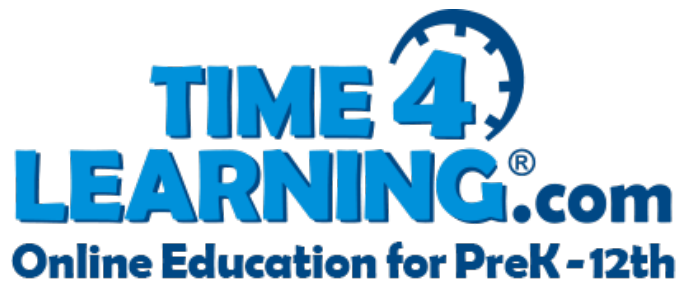




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A close-up photograph of a young girl with dark hair, wearing a white knit beanie and a dark, textured winter jacket. She is smiling broadly, showing her teeth. The background is slightly blurred, suggesting an outdoor winter setting.

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



An Analysis of Q3 2022 vs. Q3 2021
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

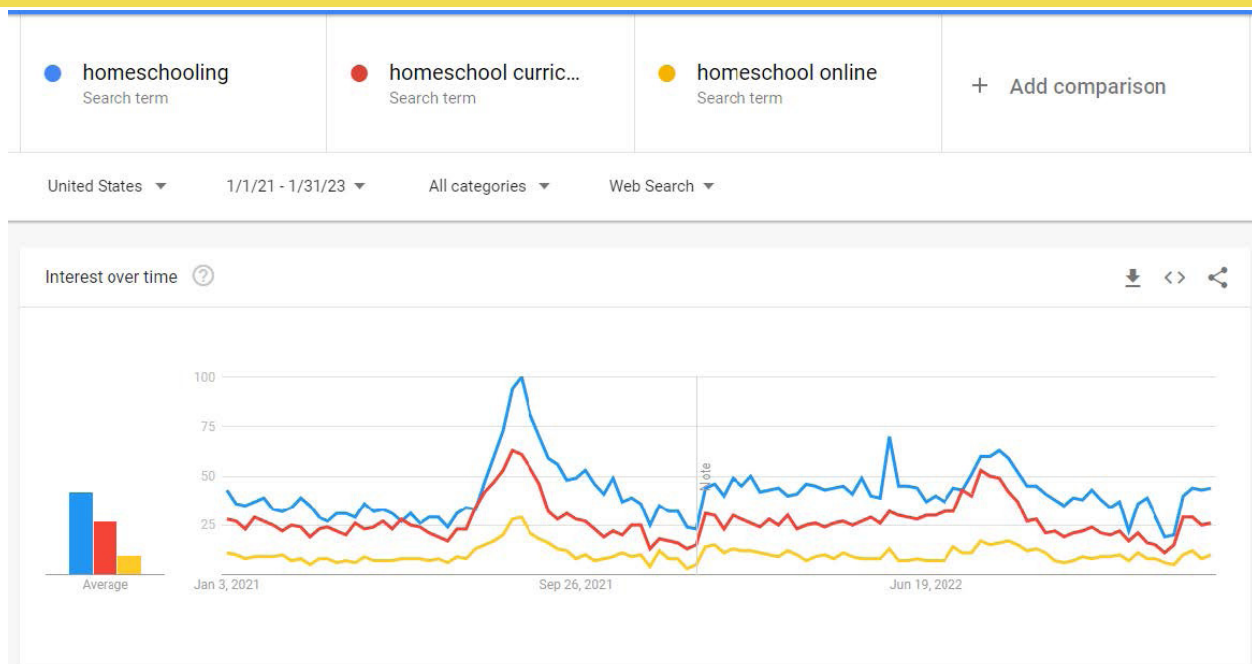
gold stand-ard /'göld',standərd/ noun

a model of excellence against which other things are measured

THE CHALLENGE

A **nearly 40% decrease** in demand required Tandem’s marketing team to develop a new strategy for success in this challenging environment. This new strategy required creating new search campaigns targeting a broader range of search terms and leveraging Google’s Performance Max product to drive additional traffic to the site.

Time4Learning partnered with its marketing agency, Tandem Buzz, to execute the actions needed for these new strategies.



