

## Northcrest Montessori

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**Situation** For parents, deciding on where your child begins his or her education is one of the most important decisions you will make. From day care to private school to public school pre-kindergarten, the choices can be daunting. A Montessori education is very unique. This child-centric approach (used worldwide for nearly 100 years) has produced very positive results.

Kavitha Mehta, founder and head of school, met with the Channel team to discuss her plans for opening a Montessori school in Clarksville, Maryland; the school was to become the first of its kind in the Howard County area. The plan was to position Northcrest Montessori as a school that offers a quality Montessori education, five days a week, to children 18 months to six years of age, starting in early September 2017.

Before meeting with Channel, there wasn't a live website, branding was still being sorted out, there weren't any staff or teachers, and, although a lease was signed for the school's space, a full renovation of the existing building was required and set to take place over the summer.

**Solution** To begin filling fall classes, Channel recommended running the campaign from April through August. Before the start of planned media, the Channel team helped weigh in on the enhancement of the brand-new website. After the site was officially launched, Channel developed and implemented an integrated marketing program of grassroots, digital/social and traditional mediums to accompany the start of Northcrest Montessori's inaugural school year. These tactics consisted of the following:

- Exterior signage
- Community outreach/granola mom outreach
- Community display areas
- Social media engagement via monthly social calendars
- Content/blog marketing
- Baltimore's Child e-Newsletter and website ads
- SEM pay-per-click (retargeting) featuring call tracking
- Google Analytics tracking

Our goal was to reach the target audience via the most effective means to create name awareness, parent interest and, ultimately, new enrolled students for fall 2017.

Enrollment goals were as follows:

- 19 students (3- and 4-year-olds)
- 9 students (18-month to 2-year-old)

## Results

Northcrest Montessori officially opened its doors on Tuesday, September 5, 2017 with a staff of seven teachers (includes founder and head of school) and 23 students between the offered half-day, full-day and all-day programs.

In October 2017, Northcrest Montessori had over 30 students with more applications continuing to come in while parents continue to schedule information sessions on a weekly basis. The school has a wait list for its toddler classroom and plans are in motion to open a second Toddler classroom in the upcoming months. At this time, there are only handful of spaces remaining in the Primary classroom, so Northcrest Montessori will need to hire two additional Primary teachers for the following school year.

Results from the five-month digital campaign are as follows:

### SEM Retargeting

- 37,519 impressions
- 1,274 visits
- 71 calls
- 9 emails
- 3.17% CTR
- 3 web events

### Content/Blog Marketing

- 507 page views

### Google Analytics – Website Traffic Overview

- 2,799 sessions
- 2,297 users
- 7,669 page views

### Google Analytics – Top Channels

- Paid search (44%), direct (19%), organic search (17%), social (16%) made up 96% of overall site traffic.

#### Social Media Insights (Unpaid)

- 29,355 reach
- 4,433 post engagement
- 202 page likes and 197 page followers

#### Baltimore's Child e-Blast

- 15,196 emails sent
- 10.5% average open rate
- 2.63% average CTR

\*hot card  
\*poster



Call **410-690-4890** today to schedule a **FREE** information session!  
[www.northcrestmontessori.com](http://www.northcrestmontessori.com)

**SERVING THE NEEDS OF CHILDREN 18 MONTHS TO 6 YEARS**



**TODDLER PROGRAMS**  
18 months - 3 years



**PRIMARY PROGRAMS**  
3 years - 6 years

<b>Half-Day Montessori</b> 8:30 am - 12:00 pm	<b>Full-Day Montessori</b> 8:30 am - 3:00 pm	<b>All-Day Montessori</b> 7:30 am - 6:30 pm
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**NOW ENROLLING!**



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**NOW ENROLLING FOR FALL 2017!**

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[www.northcrestmontessori.com](http://www.northcrestmontessori.com)



**HONOR + OPPORTUNITY + PASSION + EXCELLENCE**

**NORTHCREST  
MONTESSORI**

## OUR SCHOOL AT A GLANCE

*"The environment must be rich in motives which lend interest to activity and invite the child to conduct his own experiences."*  
— Maria Montessori

www.northcrestmontessori.com

### Our Vision

(Seeking **HOPE** for the generation of Montessori children and families)

#### HONOR

The students at Northcrest Montessori **honor** themselves, their teachers, their peers, and their environment. In fact, the faculty and families at Northcrest Montessori honor the love light within the children that drives them to learn and explore.

#### OPPORTUNITY

The faculty and environment at Northcrest Montessori create the **opportunity** for each student to learn and explore at his or her individual pace.

#### PASSION

The faculty at Northcrest Montessori are each students of **passion** for learning.

#### EXCELLENCE

By following the Montessori philosophy and curriculum, the faculty at Northcrest Montessori sets a standard of **excellence** for the student body to succeed academically, emotionally, and socially.

