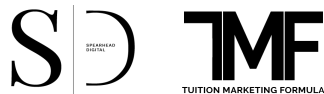


TUITION MARKETING FORMULA

BY SPEARHEAD DIGITAL PTE LTD



1. PORTFOLIO

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nurturing successful students

BlueTree
Education
Learning Centre
thinkers • learners • achievers

3G abacus®
Gain.Grow.Glow
www.3gabacus.com

ST PING NBS
Learning Centre LLP (MOE Registered)
where your step to success begins

乐学 教育
Le Xue Education

LEARNING
VOYAGE



Formuless Maths
Learning Centre

SMART KIDS
EDUCARE LLP
EXPLORE • EXPRESS • EXCEL

Reach for
the Stars
SIMON EIO LEARNING LAB

early
MATH
matters
Today's Foundation. Tomorrow's Success

OUR
LEARNING
LODGE

bricks
4 kidz

CLIENTS WE'VE WORKED WITH

think
teach

新加坡
阳光艺术教育
SUNSHINE ART EDUCATION

neuro math

尔雅
語文

WORDS WORTH
A PASSIONATE INTUITION

LOB Learning
Out of
the Box

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Master the Strategies of Scoring

benjaminmaths®
empower your child with confidence

WISE



MAKING SENSE
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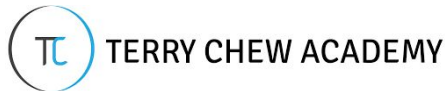
THE PRIMARY
INCUBATOR

NUS
National University
of Singapore

NUS
BUSINESS
SCHOOL



INDIRECTLY INVOLVED PROJECTS



Maths Accelerator Centre





Le Xue

on Tuesday



We have tried many marketing partners over the past few years, and Gary is still the best we have worked with so far.

From advising us on refining our 3R methodology, flyers, followup, website to writing many successful landing pages and Facebook advertisements for us, Gary has been very instrumental to our growth from 2 centres to 4 centres.

What I especially like is his fast response to our requirements and consistent updates on the industry so that we always know what is t...

[See More](#)

👍 1 💬 1 ➦ Share



Adam Yeo

on Tuesday



Gary has been working with us to market our English, Math and Science tuition programmes for the past few years.

The best part was that we were able to successfully package our services as a premium tutoring service that stands out from other tutors in our neighbourhood.

With their help, we have gotten an increase of at least 50-70 students every year, and that is not even counting referrals.... [See More](#)

👍 3 💬 1 ➦ Share



Shou Yee Wong

on Tuesday



Gary has been a very dependable partner whom we have come to rely on for fast execution.

Whenever we need something executed quickly, he has always been able to respond to our needs quickly and that's the key reason why we enjoy working with him.

Other than that, he has also been able to advise us on sharing our best stuff more powerfully with parents, and that has made a lot of difference in the number of signups we've gotten.

👍 1 💬 1 ➦ Share



Karen Zhang

on Wednesday



我们是一间专补习华文的教育机构，2018年在新学校成立后，面对招生的问题，在GARY的帮助下，给我们专业的建议，和分析我们面对的困境，他丰富的经验，协助我们打广告，我们学校渐渐打开知名度，学生慢慢进来了。很感谢他们敬业的服务态度，和丰富的专业知识。

👍 1 💬 1 ➦ Share



AnDy Woo

on Wednesday



I'm Andy, a secondary and JC math specialist and founder of Learning Voyage.

Many years ago, Gary wrote a facebook ad and ran a campaign which was so effective that I'm still using that same ad 4 years later in 2020.

I can attribute over a hundred signups directly to that! ... [See More](#)

👍 Like 💬 1 ➦ Share



Rosalind Ong

on Tuesday



TMF has helped us in many areas, including the sales of our English and Chinese lessons as well as generating enquiries via Facebook ads.

I especially appreciate the advice they have given us on the ad creatives that have helped us to stand out against other education providers. Want to generate enquiries via Facebook ads but don't know where to start? Find out more from TMF. 😊

- Rosalind, Founder of Fun Language Learning

👍 Like 💬 1 ➦ Share



Ben Yeo
 on Tuesday



TMF helped us to reach out to parents who have never heard of us before.

