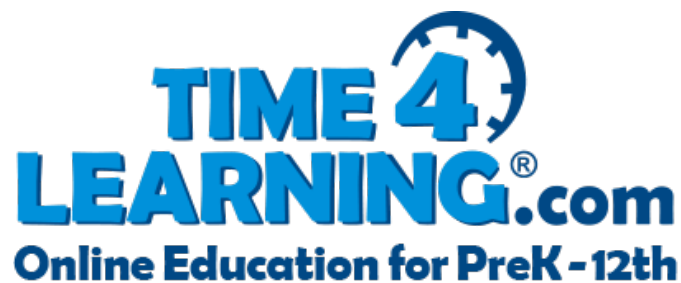




1700 E Las Olas Blvd.
Ft Lauderdale, FL 33312
Phone: (954) 519-4114
E-mail: marketing@tandem.buzz
Web: <https://tandem.buzz>



**Flexible Learning
Based on Your
Child's Unique Needs.**



An Analysis of Q3 2020 vs. Q3 2019
by Tandem Buzz Digital Marketing



ABOUT OUR

PARTNERSHIP

Tandem is more than a marketing agency. We are a business partner that is eager to facilitate your business' growth and assist in driving efforts that will hit, or exceed, your goals.

Our partnership with Time4Learning started in 2006 as consultants. Over the past 16 years, Tandem has grown to manage and consult on Time4Learning's organic search and paid search efforts.

1 | OUR BEE-GINNING

WHAT'S THE BUZZ?

Founded by SEO and digital marketing expert Joe Laratro, Tandem has been helping business owners build empires for over 15 years.

Tandem is a Premier Google Partner, Bing Ads Partner, Facebook Marketing Partner, Skai Partner, as well as the US Search Awards winner in 2018 and 2019.

We bee-lieve in...



TRANSPARENCY

Our longevity and experience in the digital marketing industry was built on this base principle – build trust through sharing data.



CREATIVITY

Our high standards for excellence in ourselves and our services increases productivity and pushes boundaries to reach our potential – together.



INNOVATION

Trailblazing techniques that stay ahead of the curve and above the noise of industry competitors.



RESULTS

Quantifiable metrics of success to keep the buzz going between all channels and opportunities to facilitate continued growth.

2

BUILDING A BUZZ

TIME 4 LEARNING

EXECUTIVE SUMMARY

Time4Learning is an online PreK–12th grade curriculum covering language arts, math, science, and social studies. Unlike virtual schools with teachers, **Time4Learning empowers parents to take control of when, where, and how their child learns.**

The majority of their customers are homeschoolers. Some homeschool families use Time4Learning as their primary curriculum, while others use it as a homeschool supplement. Other members use Time4Learning as an afterschool or summer school-builder to make up for learning losses or to maintain knowledge.

For younger children, parents most often use Time4Learning to facilitate learning. Older students, such as those in high school, may require little to no supervision.



