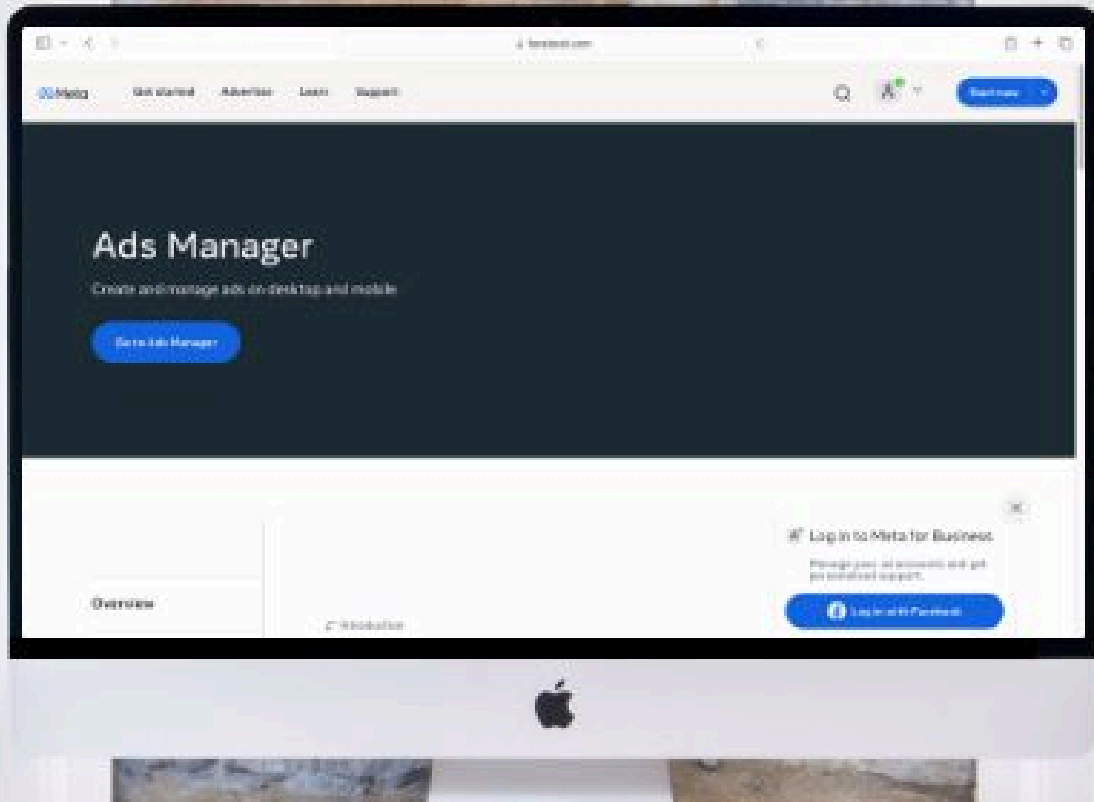
- 3 posts per week on Facebook and Instagram
- 3 posts per week on TikTok, LinkedIn or X
- Influencer Outreach
- Account Manager



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PACKAGE INCLUSIONS:

- 3 Posts & Stories per week on Facebook
- 3 Posts & Stories per week on Instagram
- 3 Posts & Stories per week on either TikTok, LinkedIn or X (Twitter)
- Micro-influencer outreach to promote services and build trust within your community
- A dedicated account manager



SOCIAL MEDIA ADS STRATEGY

To maximise the effectiveness of your advertising efforts, we recommend a targeted social media ads strategy tailored to Schoolola. This approach will ensure you reach the right audience and achieve your marketing goals.

- **Platforms:** Focus on Facebook and Instagram for targeted reach among parents and students.
- **Ad Types:** Run engaging ads that showcase success stories, promotions, and educational tips.
- **Creative:** Use eye-catching visuals and videos that highlight your tutoring services, along with clear calls to action.
- **Objectives:** Aim to increase brand awareness, drive traffic to your website, and generate inquiries for tutoring services.
- **Budget:** Allocate a budget of at least \$400 per month, split evenly between Facebook and Instagram ads for optimal results.

RECOMMENDED PACKAGE

Based on your social media advertising strategy, we recommend our Starter Social Media Ads Package, designed to effectively promote Schoolola and drive measurable results.

This package will ensure your social media ads are effective, engaging, and aligned with your overall marketing strategy.

Social Media Ads Starter

\$600 / month

Includes:

- \$500 Meta Ad Budget (Facebook/Instagram)
- Ad Creative
- Monthly Summary Report
- Account Manager



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PACKAGE INCLUSIONS:

- \$500 Meta (Facebook and Instagram) Ad Budget
- Custom visuals and copy crafted to engage your target audience and drive conversions
- A summary overview of ad performance, key metrics, and insights to guide future strategies
- A dedicated point of contact to oversee your ad campaigns and ensure alignment with your goals



EMAIL MARKETING STRATEGY

To create a successful email marketing strategy for Schoolola, we recommend a structured approach that fosters engagement and drives conversions. This strategy will help you effectively communicate with your audience and promote your services.

- **Email Platform:** Use an email marketing service like Mailchimp for easy automation, segmentation, and performance tracking.
- **Frequency:** Send emails monthly to maintain regular communication without overwhelming your subscribers.
- **Audience:** Target parents and students in your community to maximise relevance and engagement.
- **Content:** Each email should include educational tips, success stories, updates on services and clear calls to action.