We've grown from a small centre to a known brand on social media thanks to the consistent marketing efforts.

10-15 parents attend our workshop every other week and at least half of them sign up for our 6-month programmes.... [See More](#)

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Vanessa Ho
 on Tuesday




I'm the Programme Director of the operations at LiveSmart Asia, a youth success learning company. Working with TMF over the past 2 months, I really like how they go all-out to ensure results. From sitting in our webinars to regular late-night discussion meetings, they try their best to help us end to end, and not just the marketing portion only.

We've gotten good initial success and the first few dozen students with our new online programme Map Your Success launch, and we look forward to the continued partnership!

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Algene Tan
 on Tuesday



Gary has been helping us with the digital marketing side of things for several years now. Under his stewardship, we have managed to reach out and impact more students than we could have imagined. His skills are impeccable and his work ethic second to none.

He would be an invaluable ally to any education centre looking to make the next leap forward.

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Jeremy Neo
 20 hours ago



Meeting Gary has been one of the better things that have happened me since I started my journey as an educator roughly 10 years ago.

Back then, we tried FB marketing but it just wasn't working. We wasted precious marketing budget on stuff that did not work.

After meeting him - all that changed! All I can say is that he's definitely someone you want to have in the trenches when you are pushing for growth as he is very familiar with the current education landscape. ... [See More](#)

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Dan Tang
 on Tuesday



This is Dan, co-founder and CTO of KidStartNow, a Chinese learning centre. Thanks to TMF's partnership over the past year, our holiday programmes in June and December are consistently full house 2 weeks before the programme even starts, and we've had consistent signups for our regular programmes every week.

I especially like Gary's expertise when it comes down to subject level, and deep understanding of what parents are exactly looking out for. Will recommend TMF to anyone who's a tutor.

 Like
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Michael Tang
 on Wednesday



I had learnt so much from working with Gary and would certainly recommend them to tutors/centres are looking to scale but lack resources to hire an in-house marketing staff. Working with them is so fuss free as they handle most of the marketing work, even suggesting improvements to how we conduct our calls to parents. Thanks TMF team!

 Like
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John Yeo Zhong Ren

on Tuesday



I'm John and I manage Learning Out of the Box. Also a self published author of over 45 pri school math guidebooks. What I like about Gary and Mel is they are fast and open to out of the box business and marketing ideas to help us reach out to more parents who teach their kids at home. The challenge is we have limited reach in terms of marketing. After having worked with Gary and Mel, we have experienced multiple team wins like growth from 3 figures day to 5 figures day within the span of one year. Looking forward to bigger long term collaboration 😊 yes will recommend more likeminded clients to you 😊



Like



2



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Rajiv Misra

on Tuesday



I was actually hesitant when I first saw a whatsapp msg from their company. I was like, "Oh no! Not another marketing company!"

You see I have been through a list of marketing companies for tuition centre: Ministry Of Science. Some produced very poor results or no results at all. My trust in marketing firms was very very minimal. Most would promise me the moon and all I got was 0 results.

With Tuton Marketing Formula, I saw results from the first day. Eventually, I was abl... [See More](#)



Like



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Low Chong Guan

on Tuesday



From a unique perspective of service-provider reaching out to tutors, I've observed Gary's deep expertise when it comes to knowing what tutors want and need.

Thanks to Gary, we now have daily enquiries from tutors who need our learning management & content-creation systems from Singapore, Malaysia & Phillippines, and are in the midst of securing a few large projects. I would recommend him highly.



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Share



Jeremy Say

on Tuesday



We've worked with Gary & Mel for a few years now, and it's been a really pleasant experience so far.

Other than consistently filling our workshops every week with a few dozen enquiries, they go the extra mile to ensure that our presentations are optimised and front-end branding efforts are also executed well. I've recommended them to many contacts and will continue to do so!



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Share



Han Ping Gr-ace

23 hours ago



I'm a full time tutor, specializing in upper primary to O level maths. As a cofounder of LearnersHaus, we feel very lucky to have engaged TMF to market for us. Gary is very experienced in marketing for tuition centres. He understands our challenges and needs very well. He also provides good and effective suggestions to help us achieve our goal. We are able to see result in just the first month onboard with Gary and team. In addition, Gary is a very genuine and humble person to work with. He goes the extra miles to ensure he value adds to us. We are grateful that our paths crossed. We will definitely recommend Gary and his team to any enrichment centres.



