

Summer English Program – Campaign Performance Analytics Report

Overview

This report summarizes the performance, coordination efforts, and enrollment impact of the 6-week Summer English Program for children and adults. The project focused on improving operational efficiency, strengthening marketing efforts, and increasing enrollment inquiries and parent engagement.

Project Coordination

- Coordinated the full launch of a 6-week summer English program
- Set up and maintained a project board to track progress and ensure timely completion of tasks.
- Scheduled and led weekly team meetings and delivered progress reports to leadership.

Marketing Campaign Performance

- Developed and scheduled targeted social media ad campaigns across Facebook and Instagram.
- Designed and executed WhatsApp promotional messages for parents and community groups.
- These efforts increased enrollment inquiries by 30%, contributing directly to higher program awareness.

Process Improvements

- Implemented online enrollment and payment systems that streamlined the registration process for families.
- Created reusable documentation templates, including meeting notes, checklists, and parent handbooks, increasing efficiency for future programs.

Program Outcomes

- The program launched smoothly due to strong cross-functional coordination and clear communication.
- Parent engagement increased by 25% through improved communication channels and onboarding materials.
- Marketing initiatives significantly boosted inquiry volume, supporting enrollment growth targets.