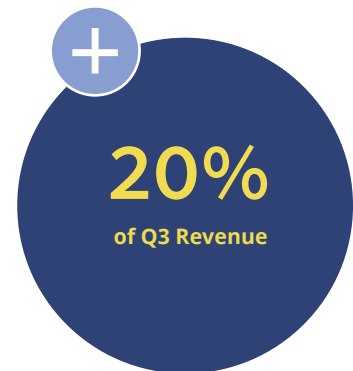
THE SOLUTION

Broadening Targeted Keywords and Leveraging Performance Max

To meet its marketing goals, Tandem Buzz built a series of campaigns targeting a broader range of search terms targeting more specific search queries related to homeschooling. Tandem also suggested using Google's Performance Max campaign to pick up additional users. 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:

1. A search campaign targeting searches for elementary-level homeschooling programs by grade level.
2. A Performance Max campaign using audience signals targeting custom segments of searches for terms related to curriculum, competitors, and searches looking for information about how to start/the benefits of homeschooling. We targeted in-market and affinity audiences such as early childhood education, homeschooling parents, educational resources, and Primary & Secondary Schools.
3. A search campaign targeting searches for middle school-level homeschooling programs by grade level.
4. A competitor campaign targeting searches for Time4Learning's competitors.



5

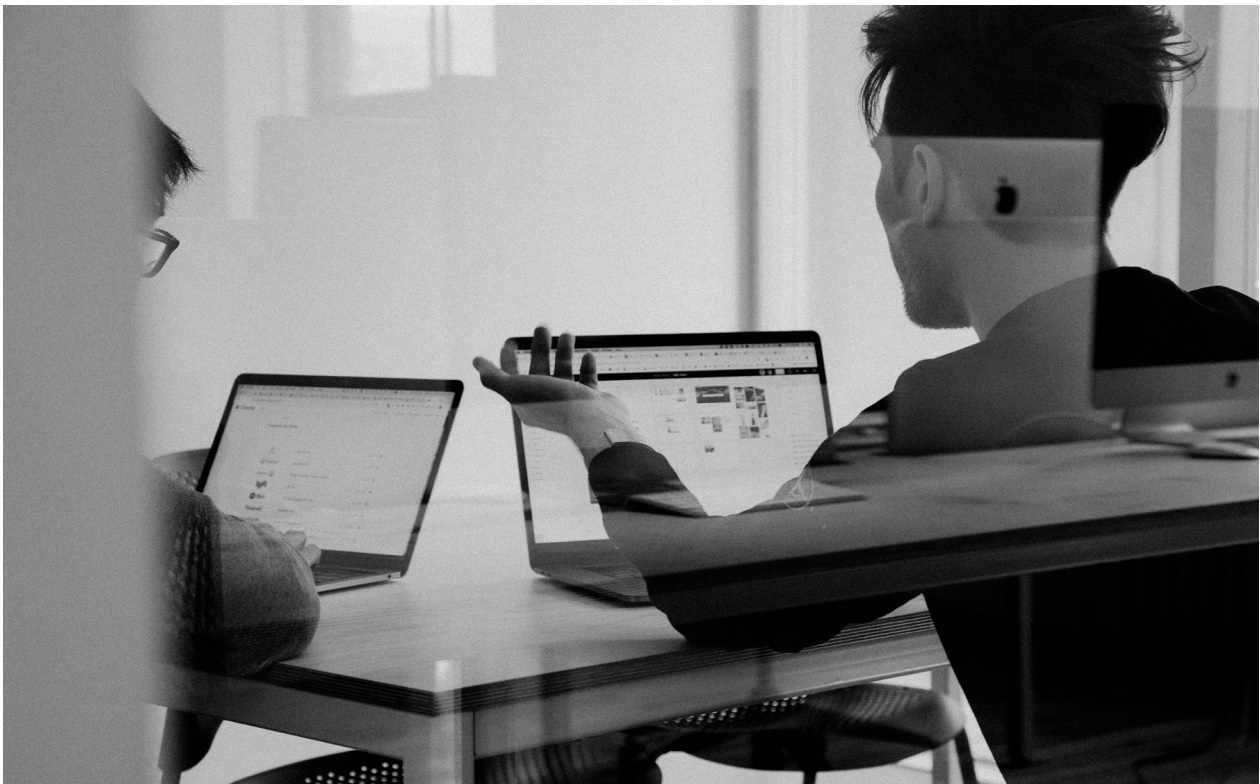
COMPLEX STRATEGY SIMPLE RESULTS

NEW CAMPAIGNS ACCOUNTED FOR NEARLY 20% OF Q3 REVENUE!

For Q3 2022, these new campaigns accounted for almost 20% of Time4Learning's revenue. The Performance Max campaign produced nearly \$26,000 in revenue and 897 transactions. The Competitor campaign produced over \$5,500 in revenue and 179 transactions. In addition, the Elementary, Middle, and High School Homeschool grade-level campaigns resulted in over \$5,000 in revenue and a total of 175 transactions.

IN SUMMARY

Time4Learning saw success in a declining environment by leveraging Google's Performance Max product and expanding its targeted keywords to include competitor terms and more granular homeschooling terms related to specific grade levels.





**Bridge Learning
Gaps and Build
Confidence.**



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