

HOW ED STUDIOS HELPED ALPHA IDEALISTIC EDUCATION GET SEEN, LOVED & SHARED



ABOUT THE SCHOOL

Alpha Idealistic Education is a welcoming school that offers 3 type of services, which are **Pre-school, Playschool & Occupational Therapy**.

They have **3 branches** that are located in **Iskandar Puteri (HQ), Ulu Tiram & Kota Tinggi**

CHALLENGES BEFORE US

- **Low content** creations
- **No marketing team** (inhouse)
- **Low engagement** on social media from parents

RESULTS



- **+210% engagement increase** (likes, comments, saves)
- **3x more shares** on activity reels
- Teachers can just focus on the kids, **we got it all covered**

SOLUTION

- **Prepped Content calendar** with **4-5 videos post per week**
- **Capture moments** in classroom
- **Stress Free Management** with **daily uploads** on social media

CONTENT STRATEGY AT A GLANCE

- 
- **4-5 weekly Reels**
 - **Monthly content calendar**
 - **Real classroom activities**
 - **Data-driven improvements**
 - **Managed by us From Top to Bottom**