3

SWEET RESULTS MEASURED SUCCESS

... MEETING THE GOLDEN STANDARD

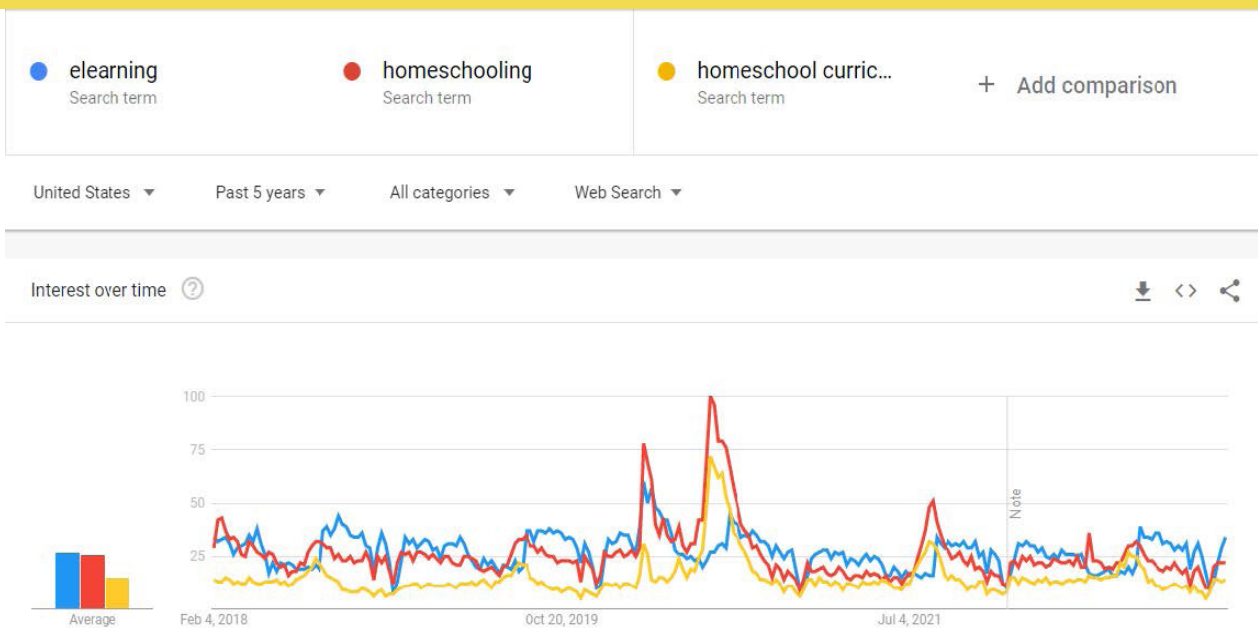
gold stand-ard /'göld',standərd/ noun

a model of excellence against which other things are measured

THE CHALLENGE

According to the Household Pulse Survey conducted by The U.S. Census Bureau, between April 23, 2020 and May 5, 2020, about 5.4% of U.S. households with school-aged children reported homeschooling. By fall, 11.1% of households with school-age children reported homeschooling (September 30, 2020 – October 12, 2020).

A quick search in Google Trends shows a spike in searches for the terms homeschooling and elearning during this period.



The increase in demand required Tandem's marketing team to develop a new strategy. This new plan included creating new campaigns, designing new creative, ensuring the website could cope with a considerable increase in the number of visitors and members, and creating a new value proposition to meet the unique challenges of the time.

Time4Learning partnered with its marketing agency, Tandem Buzz, to execute these newly developed strategies.

THE SOLUTION

An Integrative Approach to Seize New Growth Opportunities

To meet its marketing goals, Tandem Buzz built a series of campaigns to meet its users in different stages of the sales funnel. Tandem also suggested executing new campaigns that Time4Learning had not tried in the past but that could produce good results. Tandem also suggested optimizing existing campaigns that had the potential to drive revenue while pausing underperforming ones.

These were some of the campaigns that were created and/or optimized:

- 1. Dynamic Search Ads Campaign.**
- 2. Brand Remarketing Campaign.**
- 3. A series of search campaigns targeting summer school, special needs, and homeschooling.**

In addition, Time4Learning increased its budget across most of its active campaigns, especially the brand campaign. The pandemic had made the company's brand name have a significant increase in search volume, something that their competitors were also noticing. A more aggressive bidding strategy toward their brand campaign would ensure that all branded search queries would go to Time4Learning's website and not its competitors.

5

COMPLEX STRATEGY SIMPLE RESULTS

RECORD-BREAKING REVENUE AND CONVERSIONS

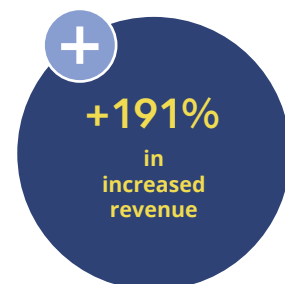
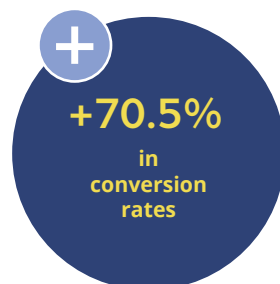
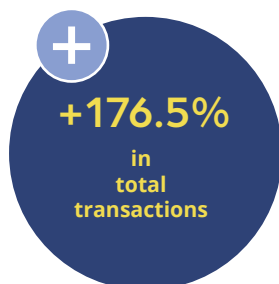
The data we used compares Q3 2020 vs. Q3 2019. The results are imported directly from Google Analytics in order to accurately measure transactions (and not just conversions). For the time under consideration, the Time4Learning account saw the following results:

| | | Behavior | | Conversions eCommerce ▾ | | |
|--|--|---|--------------------------------------|---|---|--|
| Users ? | Sessions ? | Bounce Rate ? | Pages / Session ? | Ecommerce Conversion Rate ? | Transactions ? | Revenue ? |
| 71.17% ▲ 379,891 vs 221,940 | 62.24% ▲ 813,182 vs 501,228 | 9.50% ▼ 15.89% vs 17.56% | 2.61% ▼ 4.35 vs 4.47 | 70.42% ▲ 1.35% vs 0.79% | 176.48% ▲ 10,946 vs 3,959 | 191.53% ▲ \$289,963.16 vs \$99,462.27 |

These outcomes were a direct result of the campaigns recently created/optimized to drive this growth.

During Q3 2020, we saw that:

- The newly Dynamic Search Ads campaign produced over \$42,000 in revenue and a total of 1,600 transactions.
- The new Brand Search Remarketing campaign generated \$53,500 in revenue and a total of 1,996 transactions.
- The recently optimized Special Needs campaign saw an increase of 305% in revenue and 283% in conversions.
- The recently optimized Homeschool campaign saw an increase of 132% in revenue and 116% in conversions.
- The recently optimized Brand campaign saw an increase of 133% in revenue and a 122% increase in conversions.



IN SUMMARY

Time4Learning saw significant increases in most of its KPIs across the board. These increases helped the company drive revenue and growth while positioning itself as a leader in the growing e-learning industry.



1700 E Las Olas Blvd.
Ft Lauderdale, FL 33312
Phone: (954) 519-4114
E-mail: marketing@tandem.buzz
Web: <https://tandem.buzz>

TIME 4
LEARNING®.com
Online Education for PreK - 12th