



# CASE STUDY

Cincinnati Preschool Promise (“CPP”)

Digital Strategy and Execution

# CPP CASE STUDY

See how the TigersEye redesign and optimization of the CPP website helped this vital nonprofit organization achieve its mission to ensure equitable access to high-quality preschools so that every Cincinnati child is prepared for kindergarten.



## CHALLENGE

Cincinnati Preschool Promise (CPP) is a non-profit organization, expanding access to quality preschools within the greater Cincinnati area, made possible thanks to a significant investment from taxpayers for the purpose of strengthening K-12 education while expanding access to quality preschool education.

Over the last few years, CPP has utilized funds to increase the number of quality preschools available in Cincinnati through comprehensive programs and services, provide tuition assistance to families in need and financial assistance to preschool teachers in quality rated programs.

During the pandemic, it became increasingly important for CPP to:

- Provide increased online access to forms and information that families and preschool providers need
- Ensure the process for transmitting data online was efficient and secure
- Deepen stakeholder relationships with ongoing communication in digital channels they utilize the most



## TARGET AUDIENCE



Families



Teachers



City Taxpayers



Community  
Preschool Providers



Community Partners  
& Business Owners



## THE TIGERSEYE WAY

At TigersEye, we deploy strategy in everything we do. While our strategists delved deep into the CPP business, brand, category, and customers, our creatives imagined the possibilities to bring the website design to life.



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## CPP OBJECTIVES

CPP evaluated their current marketing efforts and identified an opportunity to leverage the CPP website to work harder for them.

Specifically:

- Attract new visitors
- Increase visibility of the organization
- Highlight community providers
- Provide access to forms, documents and resources for stakeholders



## TIGERSEYE EXECUTION

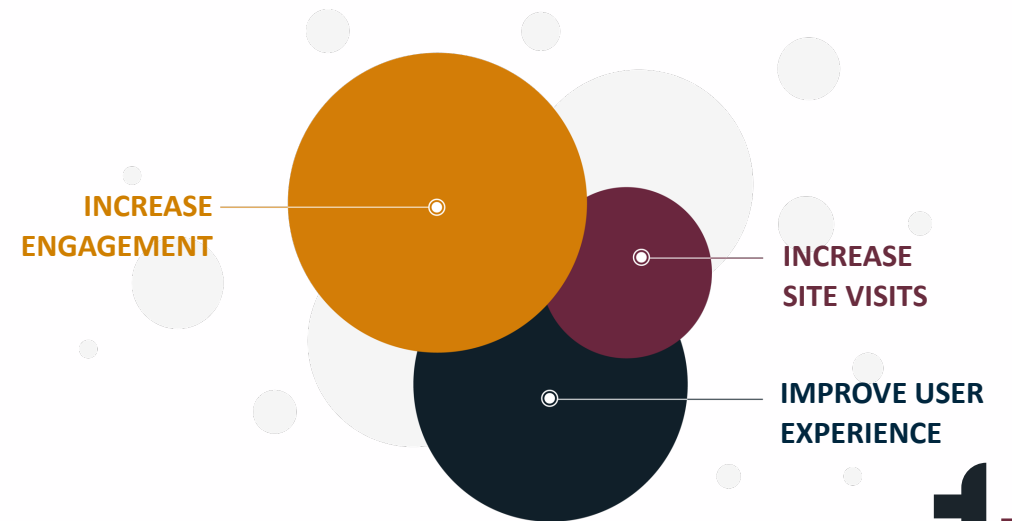
1. Conducted research to form initial hypotheses validated via stakeholder interviews to identify core wants/needs of current website
2. Developed core strategic elements:
  - Brand Strategy & Brand Guidelines
  - Website Content Strategy
  - Search (SEO/SEM) Strategy
3. Designed and developed a responsive, Search Engine Optimized (“SEO”) website to address user needs
4. Created all website content and curated images
5. Executed monthly SEO analysis, maintenance, and paid search



## SUCCESS FACTORS

### Launch of website:

Execution of a new website that aligns with the new brand strategy, improves the user experience, and increases site visits and stakeholder engagement.



# TIGERSEYE RESULTS DELIVERED FOR CPP

The new Cincinnati Preschool Promise website launched in November 2020. The new website reflected the freshness and energy of the children CPP serves combined with the functionality and information parents and preschool providers need. And by incorporating an ongoing Search Engine Optimization program the new website saw exponential and continuous increases in performance.

One year post launch  
during slow season

**31.8%**

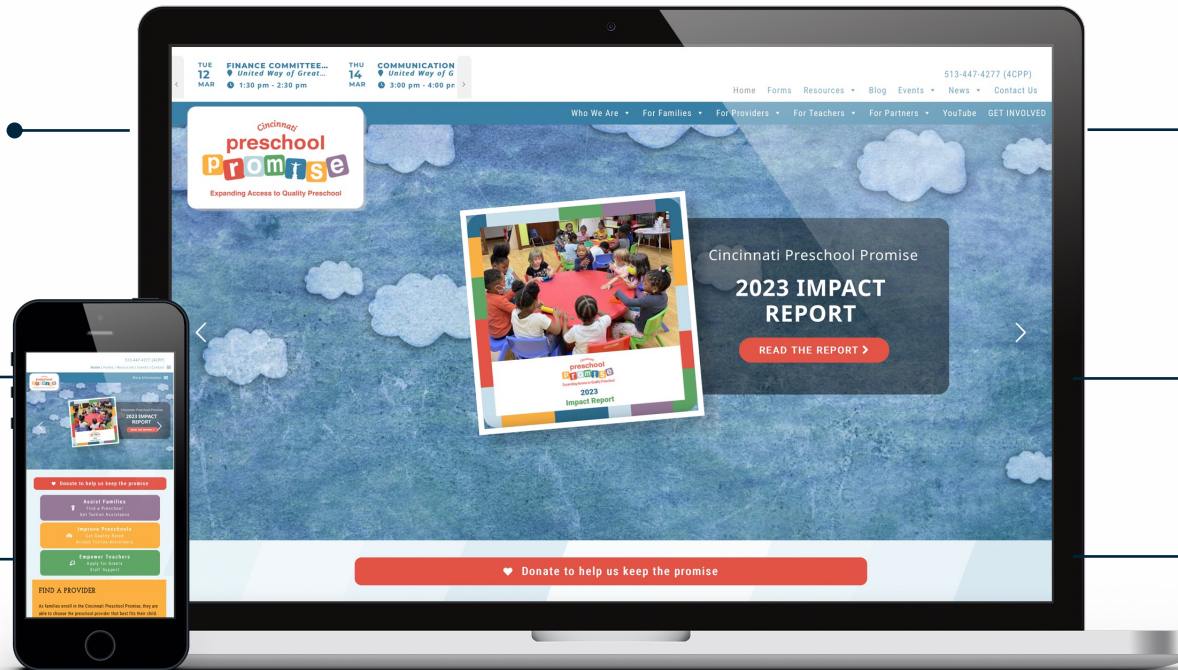
INCREASE IN TOTAL CLICKS

**42%**

INCREASE IN SESSIONS

**41.4%**

INCREASE IN USERS



Two years post launch  
during peak season

**63.5%**

INCREASE IN TOTAL CLICKS

**53.3%**

INCREASE IN SESSIONS

**45.45%**

INCREASE IN USERS

