StemMets Kids STEM Camp ;Campaign Awareness Strategy

Campaign Objective

To generate strong awareness, interest, and registrations for the StemMets Kids STEM Camp, targeting parents with children aged 5–13 across Lagos.

The goal is to position StemMets as the leading tech-learning ecosystem for kids, highlighting hands-on skills in robotics, coding, chess, arts, teamwork, problem-solving, and computer literacy.

Campaign Structure

The goal of this is to Spark curiosity and prime the audience.
Activities:

- Publish teaser posts announcing “Something exciting is coming for kids this holiday!”
- Short 10–15 sec video teasers showing kids assembling robots, coding, drawing, or engaging in teamwork.
- Email blast to existing parents and leads.

Campaign Structure

The goal is to Maximize visibility, educate parents, and highlight camp value.

Content Types:

- Carousel Posts
  - Robotics, Coding, Chess, Computer Science, Digital Arts, Teamwork.
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- Short Reels / TikTok-Style Videos
  - “A day at StemMets Camp”
  - “What your child will learn in 7 days”
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- Parent-Focused Informative Content
  - “Why early STEM exposure matters.”
  - “Skills your child must have before age 15.”

Campaign Structure

High-Energy Engagement + Social Proof

Goal: Build trust and accelerate sign-ups.

Activities:

- Testimonials from parents of past students.
- Showcase previous camps (images & videos).
- BTS content: “Meet the StemMets Instructors.”
- Q&A live session for parents on Instagram.
- Countdown posts: “2 Days Left to Register!”

Paid Ads Plan

Meta (Facebook + Instagram) Ads

Objectives- Awareness campaign

- Reach parents aged 25–55
- Drive clicks to registration form
- Boost awareness of the camp program

Targeting:

- Parents with children 5–13
- Interests in: Education, Parenting, Tech, Coding, Robotics, Learning apps
- Lagos communities (Lekki, Ikoyi , Victoria island ,surulere)

Influencer Strategy

Use micro parenting influencers (2k–20k followers) for authenticity and high trust.

Deliverables:

- 1 reel + 1 story per influencer
- “Why I’m registering my child at StemMets Kids Camp”
- Use influencers who are mothers, educators, or child-development advocates.

Measurement Plan

Key Metrics

To measure effectiveness:

Awareness Metrics:

- Reach
- Impressions
- Video views
- Click-through rate (CTR)

Engagement Metrics:

- Likes, shares, comments
- Saves
- Story completion rate

Expected Outcome

By the end of one week, the campaign should achieve:

- Strong visibility across Lagos parents
- Increased credibility and trust
- Consistent inquiries about the camp
- Boosted pre-registrations
- Identification of the best-performing platforms for future campaigns