RECOMMENDED PACKAGE

Based on your email marketing strategy, we recommend our Email Marketing Starter Package, which provides the essential tools needed to effectively publish a monthly newsletter. This package will equip Schoolola with the basics needed to launch and maintain an effective email marketing campaign, driving engagement and growth.

Email Marketing Starter

\$600 / month

Includes:

- 1 Email Per Month
- 1 Audience Segment
- Monthly Summary Report
- Account Manager



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PACKAGE INCLUSIONS:

- 1 monthly email featuring provided content to engage your audience
- Targeted messaging to reach a specific segment of your audience effectively
- A summary overview of email performance, key metrics, and insights to guide future strategies
- A dedicated contact to oversee your email marketing campaigns



GOOGLE ADS STRATEGY

To establish an effective Google Ads strategy for Schoolola, we recommend a focus on driving conversions and generating qualified leads through targeted advertising.

- **Ad Types:** Use Search, Performance Max, and Display ads for maximum visibility.
- **Bidding Strategy:** Prioritise a conversions-focused bidding strategy.
- **Keywords:** Target keywords like “tutoring services” and “math tutor near me.”
- **Call-to-Action’s:** Use CTAs such as “Book a Free Consultation” and “Get Started Today.”
- **Budget:** Allocate \$2,000 per month for effective reach.

RECOMMENDED PACKAGE

Based on your Google Ads strategy, we recommend our Google Ads Grow Package, which provides the essential foundation for solid lead generation. This package will equip Schoolola with the tools needed to effectively generate leads and grow its online presence.

Google Ads Grow

\$2,300/month

Includes:

- \$2,000 Ads Budget
- 8 Ad Variants
- Search, Performance Max and Re-Marketing
- Monthly Summary Report
- Account manager



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PACKAGE INCLUSIONS:

- \$2,000 monthly Google Ads Budget.
- Search, Performance Max & Re-marketing: A mix of ad types to enhance visibility and conversions. Up to 8 ad variants to test and optimise campaign performance
- A summary overview of ad performance, key metrics, and insights to guide future campaigns.
- A dedicated contact to oversee your Google Ads campaigns and ensure alignment with your objectives.



SEO STRATEGY

To establish a robust SEO strategy for Schoolola, focus on optimising your online presence to drive website traffic and enhance visibility. The below strategy will help you improve your search visibility and attract more potential clients.

- **SEO Keywords:** Target keywords like “online tutoring,” “english tutoring,” and “NSW tutoring service.”
- **Regional Targeting:** Focus on national SEO to reach a wider audience.
- **Question Keyphrase Targeting:** Optimise for question-based phrases like “How to find a good tutor?” and “What are the benefits of tutoring?”
- **Competitor Keywords:** Analyse competitors' keywords such as “local tutoring services” and “affordable tutoring near me” for insights.

RECOMMENDED PACKAGE

Based on your SEO strategy, we recommend our SEO Grow Package, providing a solid foundation for enhancing your Google presence and traffic.

Grow your brand's Google profile with the SEO Grow Package and expand your reach with 15 key terms and Google Maps coverage.

SEO Grow

\$1,800/month

Includes:

- 15 Target Key Phrases
- National Region SEO
- Google Maps + Business
- Monthly Summary Report
- Account Manager



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PACKAGE INCLUSIONS:

- 15 strategically chosen SEO keywords for optimal reach
- National region SEO for visibility across Australia
- Google My Business profile management to optimise local listings
- Google Maps optimisation to enhance presence on Google Maps
- A summary overview to track SEO performance, improvements and any recommended adjustments.

RECOMMENDATION SUMMARY

Digital Marketing Grow Bundle

\$2,500/month

Includes:

- 4 Social Posts Per Week
- \$200 Social Ads Budget
- \$200 Google Ads Budget
- 1 Email Newsletter Per Month
- Local Area level SEO
- Dedicated Account Manager

Based on your digital objectives and the strategies outlined, we recommend the Digital Marketing Grow Bundle to enhance Schoolola's online presence.

If the comprehensive Grow Digital Marketing Bundle doesn't suit your needs, feel free to choose from the individual package recommendations.

Email Marketing Starter

\$600/month

Includes:

- 1 Email Per Month
- 1 Audience Segment
- Monthly Summary Report
- Account Manager



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SEO Grow

\$1,800/month

Includes:

- 15 Target Key Phrases
- National Region SEO
- Google Maps + Business
- Monthly Summary Report
- Account Manager

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Includes:

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Includes:

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Google Ads Grow

\$2,300/month

Includes:

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- 8 Ad Variants
- Search, Performance Max and Re-Marketing
- Monthly Summary Report
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HOW TO GET STARTED



1. Select your package

Find the Outstanding Digital Marketing package that suits your needs best.

2. Visit the packages web-page

<https://outstandingdigital.com.au/digital-marketing-packages/digital-marketing-package-grow/>

3. Purchase the package

Follow the steps on the package page to complete your purchase.

4. You will receive an email

Once you've successfully purchased your package, you will receive an activation email from the ODM Concierge.

5. Kick off with your manager

Within 1 business day you will receive communication from your dedicated account manager to arrange the kick off meeting.



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