

## **Case Study for Campaign Manager – Lead Generation**

### **Background about Supermom**

Supermom is a women and family-focused digital platform where moms can receive shopping and parenting recommendations from other moms, enjoy a range of freebies, and earn by sharing reviews and insights with the highly engaged mom's community in SEA.

Supermom is a platform that appeals to both women/mothers and brands. For millions of women and moms in the SEA region, Supermom provides a dynamic ecosystem of social communities, apps and web platforms where they receive valuable community support to learn, earn from content creation, participate in surveys and share about their favorite brands through word of mouth. This allows Supermom to support expectant and new parents on their journey to parenthood with parenting tips, product reviews, community support groups, seminars, events and more.

[www.welovesupermom.com](http://www.welovesupermom.com)

Supermom supports brands targeting women and mothers across Southeast Asia through its capabilities as a data powerhouse with the technology to collect and leverage zero-party and first-party data (data monetization), activate the power of crowd influence, use crowd insights to set marketing strategies and optimize conversion-driven campaigns.

[www.supermombusiness.com](http://www.supermombusiness.com)

### **Your Task**

Supermom is expanding its zero party data services to the preschool education sector and will be assisting top preschool brands to increase their enrolment numbers in the next 6 months i.e. successful registration of child in that school outlet. We have an approximately 80,000 of parents with children aged 18 months to 5 years old in our base.

As part of this case study project, you will need to:

- Review the current campaign information provided in the Appendix
- Provide your analysis of current campaign efforts
- Put together to present your 360-marketing plan for the next 90 days (in ppt) to achieve the required target enrolments

As part of your marketing plan, please include your proposed marketing budget and focus efforts to spend to be able to achieve these numbers. You are strongly encouraged to include new user acquisition strategies in your marketing plan.

## APPENDIX

Please see here the website link for this campaign: <https://welovesupermom.com/scholarship>

**This is the contribution of leads after the first 30 days:**

[illegible]

This is the leads breakdown we have given to client to date:

School report	MMI	MindChamps
Sent to client	34	16
client confirmed to move forward	15	10




These are the locations for the different schools we need to enrol the children into, with an average cohort of 50 students per MindChamps and MMI outlet to recruit:

- MindChamps JTC Summit
- MindChamps Thomson (Chinese)
- MMI Bukit Batok
- MMI Choa Chu Kang
- MMI Compassvale
- MMI Holland Grove
- MMI Pinnacle@Duxton
- MMI Woodlands

MindChamps Preschool Fees: Appx SGD 2,400 per month

MMI Preschool Fees: Appx SGD 1,600 per month

These are the examples of marketing copies we have used for email marketing and WA marketing to date:

Email A-USP highlight	Email B- 25% off highlight	Whatsapp with revised visual and copy
 <p>Dear Mom,</p> <p><b>Did You Know?</b></p> <p>A child's early years are crucial for his or her overall development. The emotional, social and physical development of young children provides the building blocks for educational achievement, responsible citizenship and lifelong health. (Source: NIE)</p> <p>Don't miss out on this opportunity to set your child up for success with NIE and MaxChange award-winning curriculum. More than a typical preschool education, their programme aims to foster a love for learning and ultimately create curious and confident children, ready for the future.</p> <ul style="list-style-type: none"> <li>Trusted Environment with Strict Safety Regulations</li> <li>Evidence Based Curriculum</li> <li>Designed by Early Childhood Experts</li> <li>Outside of Classroom Experiences</li> </ul> <p>Act now to secure this spot while slots still remain!</p> <p><a href="#">Secure My Spot</a> <a href="#">Release My Spot</a></p> <p><small>Maximumpotential Pte Ltd, 88 Pailly Ponging Rd, #01-01, Singapore, Singapore 100233, Singapore. +65 9357 1842. <a href="#">Lynette@maximumpotential.com</a></small></p>	 <p>Hello Mom,</p> <p>With preschool fees skyrocketing, why pay more?</p> <p>Supermom supports parents by taking <b>25% OFF</b> your entire year's preschool fees - <b>3 months FREE worth \$7,897!</b></p> <p>Hurry—limited spots available! Don't miss out on this chance to give your child the best while saving big! 🎉</p> <p><b>Act now to secure this spot while opportunities still remain!</b></p> <p><a href="#">Secure My Spot</a> <a href="#">Release My Spot</a></p> <p><small>Maximumpotential Pte Ltd, 88 Pailly Ponging Rd, #01-01, Singapore, Singapore 100233, Singapore. +65 9357 1842. <a href="#">Lynette@maximumpotential.com</a></small></p>	 <p>Hiy Kalih,</p> <p>We noticed you haven't signed up for our exclusive preschool scholarship program yet.</p> <p>We've reserved a spot for your child, but as spaces are filling up quickly, we may have to offer this spot to another child soon. 🙏</p> <p>Don't miss this opportunity to get <b>25% off an entire year's fees (3 Months FREE, worth \$7,897)</b> at one of Singapore's leading premium private preschools!</p> <p>👉 Chope your spot now!</p> <p><small>11/20</small></p>



Exciting news Mom!

Supermom is celebrating our 12th anniversary with an extraordinary preschool sponsorship! We're providing **120 scholarships covering the first three months of preschool, each worth up to S\$7,897** at premier private preschools.

**Three Months Free:** Launch your child's educational journey with the entire first quarter's preschool fees covered.

**Select Preschools:** Your child deserves the best. Enroll them in esteemed institutions such as MindChamps Preschool, MindChamps Chinese Preschool, and MMI, all known for their excellent educational programs and nurturing atmospheres.

**Eligibility Details:** Available to children aged 18 months to 5 years.

Click below to apply now and secure a bright educational start for your child with the Supermom Scholarship only for 120 families!

[Apply for the Scholarship Now](#)

Warm regards,  
Supermom team





Hello Mom,

With preschool fees skyrocketing, why pay more?

Supermom supports parents by taking **25% OFF** your entire year's preschool fees - **3 months FREE worth \$7,897!**

Hurry—limited spots available! Don't miss out on this chance to give your child the best while saving big! 🎓💡

Act now to secure this spot while opportunities still remain!

Secure My Spot

Release My Spot

Welovesupermom Pte Ltd, 108 Pasir Panjang Rd, #05-01, Singapore, Singapore 118535,  
Singapore, +65 9107 1849  
[Unsubscribe](#) [Manage preferences](#)

**This is a marketing video we have created:**

<https://www.instagram.com/stories/highlights/17899850613007217/>

**These are videos our KOMs have created:**

<https://www.instagram.com/p/C-EoX6byIEp/>

<https://www.instagram.com/p/C-C1ae1RF95/>

<https://www.instagram.com/p/C-APqINSsJd/>

<https://www.instagram.com/p/C-AWGIRSn97/>

These are some examples of how get KOMs to try to create convo about it in closed groups:

