

Introducing



Building Brighter Futures, One Block at a Time.



The Community The Solution

One Brand:
Supporting the Legacy of Montessori Schools Everywhere

Our New Business Model

- Nido Marketing is evolving from a digital marketing agency to an operations solution.
- We're now supporting not only your marketing but also communications, parent education, HR, staffing, finance, facilities, materials, and EVERYTHING enrollment.

Be One of the First: Professional Admin Service

- Dedicated team member
- They have an entire team behind them
- No more hiring, onboarding, HR, or paying additional admin salaries
- High English proficiency, international, remote workers - never pulled out of the office
- Your privacy protected

What can my PA do?

- **Enrollment** identify target customer, develop a system for attracting and retaining customers, ensure engagement during the enrollment process, manage paid advertising, design strategic marketing campaigns, refine your website, provide custom content for your social media channels
- **Community Building** deliver newsletters, manage a private community group, deliver a parent directory, provide a list of local events to attend, promote events on your calendar, drive engagement with your social media platforms, monitor your brand
- **Parenting Education** customize video, audio, slideshow materials, customize written materials for emailing, SMS, and blogs distributing, design an ongoing program for each age level at your school
- **Human Resources** verify licensing requirements for your school staff, determine relevant experience on a resume, verify education taken out of the country, verify Montessori training, create and maintain online records for each employee, track training hours, provide training opportunity information
- **Finance** provide a budgeting model, create strategic planning tools, monitor invoicing and receipt of payment