



KINFOLK

A NOBLE LEARNING CENTRE

CASE STUDIES



GEEKONOMY
TECHNOLOGY

Client Overview

Welcome to the success story of Kinfolk, a renowned institution committed to providing quality early childhood education, approached our team seeking a comprehensive solution to enhance their online presence. Recognizing the importance of a strong digital presence in today's competitive landscape, Kinfolk sought our expertise to revamp their website and implement effective digital marketing strategies.

Objective

- Increase organic traffic to Kinfolk.
- Improve keyword rankings for key courses and categories.
- Enhance user experience on the platform.
- Establish Kinfolk as a prominent authority in education

Challenges

- **OUTDATED WEBSITE** The existing website did not align with modern design standards and lacked user-friendly navigation.
- **LIMITED ONLINE VISIBILITY** Kinfolk Montessori Preschool's online visibility was restricted, hindering their ability to reach a broader audience and attract prospective parents.
- **INEFFECTIVE DIGITAL MARKETING** The preschool's digital marketing efforts were not yielding the desired results, with a lack of engagement and conversion on various platforms.

Our Approach

DIGITAL MARKETING STRATEGY

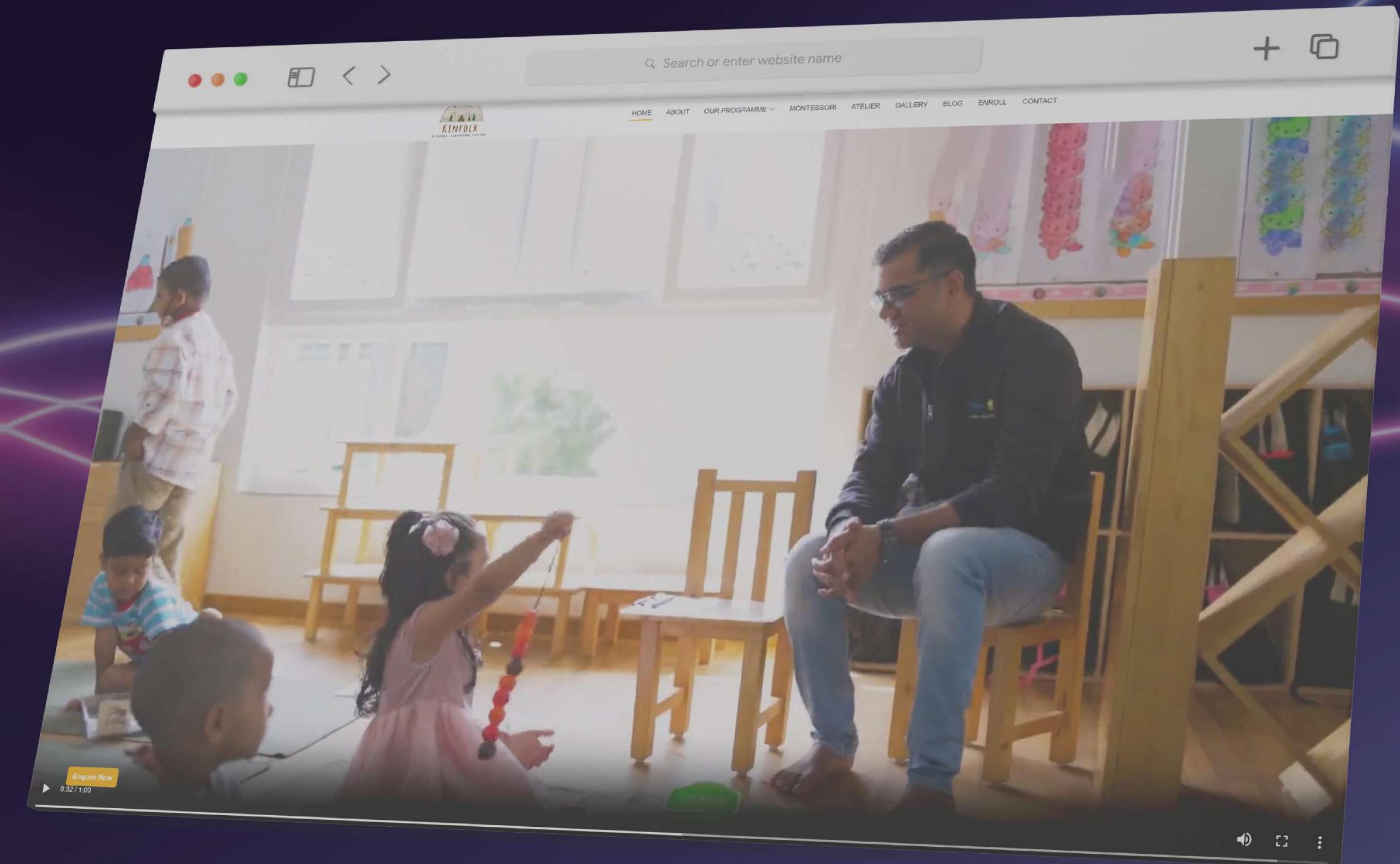
To address the challenges of limited online visibility and ineffective digital marketing, we devised a comprehensive digital marketing strategy.

