**Marketing Report – Q4 2024**

**CONTOSO LLC**

**Campaign Effectiveness**

* **Social Media Campaign**:
  + ROI: 3:1, generating RM 15,000 in new revenue.
  + Reach: 10,000 parents via targeted ads.
* **Open House Events**:
  + Attended by 100 prospective parents, leading to 30 enrollments.
  + Cost: RM 2,000; Revenue generated: RM 34,500.
* **Q4 Marketing Spend**: RM 1,160 (Nov: RM 375, Oct: RM 785), 15% below budget.

**Market Trends**

* **Growing Demand**: Increased interest in hybrid learning models (online + in-person).
* **Parent Preferences**: Emphasis on STEM education and safety protocols.

**Competitive Analysis**

* **Local Competitors**: Offer lower fees (RM 800/month vs. our RM 1,150).
* **Our Advantage**: Premium curriculum and high NPS (75).
* **Counter Strategy**: Highlight safety and quality in marketing materials.

**Marketing Plan for Q1 2025**

* Launch email campaign targeting corporate clients.
* Increase ad spend by 10% to reach 15,000 parents.
* Partner with local schools for referral programs.