

Open a Nursery
with Curtly Ania

Marketing Strategy

Date:

01/08/2022

Strategy: (what you plan to do)

Distribute 1000 flyers to local area

Primary Marketing goal (attract, convert, close, delight):

Attract/ Convert

Expected outcome:

10 enquiries – 6 viewings – 2 sign ups

Outcome Date:

31/08/2022

Total Budget:

£320.00

Budget Allocation:

Flyer design - £100, Flyer Printing £70, Flyer Distribution door to door - £150
(2 members of staff – 6 hours)

pen a Nursery with Curtly Ania

Task timeline:

Flyers designs Completed	04/08/22	Print Flyers and return	13/08/22
Distribute Flyers (2 hours)	15/08/22		
Distribute Flyers (2 hours)	16/08/22		
Distribute Flyers (2 hours)	17/08/22		

Actual Outcome:

15 enquiries – 4 viewings – 1 sign up

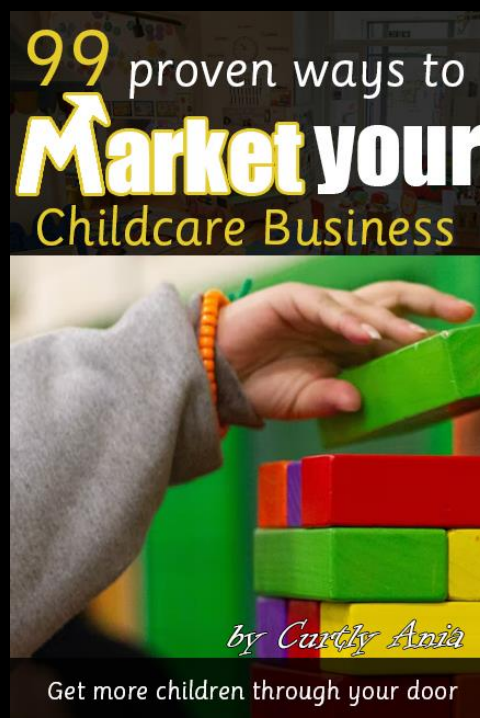
Analysis:

Generated more enquiries than expected but less viewings/ sign-ups. Need to improve conversions of enquires. £320.00 spend returned income of £700.00 per month.

Will repeat again in September with increased budget.

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