### About our School

Northcrest Montessori offers quality Montessori education five days a week to children 18 months to six years. Parents will be able to choose from the following options that will best suit their family needs:

HALF-DAY Montessori Program	FULL-DAY Montessori Program	ALL-DAY Montessori Program
9:30 am - 2:00 pm	8:30 am - 3:00 pm	7:30 am - 6:30 pm

All programs are offered for the academic year (September to June) and in the summer (June to August), included in the subscription family package (30 days) and local lunch options.

All children enrolled in the primary programs (ages three years and up) must be toilet trained before their first day of school.

### Our Curriculum

The Montessori curriculum is composed of the following areas of instruction:



#### PRACTICAL LIFE

Practical Life fosters essential life skills, including concentration, independence, and control of movement while providing the same for sequencing and order. Examples of practical life include: brushing and tying hair, dressing, pouring, greasing and water, hand and foot washing, movement, and art.



#### LANGUAGE

Language focuses on the three areas of phonics, spoken language, writing, and reading. Further language study incorporates functional skills such as: reading, writing, and word study (e.g., handwriting, punctuation, and syntax).



#### SENSORIAL MATERIALS

Sensorial materials aim to isolate each of the five senses for the child to refine and clarify. The sensorial materials set this motion the ability to think abstractly and provide visual, tactile, auditory, gustatory, and olfactory materials to help the child understand the world around them. Examples include: color, size, shape, weight, and texture.



#### MATHEMATICS

Mathematics covers the following concepts:

- Numbers 1 to 10
- Decimal system (addition, subtraction, multiplication, division)
- Time analysis
- Measurement of length, area, and volume
- Geometric system (area, volume, and fractions)

### About the Head of School

Kavitha Mehta



Kavitha Mehta, Head of School, is a faculty member at Northcrest Montessori. She attended Case Montessori in Richmond, Virginia, where she earned her Bachelor's degree in Education. She also holds a Master's degree in Education from the University of Virginia. She is currently pursuing her Ph.D. in Education from the University of Virginia.

Ms. Mehta holds a secondary degree in Finance from The Kelley School of Business at Indiana University (cum laude). Ms. Mehta earned her corporate finance at Procter & Gamble in Cincinnati, Ohio, for six years. Ms. Mehta earned her MBA Finance degree and Master's in Montessori Education at the Washington Montessori Institute in Columbia, Maryland. She taught science and primary Montessori in Baltimore, Maryland, for five years.

Ms. Mehta has lived in Maryland for ten years and is currently a resident in Rock and Hill counties. She and her husband have two children and a dog.



**NORTHCREST MONTESSORI**

Opening September 5, 2017



**NORTHCREST MONTESSORI**

For children 18 months to 6 years



**NORTHCREST MONTESSORI**

ENROLL TODAY!

Digital Marketing Metrics FINAL Report: August 19 - September 9, 2017



Single Analytics - Website Traffic Overview

Month	Visitors	Users	Pageviews	% New Visitors
April 15 - May 14, 2017	547	468	3,533	62.05%
May 15 - June 14, 2017	678	552	4,284	75.07%
June 15 - July 14, 2017	560	475	3,459	76.62%
July 15 - August 14, 2017	676	552	4,284	75.04%
August 15 - Sept. 1, 2017	578	478	3,252	64.20%
<b>Total</b>	<b>2739</b>	<b>2237</b>	<b>17,812</b>	<b>75.84%</b>

Top Channels Total

Month	Facebook	Google	Organic Search	Direct	Email	Display	Referral
April 15 - May 14, 2017	240	127	79	59	27	26	9
May 15 - June 14, 2017	268	132	88	123	62	22	4
June 15 - July 14, 2017	242	128	89	120	1	0	12
July 15 - August 14, 2017	297	124	145	85	0	0	20
August 15 - Sept. 1, 2017	176	84	92	27	0	0	9
<b>Total</b>	<b>1223</b>	<b>597</b>	<b>483</b>	<b>497</b>	<b>89</b>	<b>48</b>	<b>50</b>



Social Media Insights

Open Range	Platform	Shares	Post Engagement	Total Page Likes	Total Page Followers
April 1 - April 30, 2017	Facebook	4,108	452	257	257
April 1 - April 30, 2017	Twitter	0	0	0	0
May 1 - May 31, 2017	Facebook	4,210	1,094	149	149
May 1 - May 31, 2017	Twitter	0	0	0	0
June 1 - June 30, 2017	Facebook	5,191	697	197	174
June 1 - June 30, 2017	Twitter	0	0	0	0
July 1 - July 31, 2017	Facebook	5,444	813	127	153
July 1 - July 31, 2017	Twitter	0	0	0	0
August 1 - August 31, 2017	Facebook	1,493	1,117	91	117
August 1 - August 31, 2017	Twitter	0	0	0	0
<b>Total</b>	<b>20,446</b>	<b>3,483</b>			

