**Success Story: Preschool Plan It**

**Products:** Guided Marketing Platform • Coaching Package

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**The Challenge**

Preschool Plan It is an online resource that provides lesson plans, activities, ideas, and articles for early childhood educators to use with their students in the classroom. Owner Cheryl Hatch knew that since her business was exclusively online, she needed a plan to drive visitors to her website and generate consistent leads. “The traffic to my website was increasing since I first put it up,” said Cheryl. “But, I was not successfully converting website visitors into leads.”

**The Solution**

Cheryl did what most business owners do when trying to find a solution to a marketing challenge—she turned to Google. She quickly realized that every helpful article she found was published by ThriveHive and decided that the experts at ThriveHive must have a solution that fits her business.

Cheryl reached out to ThriveHive and worked with a Marketing Coach to determine a plan to help her reach her business goals. With ThriveHive’s Guided Marketing Platform + Coaching Package, she could efficiently carry out marketing initiatives while receiving the guidance she was seeking to increase traffic to her website. “By working with my ThriveHive Marketing Coach, I was able to determine what my website visitors were looking for and what they needed from me.”

**The Results**

With ThriveHive’s help and a plan in place, Cheryl started to receive quality leads from her website. Cheryl’s Marketing Coach recommended a paid membership program for Preschool Plan It so Cheryl could deliver useful resources to childhood educators while generating revenue. She launched the paid program in 2016 and welcomed 500 paying members that round. Cheryl is happy to report that hundreds more join each time she initiates this program.

Additionally, within six months of working with ThriveHive, Cheryl’s newsletter subscribers grew from 4,000 to 20,000 due to the opt-in program on her website.

“After three years of working with ThriveHive my newsletter list has grown to over 52,000 subscribers and my website now is bringing in leads rather than just visitors.”

**The ThriveHive Experience**

Cheryl was able to easily implement and keep track of all of her marketing efforts through the ThriveHive Guided Marketing Platform. Today, instead of Preschool Plan It being a part-time hobby, it is now her successful full-time job.

“My Marketing Coach understood that I had limited knowledge of marketing in general. He took the time to walk me through not just what he thought would be beneficial, but why he thought it would be beneficial for my business. He also always thought of new ideas to help my business grow even more. If I didn’t have my Marketing Coach, my business would not be the thriving business it is today!”

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500 paying customers welcomed in 2016 after launching the paid program

hundreds of customers join each time paid program is initiated

16,000 new newsletter subscribers within 6 months due to the opt-in program on her website

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