Challenges

- **SEARCH ENGINE OPTIMIZATION (SEO)** Conducted thorough keyword research and implemented on-page and off-page SEO strategies to improve the website's search engine rankings.
- **SOCIAL MEDIA MARKETING** Developed engaging content and ran targeted campaigns on platforms like Facebook and Instagram to increase brand awareness and engagement.
- **ONLINE ADVERTISING** Utilized online advertising, including Google Ads, to reach a wider audience and drive traffic to the website.

Website

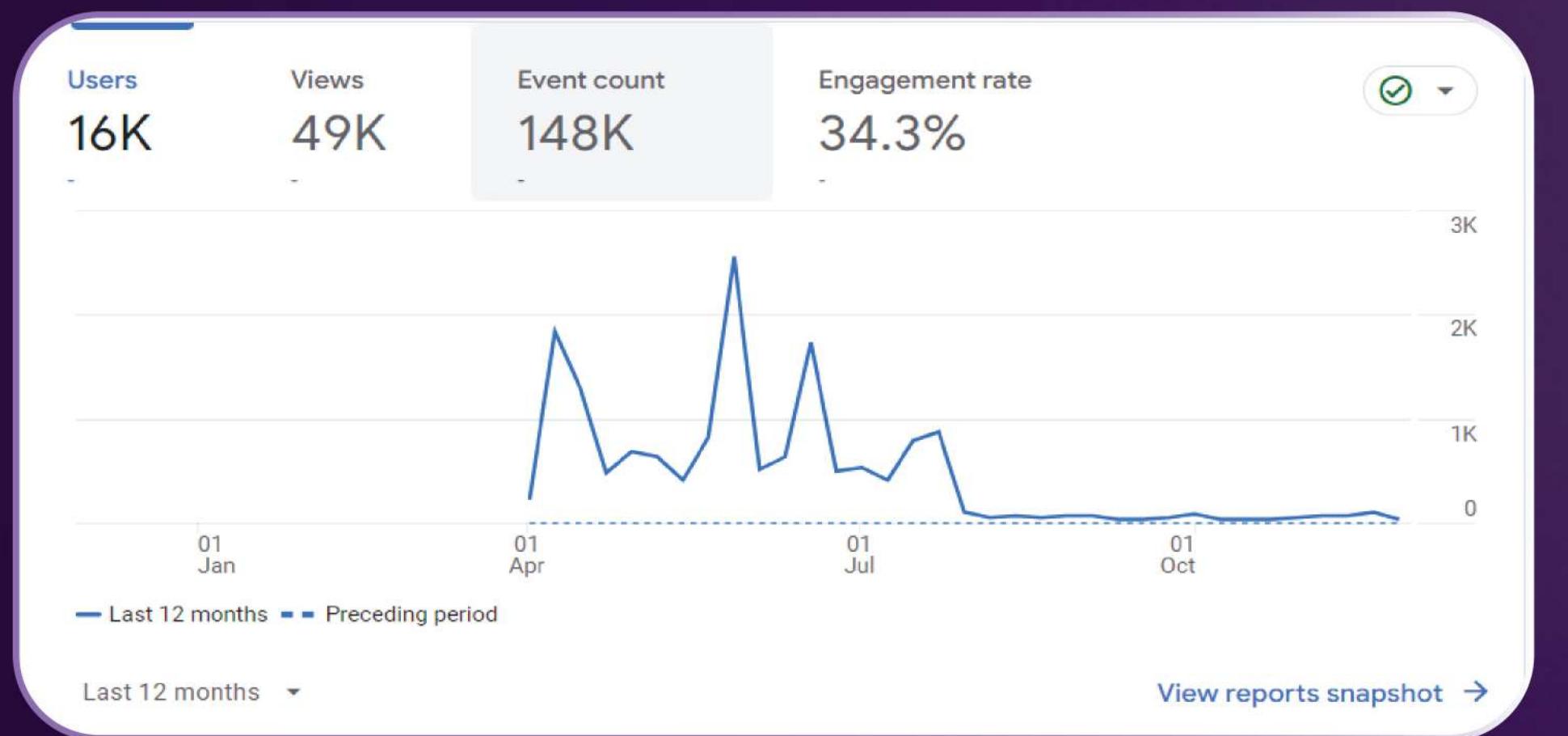
The redesigned website saw a significant improvement in user engagement, with reduced bounce rates and increased time spent on pages.



Digital Marketing

TRAFFIC

- Through strategic SEO efforts, Kinfolk Montessori Preschool's website ranked higher in search engine results, leading to increased organic traffic.



