Quality Rated Campaign

IMPRESSIONS BREAKDOWN

- Facebook Impressions: 65,381+
- Pinterest Impressions: 99,353
- Instagram Feed Impressions: 958,740+
- Instagram Story Impressions: 3,569,563+
Quality Rated Social Channels
BY THE NUMBERS
KEY PERFORMANCE INDICATORS

- 40% Increase in Impressions on Quality Rated’s Instagram Account
- 26% Increase in Followership on Quality Rated’s Instagram Account
- 24% Increase in Impressions on Quality Rated’s Facebook Page
- 4.7% Increase in Followership on Quality Rated’s Facebook Page
Insight: Morgan Bullard (@morgbullard) had one of our top performing Instagram Feed post for the campaign! She shared her story of how being a working mother is hard, and her darling photo with her little one generated tons of likes and comments. We loved seeing the daycare and child care center providers commenting and sharing their Quality Rated experience’s on her post, like the ones below! Morgan also drove 101 clicks to the Quality Rated website!
“I knew there were some really great daycare / childcare programs out there… but how to find them?! We had recently moved to a new house and didn’t know many people to get recommendations from in the area. I found out about the Quality Rated childcare tool and it made it super easy to find several options that could be potential fits for our family.”

“Looking for a quality child care or preschool program? It would take forever to call around, but the Quality Rated website makes it really easy to search...I loved how the website showed all of the school information as well as how many spots were available in the program... this website is a great way for new Georgia moms to search the local preschools and see how many spots are still available.”

“Quality child care can have its effects on a child’s health, development, and education. This is why it’s one of the most important decisions you can make for your child’s future. When you find programs on Quality Rated, you know those facilities are committed to making sure they have the best for the children that attend the selected child programs and give parents the ease of knowing they are selecting high-quality child care services.”

“I started my search while pregnant and thank goodness I did that, because I was starting from scratch and I was overwhelmed. I literally visited 22 daycares in the Atlanta area... If I knew [about Quality Rated] in the beginning, I would have only followed the QR schools as the beginning of my list.”