**Sprint Marketing — Vector DB Ingestion Pack  
Version: 2025-08-20**

*Prepared for RAG [Retrieval-Augmented Generation] ingestion. Abbreviations expanded on first use.*

**TITLE**

Sprint Marketing — Vector DB Ingestion Pack  
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**SUBTITLE**

Prepared for RAG [Retrieval-Augmented Generation] ingestion. Abbreviations expanded on first use.

**SOURCES**

- Homepage: https://www.sprintmarketing.com.au/  
- Our Packages / SEO & Web Design: https://www.sprintmarketing.com.au/seo-webdesign  
- Privacy Policy: https://www.sprintmarketing.com.au/privacypolicy  
- Onboarding: https://www.sprintmarketing.com.au/onboarding  
- Funnel: Lead Generation: https://funnel.sprintmarketing.com.au/  
- Funnel: Intro Page: https://funnel.sprintmarketing.com.au/intropage  
- Funnel: Terms of Service: https://funnel.sprintmarketing.com.au/terms

**1. Company Overview**

Sprint Marketing is an Australian marketing agency focused on social media organic and paid campaigns for childcare and early learning centres across Australia. The agency combines consulting with hands-on execution to accelerate brand awareness, enrolments, parent engagement, and community loyalty. Tagline/positioning on site: “Accelerate Your Success.”

**2. Services**

1) Social Media (Meta [Facebook & Instagram] organic and paid)  
 • Organic management and content tailored to early learning centres.  
 • Paid campaigns via Meta Ads [Facebook/Instagram Ads] for lead generation.  
2) Google (Search) Advertising  
 • Google Ads subscriptions (details presented visually on site).  
3) SEO [Search Engine Optimisation] & Web Design / Websites  
 • Strategy-led childcare websites with mobile optimisation and fast load times.  
 • Enquiry forms, waitlists, tour bookings integrated.  
 • Trust-building elements: testimonials, educator profiles, programs/philosophy.  
 • Ongoing analytics-driven optimisation after launch.  
4) Lead Generation Program (Funnel site)  
 • Service-based businesses in Australia only.  
 • Promise: 60+ qualified leads in 90 days or they work for free until they do.  
 • Typical range mentioned: ~20–100 leads monthly via Meta Ads.

**3. Packages & Subscriptions**

Website Packages (labels on site):  
• Basic — Website (excluding SEO).  
• Momentum — Website (including SEO). Mentions: 1–2 keywords, headings optimised for Google, page speed, goal oriented, analytics structure, first month of SEO included, unlimited keywords (3–5 recommended), fonts optimised for Google, user-focused responsive website, content generation (copy), monthly check-ups.  
• Premium — Complete rebranding (logo, colour palette, slogan, values, brand mission/direction).

Meta & Google Subscriptions:  
• The site presents “Meta Subscriptions” and “Google Subscriptions” as images. Specific tier names/lines are not machine-readable; treat these as configurable subscription bundles to be clarified during discovery.

**4. Process / How It Works**

Typical Client Journey (across the main site & funnel):  
1. Book a free consult (Zoom intro) to confirm goals (increased enrolments, parent engagement, community presence).   
2. Second call to finalise creatives, target audiences and clarify contract/campaign structure.  
3. Onboarding & campaign launch within ~5–10 business days (longer if VSL [Video Sales Letter] content is included).  
4. Ongoing optimisation: multiple creatives tested; refinement over 2–6 weeks while leads are generated.  
5. Reporting cadence and analytics to align with campaign goals.

**5. Onboarding (Meta Setup)**

Onboarding (Meta setup highlights):  
• Publicly listed IDs: Ad Account ID: 882075950407857; Business Account ID: 515990570777107.  
• Steps suggest: add “Sprint Marketing” as a friend, add to ad account, and prepare an OFFER using: Promise, Ease of Use, Differentiation, Incentive.  
• Emphasis on keeping communication consistent via the chosen channel.

**6. Privacy & Terms (High-Level)**

Privacy & Terms (high-level):  
• Privacy policy outlines collection and use of personal and non-personal data, cookies, third-party processors, data security aligned with Privacy Act 1988 (Cth), children’s privacy, rights to access/update/delete, and updates notice.  
• Funnel site Terms of Service include IP rights, limited license, posting/submission terms, linking/framing limits, termination, refund policy note, and governing law references (QLD/Australia).

