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Orange Tree Nursery

Case Study



A member of Be Unique Group



CLIENT OVERVIEW

Orange Tree Children's Nursery is a conveniently located nursery in the heart of Dubai. The mission is to provide an environment that builds a strong educational foundation for all children's futures. The team is committed to working together in an environment where both children, parents and teachers are safe, learning from one another, respecting individual differences and extending understanding to a diverse multicultural community. It's not just the people and programs but facilities that help to make them one of the best nurseries in Dubai ... if not the best! Orange Tree Children's Nursery is set in a luxury villa that is filled with both space and passion to ensure that the environment is welcoming, stimulating and secure for young children of all ages and backgrounds.



GOALS

- With four months to hit sales targets, Orange Tree Nursery's primary focus was registrations for the new year fast approaching.
- Improve quality of nursery tours through the use of re-targeting methods in finding the right suitable parent(s).
- Increase brand exposure of the nursery throughout Dubai whilst maintaining a consistent image of quality and highest standards.
- Design a new face to Orange Tree Nursery's website that will both convert more, increase website ranking on Google and likewise overall image portrayed to parents and anybody visiting the website.



OUR APPROACH

- For immediate goals the short-term solution was a 're-targeting Google AdWords Campaign' to drive new, potential parents to visit the website and convert to a registration.
- Turn the website into a compatible website that is both friendly on desktop, iPad and mobile devices to increase conversion ratios.
- Regular weekly training of reception and admin team on how to both answer the telephone, professionally manage and handle parent tours etc.
- Multiple landing page design and developments in x3 languages to target all potential parents looking across the Internet that fit within Orange Tree Nursery's client demographics.

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RESULTS

- Both monthly and quarterly targets allowed us to both hit and over-achieve our targets in-terms of registrations.
- New website increased both the nursery's SEO ranking to the 1st page and likewise improved overall brand image for parents to feel the nursery is both more established and professional in-terms of portraying facilities, team, curriculum etc.
- Average nursery tours (via telephone and email inquiries) increased from 4/10 to 7/10 - as a result increased physical nursery visits by 100% alone.
- Conversions via both website and landing pages increase 200%; in-turn resulted in x2 more inquiries via email and telephone to the nursery.



CLIENT FEEDBACK

"I am proud to share about my experience with Be Unique as their marketing expertise brought significant growth in pupil enrollment. In short, they coached me in strategic planning as well as the staff in implementing the plans. I found them extremely collaborative, informative and keen to see our plans succeed. Should Be Unique continue to provide the outstanding services Orange Tree Children's Nursery experienced, I can unreservedly recommend them."



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WHO LOVES US

Our industry experience extends to healthcare, education, retail, automotive, financial services, government agencies and many more...



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OUR GROUP OF COMPANIES



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