


SMM & Digital Marketing for School & Daycare Center

PROJECT DETAILS

 Digital Marketing

 Nov. 2020 - Ongoing

 \$200,000 to \$999,999

 *"They meet the deadlines and go the extra mile without asking them."*

PROJECT SUMMARY

Tanzacomputer Digital Marketing Agency provides digital marketing services for a children's daycare center. They manage the website and social media to reach the target audience and attract customers.

PROJECT FEEDBACK

Thanks to Tanzacomputer Digital Marketing Agency, the client went from two to 45 children in their care in less than a year. External stakeholders have given excellent feedback, and it's easy to work with their team. They stand out for their communication skills, customer service, and commitment.

The Client

Introduce your business and what you do there.

I'm the head of Gracious Day Care. We saw that most parents had the challenge of leaving their children with their nannies. We accept children and take care of them from 8:00 a.m.–3:00 p.m. Parents can either pick up their children, or we can drop them over. We have a bus service to collect the kids in the morning and take them home.

The Challenge

What challenge were you trying to address with Tanzacomputer Digital Marketing Agency?

We used the door-to-door method to get clients, using brochures and posters to advertise our services. I wasn't familiar with social networking, so I didn't know how digital marketing could help. We hired them to provide digital marketing services to reach out to the community and let them know about our services.



Hope Akasha
Director, Gracious Daycare



1-10 Employees



Dar es Salaam, Tanzania

CLIENT RATING

4.5

Overall Score

Quality: 5.0

Schedule: 4.5

Cost: 5.0

Would Refer: 5.0

The Approach

What was the scope of their involvement?

Initially, Tanzacomputer drafted a budget. We have a website and Facebook and Instagram pages, and they manage the advertising and marketing on our social media. We tried YouTube, but it didn't work for us according to our budget.

We help each other to respond to comments on social media. I've given them the password to the Instagram account. Sometimes I can be swamped, and they come in very handy.

What is the team composition?

I work with two people from their team. Victor (Digital Marketing Specialist) is my main point of contact.

How did you come to work with Tanzacomputer?

I saw them online on a page of people in the same field as ours. I called them, and they came directly to the office. We talked, and they explained how they would go about digital marketing.

How much have you invested with them?

So far, we've spent about \$500,000.

What is the status of the engagement?

We started working together in November 2020; I was getting ready to begin my daycare business in January 2021. We're still engaged with them.



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

I don't know where we'd be without digital marketing; we definitely wouldn't be where we are now. The feedback has been fantastic. We started with only two children, but Tanzacomputer told us they could get us 50 children in five months. We received calls, even from outlying areas. In just three months, we had 30 children.

By the time we were winding up the 2021 academic year, we had 39 kids in our care, and we have 45 right now. Overall, it's working out for us. With Tanzacomputer, we don't go door to door to advertise the service and look for clients; people just come to us.

I'm currently planning to open another branch elsewhere because I had a minimal area to see if the business could work. With the money I've invested, I'm sure I'll get even more than that, so I'm not scared of this move.

How did Tanzacomputer perform from a project management standpoint?

They're excellent at project management. When we don't have ideas, they give us ideas, and if we don't have the technical know-how, they do it for us. Overall, working with them is pleasant and effortless.

Initially, our budget was about \$200,000, but they drafted one that was even more accessible. Sometimes, we just coordinate if we're low on budget and haven't paid fully for a particular task. They do it, and we pay when we have the money.

We just call each other to communicate between us. Sometimes they come to the office because we're all in Dar es Salaam.



What did you find most impressive about the vendor?

Their communication skills and service are excellent. They're great at handling customers. Moreover, they meet the deadlines and go the extra mile without asking them.

Are there any areas they could improve?

No, their work is impressive. They need to go worldwide with their services; they're excellent. We've already linked them to other people.

Any advice for potential customers?

Don't hesitate to contact them for digital marketing services, regardless of your business. Trust them to take you to the next level.