Like



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Spearhead Digital Pte Ltd

— — —

ROI Driven Digital Marketing Company focusing on tuition centres and other education companies.

Have worked directly and indirectly with over 50+ tuition centres to massively grow their business within a short period of time.

LONG-TERM IMPACT - Earliest clients from 4-5 years ago have:

- Grown 3-4 branches
- Jumped from 100k/year revenue to over 1M/year.
- 0 students to 250 students, 50 students to 500 students due to multiplier effect from referrals.

Meet The Experts:

Gary Ong



Melissa Loi



- Associate Certified Coaches (ACC) - International Coach Federation
- Education Marketing Specialists
- Former GrowthTribe Marketing Consultant, (Market Domination Circle For Educators), handled 1/3 of clients
- **Le Xue Education**, 100 more Students and \$80,000+ In 6 Months, Increase Price By 31% (\$650 to \$850)
- **BlueTree Education**, Primary School Math, 70 more Signups, \$60,000+ In 3 Months
- **Stepping Stones Learning Centre** (PSLE). 60 Signups In 3 Months, Closed \$45,767 of sales.
- **Think Teach Academy**. New Centre. 0 to 250 students in less than 1 year.
- **National University of Singapore**. Sole digital marketer in the department doing advertorial copywriting, launched and managed Facebook campaigns across regional countries, and generated 1,438 leads in 6 months.

2. METHODOLOGY

Tuition Marketing Formula – Basic



Tuition Marketing Formula – Basic



Phase 1: Leads Strategy - Part 1



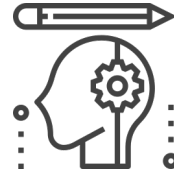
Ideal Prospecting:
*Move from
mass-marketing to
niche-marketing*



Strategic Positioning:
*Create a position that
makes you the #1
choice to your ideal
prospect*



Origin Story:
*Build your personal
and brand's unique
background that
"sticks" to your
prospects' minds*



Formulate:
*Craft your unique
teaching formula
to stand out*



Attractive Offer:
*Upfront offer that
attracts your ideal
prospect*

Phase 1: Leads Strategy - Part 2

— — —

Digital Marketing Setup - *i.e. Facebook Ads Manager*

Ad Copywriting - *Write to sell, not to get likes & shares*

Precision Targeting - *Show your ads to hottest prospects only*

Campaign Setup & Launch - *All technicals covered*

Tracking & Retargeting - *Leave no stone unturned*

Lookalikes - *Look for more prospects with a similar profile*

Tuition Marketing Formula – Basic



Phase 2: Turnup Strategy



Followup Sequence:
Before, During, After



Scripts:
*Calls, SMS, Email
templates all included
and customised for you*



Sales Presentation:
*Systemised sales process
that can be adapted for
trial classes, consultations,
previews, workshops,
phone calls, etc.*



Leads/Sales Tracking System:
*To ensure results are measured
and processes are constantly
improved*

Tuition Marketing Formula – Basic



Phase 3: Enrollment Strategy



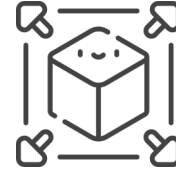
Sales Presentation:

Systemised sales process that can be adapted for trial classes, consultations, previews, workshops, phone calls, etc.



Leads/Sales Tracking System:

To ensure results are measured and processes are constantly improved



Scaling:

Grow a \$1,000 a month into a \$2,000, \$4,000, \$8,000 a month and so on



Referral Strategy:

Multiply your precious new enrollments and grow exponentially for free!

3. PRICING PACKAGES

Your Investment: Option 1

Marketing Agency Services

Leads Strategy

Turnup Strategy

Enrollment Strategy

Agency Services

SGD 3,500 per month*

1-2 focus areas

*Excludes Advertising Spend (paid directly to Facebook)

Your Investment: Option 2 **PACK Method Enrolment Mastery Course (DIY)**



USD 297
(with unlimited access)

<http://getpackmethod.com/offer>

Questions?

— — —

Contact Us:

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 tuitionmarketingformula.com

 getpackmethod.com

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