**7. Contact**

Contact Details (site footer):  
• Email: admin@sprintmarketing.com.au  
• Phone: 0467 025 747  
• Coverage: Australia-wide

**8. Target Audience & Positioning**

Target Audience & Positioning:  
• Core niche on main site: early learning / childcare centres across Australia.  
• Funnel niche: Australian service-based businesses (exclusivity by area to avoid client conflicts).  
• Value prop themes: qualified leads, enrolment growth, parent engagement, community loyalty, trust-building content, childcare-specific expertise.

**9. Marketing Claims (Provenance Notes)**

Marketing Claims (recorded for provenance):  
• “60+ qualified leads in the next 90 days, or we work for free until we do.”  
• “Minimum of 20+ qualified leads monthly” and “~20–100 leads monthly” cited across funnel pages.  
Note: Treat as marketing claims; confirm applicability per client, industry, budget, and geography during discovery.

**10. Brand Voice & Tone**

Observed Brand Voice & Tone:  
• Friendly, professional, growth-oriented; childcare-aware language.  
• Core phrases: “Accelerate your success,” “Increase enrolments,” “Parent engagement,” “Community loyalty.”  
• Visual emphasis on consultative partnership and turnkey delivery.

**11. Q&A Bank (Chunk-Ready)**

Q: Who does Sprint Marketing serve?  
A: Primarily early learning/childcare centres in Australia (main site), and more broadly Australian service-based businesses for paid lead generation (funnel).

Q: What services are offered?  
A: Meta [Facebook & Instagram] organic and paid management, Google Ads, SEO [Search Engine Optimisation], web design/websites, and structured lead generation programs.

Q: What is the typical onboarding timeline?  
A: Initial consult and a follow-up call; onboarding and campaign launch in ~5–10 business days (longer if VSL [Video Sales Letter] content is required).

Q: What outcomes are promoted?  
A: Qualified leads (claims include 60+ in 90 days; ~20–100 monthly) and childcare enrolment growth, plus improved parent engagement and community connections.

Q: How do I contact Sprint Marketing?  
A: Email admin@sprintmarketing.com.au or phone 0467 025 747; they operate Australia-wide.

Q: What does the Privacy Policy cover?  
A: Data collection, cookies, third-party processors, security measures aligned with the Privacy Act 1988 (Cth), children’s privacy, and data subject rights.

Q: What is the OFFER framework mentioned?  
A: A template for ad offers: Promise, Ease of Use, Differentiation, Incentive.

**12. Structured Facts (JSON Hints)**

{  
 "contact": {  
 "email": "admin@sprintmarketing.com.au",  
 "phone": "0467 025 747",  
 "country": "Australia"  
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 "ad\_accounts": {  
 "meta\_ad\_account\_id": "882075950407857",  
 "meta\_business\_id": "515990570777107"  
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 "niches": {  
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 "funnel": "Australian service-based businesses"  
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 "offers": {  
 "lead\_promise": "60+ qualified leads in 90 days or free",  
 "lead\_range\_monthly": "20–100 (claims)"  
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 "websites": {  
 "basic": {  
 "includes": [  
 "Website (excl. SEO)"  
 ]  
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 "momentum": {  
 "includes": [  
 "Website (incl. SEO)",  
 "1–2 keywords",  
 "Headings optimised",  
 "Page speed",  
 "Goal oriented",  
 "GA structure",  
 "First month SEO included",  
 "Unlimited keywords (3–5 rec.)",  
 "Fonts optimised for Google",  
 "User-focused responsive",  
 "Content generation (copy)",  
 "Monthly check-ups"  
 ]  
 },  
 "premium": {  
 "includes": [  
 "Complete rebranding (logo, palette, slogan, values, mission/direction)"  
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 "subscriptions": {  
 "meta": "Presented as image tiers",  
 "google": "Presented as image tiers"  
 }  
 },  
 "cta": {  
 "primary": "Book a free consult",  
 "funnel": "Book a call"  
 }  
}

*Note: This document is intended for ingestion into a vector database (RAG). Each section is chunk-friendly; abbreviations are expanded on first use.*