

Case Study

- **Service:** Google Ads & Meta Ads
- **Client:** Early Education Nursery (London, UK)

Project Objectives



A well-established nursery in London came to us through a referral from one of our long-time clients. They had been running Google Ads on their own for nearly a year with minimal success. Their cost per inquiry was climbing above £120, and they were struggling to fill available spots for the upcoming term. Parents were searching, but the nursery wasn't showing up for the right queries—and when they did, the ads weren't compelling enough to drive action.

Their goal was clear: reduce acquisition costs, increase qualified parent inquiries, and fill 45 open spots across their toddler and pre-school programs within 90 days. They needed a partner who understood the unique challenges of marketing early education services.

Nursery care searches signal intent. We simply showed up.

Project Overview

Their ads had no emotional hook and failed to communicate convenient location options in London. Landing pages were slow and generic and have low CR. Conversion tracking wasn't properly set up, so they had no idea which campaigns were actually driving inquiries. We created dedicated landing pages for different programs and optimized them for mobile. We implemented proper conversion tracking and call tracking to measure every inquiry source.



We optimized ad spend to attract parents actively searching for quality early education.



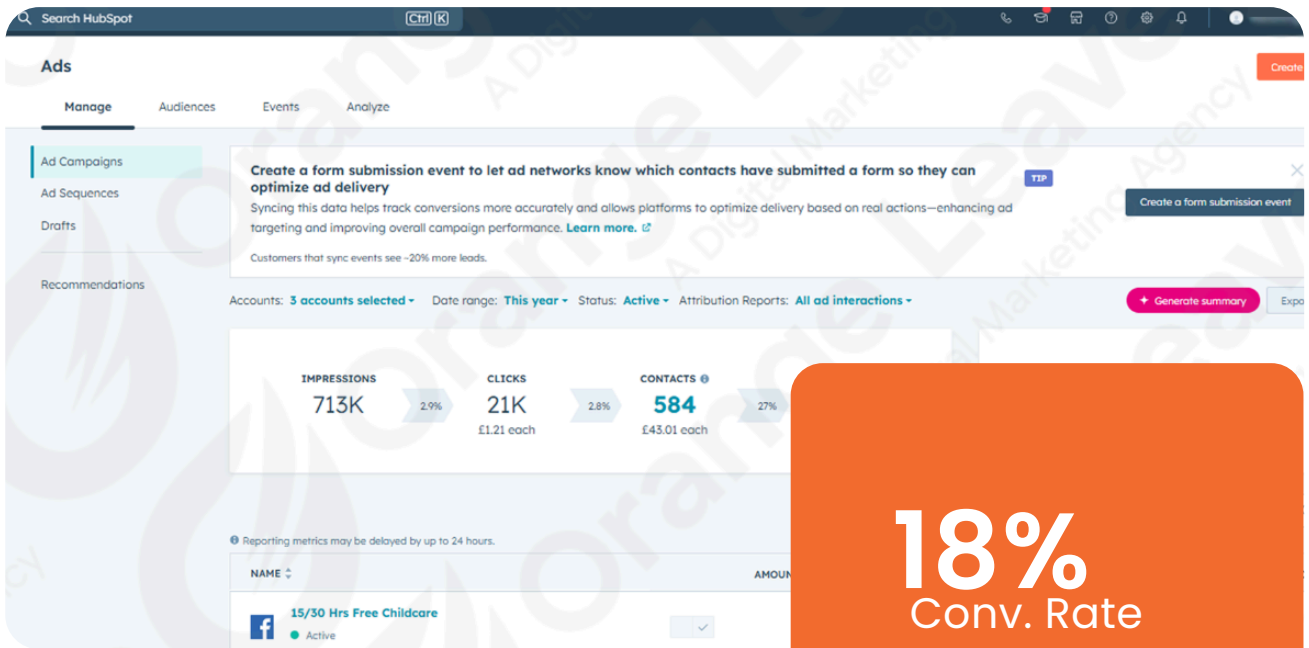
+1 (814) 606-7989



www.orangeleaf.com



info@orangeleaf.com



The Way We Perform And The Outcomes We Can Achieve

Our execution focused on reaching parents at every stage of their decision-making journey. The nursery's unique selling points—small class sizes, outdoor play areas, and bilingual curriculum—became the foundation of our messaging strategy.

- Eliminated waste with 200+ negative keywords
- Location-based campaigns targeting London boroughs
- Ad extensions highlighting Ofsted and callbacks
- Tested 12 RSA headlines for parents
- Tracked forms, calls, and WhatsApp conversions



We increased bids during school enrollment periods to capture peak parent search intent.



Remarketing campaigns were used to bring back parents who visited but didn't inquire.

18%
Conv. Rate

Industry-leading performance turning clicks into genuine enrollment inquiries

£43
Cost/Lead

From £120+ down to just £43 per qualified parent inquiry

6.7x
ROAS

Every dollar spent on ads generated £6.7 in new customer revenue

Conclusion ○○○

Within 90 days, the nursery not only filled all 45 available spots but created a waitlist for the following term. By shifting from generic, wasteful campaigns to strategic, intent-focused Google Ads, we transformed their cost structure and enrollment pipeline. Parents searching for quality early education found them at exactly the right moment, with messaging that addressed their specific concerns. The nursery now has a predictable, scalable system for attracting families—and the confidence to expand into a second location next year.