



Learning Bee

764 Leads Acquired

The Challenge

Learning Bee, a trilingual reading and public speaking center in Johor Bahru, faced the following challenges:

- 1. Low Awareness Among Local Parents:** The center needed to increase its visibility and communicate the unique benefits of its programs to parents in Johor Bahru.
- 2. High Competition:** Competing with other early education providers in a saturated market made it challenging to stand out.
- 3. Converting Interest Into Enrollments:** While parents showed initial interest, there was difficulty in translating inquiries into actual enrollments for the programs.

The Solutions

1. Targeted Social Media Campaigns:

- Designed Facebook and Instagram ad campaigns aimed at parents of children aged 3-10, focusing on the benefits of trilingual literacy and public speaking skills.
- Highlighted key differentiators such as one-on-one tutoring, flashcard methodologies, and annual milestones like recognizing over 1,000 words in three languages.

2. Engaging Content Strategy:

- Created video testimonials featuring parents and students sharing their success stories.
- Published educational posts, tips for early literacy, and public speaking benefits to establish authority and connect with the audience.

3. Promotional Offers:

- Launched limited-time trial classes and workshops to allow parents to experience the program before committing to full enrollments.

4. Community Building:

- Shared photos and videos of classroom activities to showcase an engaging and positive learning environment.

5. Follow-Up System:

- Implemented a structured follow-up system for inquiries to ensure potential customers received all necessary information, converting leads into enrollments.

The Results



764

Leads



334

New Intakes

42%

Social Media
Engagement