



Success Story: Epiphany Preschool

Epiphany Preschool is a half-day preschool that provides a place for children to blossom in a loving environment. With small classes, hand-selected teachers, and a unique emphasis on learning by connecting with nature, Epiphany offers many advantages to capture the interest of local parents.

The Problem

The preschool's goal was to increase student enrollment. The challenge was effectively marketing the business online. Epiphany tried reaching young families through Facebook, Google, and other marketing platforms that seemed popular for local businesses. But these methods failed to attract the desired results. Epiphany was putting time and energy into marketing that just wasn't working for them.

The preschool knew it needed to take a new approach to its digital marketing. It did a great job at nurturing young minds, but when it came to marketing, Epiphany needed a teacher of its own. So Epiphany Preschool turned to ThriveHive to learn more about marketing and share its distinctive approach to child development with local families.

The Solution

Epiphany chose the Guided Marketing Platform with the Marketing Coach add-on. This combination of technology with human expertise helps businesses without in-house resources to deliver sophisticated, measurable campaigns with ease.

“Small businesses need robust technology to compete in today’s business environment, but they know that technology alone won’t get them where they need to go.”

- Max Faingezicht, Chief Technology Officer

Epiphany meets regularly with a ThriveHive marketing coach who helps the preschool target families in their twenties through forties with a customized guided marketing plan that includes social media, newsletters, and other marketing activities. “The marketing coach helps our clients determine which of the many marketing options will get the best results, and the coach also helps the client stay on target throughout a campaign and beyond,” says Faingezicht.

The marketing coach's guidance enabled Epiphany to turn its Facebook efforts into a success. “The marketing meetings were very helpful,” said Jessica Hendricks of Epiphany. “We were actually provided with some marketing tips before even signing on with ThriveHive.”

“Anyone trying to establish an economical marketing plan would benefit from ThriveHive’s services.”

-Jessica Hendricks, Director

The Targeted Marketing Difference

Targeted marketing is important to small businesses like Epiphany. With the Guided Marketing Platform, Epiphany can segment its contacts to customize marketing messages for specific groups. It can also identify which of its subscribers are most likely to purchase in the near future and determine the follow-up activities most likely to convert those leads into customers.

Epiphany is building inbound marketing channels as well. The Guided Marketing Platform includes a hosted website and blog, each optimized for search engine rankings. “Top website rankings are one of the most desired goals for small businesses, and one of the hardest to achieve on their own,” says Faingezicht. “ThriveHive can increase a local business’ chance to capture a high ranking on search results.”

ThriveHive recommends the Marketing Coach add-on to new customers so they can have expert guidance as they launch their first campaigns. ThriveHive also understands that a business’ marketing needs change as a business grows, so customers can increase or remove add-ons at any time. “It’s easy to switch plans once you get your feet under you,” said Hendricks. Epiphany is comfortable knowing that it isn’t locked in to a plan that it might outgrow.

Manageable Campaigns and Accessible Reporting

ThriveHive provided Epiphany with a structured marketing plan based on its customers' needs and habits. Epiphany's online marketing needed to reach busy parents where they spend the most time online. "It's important to know your customers and do what works for your business. Marketing is only good if it reaches the people who will use your business," says Faingezicht. "ThriveHive helps businesses determine how to use marketing to reach their target customers and turn marketing efforts into success."

Marketing campaigns need to be shepherded closely to produce results, so Epiphany wanted a solution that was manageable on an ongoing basis. "The data is easy to access," said Hendricks. "And the reporting is fantastic!" ThriveHive's easy-to-use platform provides an intuitive dashboard with real time activities and results. Hendricks says, "I like the dashboard and how easy it is to keep up with everything."

ThriveHive puts the delivery of campaigns in Epiphany's hands. With limited marketing and technical skills, Epiphany was originally concerned about getting help in between monthly meetings. If someone was confused, customer support is just a phone call or email away! "Customer service is phenomenal," said Hendricks. Through ThriveHive, Epiphany found a simple, effective, and affordable way to conduct its marketing activities with confidence, knowing that expert assistance is always within reach. Epiphany looks forward to seeing new faces in its classes each semester.

"Any business that is trying to establish a marketing plan, especially on its own with economy in mind, would benefit from the services that ThriveHive provides."