

# Reach Your Potential

Running a Kumon Centre is a full-time job. Finding time to market your services can be difficult. That's why we're delighted to offer you a proven, affordable web-based marketing campaign that delivers a measurable return on investment. We call it "Reach". Reach campaign results are easy to track, and you'll see a direct link between marketing activities, visits to your website, enquiries, and onboarding of new students.



## PAY-PER-CLICK AD STRATEGY

Reach is a highly targeted pay-per-click advertising strategy for Kumon franchises that focuses on your specific postal region and catchment area. It ensures improved business visibility online and across search engine adverts. Our strategy is proven to offer you the best chance of converting prospects who would otherwise be looking to join your competitors.

320%

## INCREASED SITE VISITS

Our previous campaigns for Kumon Centres have generated a 320% increase in traffic to a franchise micro-site — driving increased visibility and greater brand awareness to support your other marketing activities such as mailshots and adverts in local newspapers.



X3

## BOOSTED ENQUIRIES

With such a considerable increase in web traffic, you're going to get plenty more enquiries. Our previous campaigns have delivered up to three times as many queries compared to monthly averages before signing up with us.

150%

## MORE SIGN UPS

We deliver highly targeted campaigns, so conversion rates from enquiry to sign-up are remarkably high. For example, during April this year, the Dunstable centre received 15 website-driven enquiries with a June subject increase of over 20 — that's 12 new students on the books!



## AN EVOLVING PARTNERSHIP

We don't just sit back and relax. We learn, adapt, and develop our campaign input as it progresses. This means the longer we work together, the more impressive the results will become. We want to build a strong, dynamic partnership with you, and we're in it for the long run.

## IMPROVED OVER TIME

We analyse your results each quarter to provide you with feedback on website visits and enquiries. This means you'll be able to see exactly how much your business is benefitting from your marketing commitment and complete insight on your return on investment.



**2 YEARS**

Based on Kumon Head Office data, the average student is part of the Kumon program for 2 years.

**£1576**

The value of the average single subject sign-up, based on registration fees of £40 and subject fees of £64.

**<1 SUBJECT**

Just one subject sign-up per quarter would mean your campaign is operating at a profit.

As discussed, please find stats relating to the recent 'Reach' campaign carried out on behalf of Kumon Dunstable.

## WEEKLY BREAKDOWN

DATE RANGE	VISITORS	ENQUIRIES	SPEND
PRE CAMPAIGN	18	1	£0.00
DURING CAMPAIGN	107	4	£70.69

The above stats are weekly averages for the year 2021.

## CAMPAIGN BREAKDOWN

The campaign itself ran for 5.5 weeks with a couple of days pre April 12, and a couple of days post May 9, which have been excluded from the results for obvious reasons.

DATE RANGE	VISITORS	ENQUIRIES	SPEND
12 - 18 APRIL	118	3	£83.97
19 - 25 APRIL	143	5	£70.65
26 APRIL - 02 MAY	87	3	£58.59
03 - 09 MAY	78	3	£69.53

## What is the 'Reach' Program?

Reach is a highly targeted google adwords campaign using pay-per-click advertising to increase traffic and enquiries from franchise micro-sites.

## How does it work?

We target those searching for tuition services right now, gathering hot leads and directing them to the Kumon website. The Reach campaign gets you in front of interested parties searching for key terms including maths, English and tuition - whilst also redirecting prospects who may be looking for competing business (e.g. Explore Learning). Using specific keywords, based on months of previous research and testing, only relevant customers are targeted. Campaigns can then be monitored in real-time to optimise budgets and provide feedback for future development.

## How will your franchise benefit?

Your franchise will benefit in a huge increase in web traffic and enquiries, with previous testing suggesting conversion rates remain significantly high when handled within the first 24 hours. Our 'Reach' campaign starts a conversation with interested prospects, allowing centres to explain the key benefits of the Kumon program and book enrollments for students, who may otherwise have found competing business. In turn, we have also seen increased sign-ups with the Dunstable Centre registering over 15 subjects in June as a result of one month campaigning. This benefits franchisee's but also head office, as increased subjects means larger royalty fee's can be collected.

## Where does it work?

Due to it's highly targeted nature and adaptability, the 'Reach' program is incredibly adaptable. Campaigns can be targeted by radius from centre locations, or more specifically by postcodes of interest to ensure maximum efficiency and minimised wastage.

## How much does it cost?

'Reach' is priced at £200 + VAT per month (with a 3 month minimum sign up) per centre. Additional budget can be added on a monthly basis, with 100% of the value applied directly to the adword campaign.

Should you have any questions, please don't hesitate to get in touch.

Kind regards,



Craig Lewis

## Contact.

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