Google Analytics

Views by ✓

Page title and screen ✓

PAGE TITLE AND S...	VIEWS
Kinfolk-Montessori-...	14K
Kinfolk-Montessori-h...	7.2K
Best Montessori Pre...	3.2K
early child education ...	1.5K
Kinfolk montessori ki...	836
kinfolkedu	590
Kinfolk-Montessori-...	421

Last 12 months View pages and s... →

Engaged sessions by ✓

Session campaign ✓

SESSION CAMPAIGN	ENGAGED SESS...
search campaign	3.9K
(direct)	1.9K
(organic)	1.4K
Kinfolk Leads 27.05....	538
(referral)	432
performance 16.06.2...	407
Campaign 31.05.2023	396

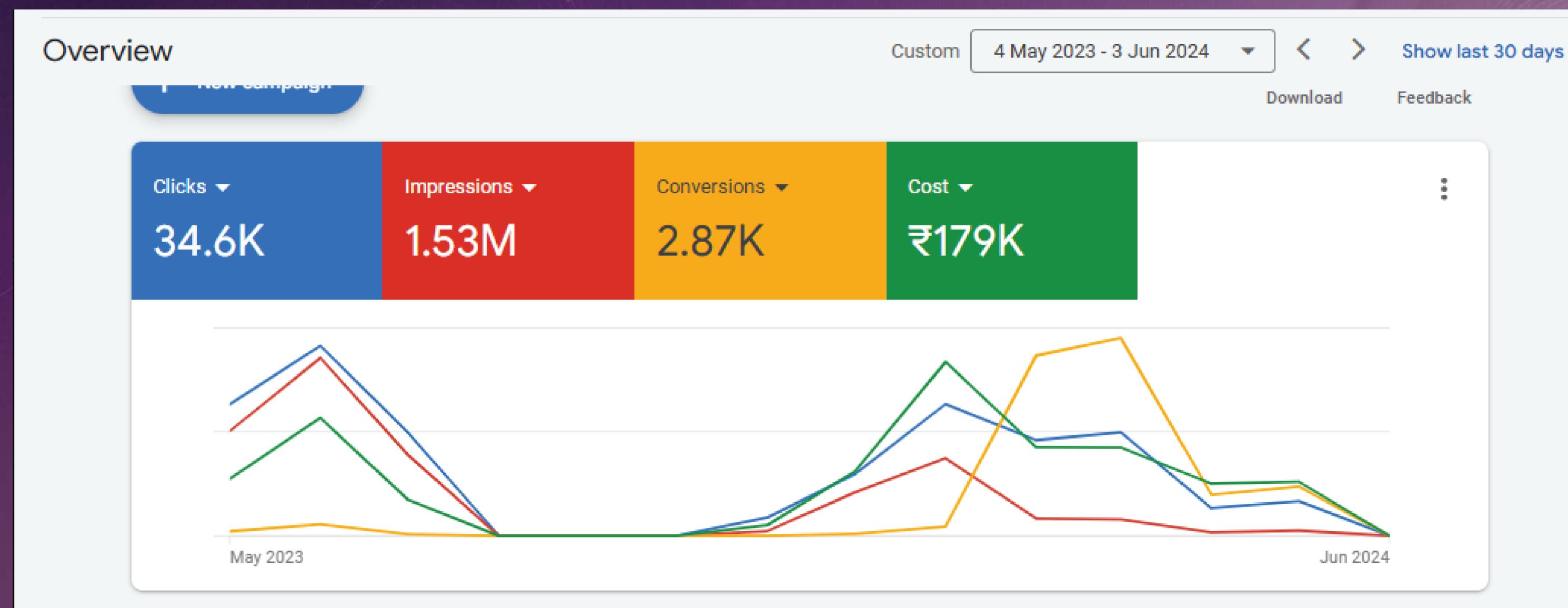
Last 12 months View traffic acqu... →



Ad Campaigns

PERFORMANCE CAMPAIGN

- Our data-driven performance marketing approach optimized campaigns for maximum impact. From refining ad targeting to A/B testing, every move was calculated for optimal performance.
- SEM and performance marketing initiatives catapulted kinfolk to the top of search results, establishing it as a prominent player in the digital education landscape.



CONVERSION RATE

- Implemented A/B testing and conversion rate optimization strategies, leading to a 20% increase in course enrollments.

ORGANIC TRAFFIC GROWTH

- Witnessed a 50% increase in organic traffic within the first six months.

KEYWORD RANKINGS

- Attained top rankings for key course-related keywords, resulting in increased visibility and click-through rates.

LINK BUILDING AND OUTREACH

- Engaged in outreach campaigns to acquire backlinks from authoritative educational websites.
- Collaborated with industry influencers and educators for guest posts and endorsements.

By combining website redesign and digital marketing services, we successfully elevated Kinfolk Montessori Preschool online presence, helping them connect with a wider audience, engage prospective parents, and ultimately achieve their goals of providing quality early childhood education. This case study underscores the importance of a holistic digital strategy in the education sector, where trust and credibility play a pivotal role in the decision-making process for parents.¹