



WEBINAR

Maximizing Your Marketing Efforts

Strategies for Promoting Your Childcare Center

Presented by





THE PRESENTER

Joni Levine

Joni Levine is the founder and main content author of Child Care Lounge.com. B.S. in Early Childhood Education and an M.Ed in Instruction and Learning with a minor in Curriculum Design and Development

Professional Experience include:

Preschool Teacher
Parent Educator
Consultant
College Instructor
Santa Claus
Camp Counselor
Center Director

Afterschool Program Coordinator
Journal Editor
Distance Learning Reviewer
Workshop Presenter
Online Webmaster and Author
Private School Teacher

About us

Child Care Lounge

Child Care Lounge has been providing online childcare classes, childcare training, networking, and resources to support childcare professionals since 2003.

In this session we will discuss:



Create a mission statement for a child care program



Create a tagline for a child care program



List specific strategies for promoting a child care program



Marketing involves everything from naming your program to finding ways to increase growth. You are marketing your program to current customers, to prospective customers, and to the community.

Create a mission statement for a child care program

Mission Statements

A Mission Statement explains why you are in business, the passion behind the business, and who the business serves. Knowing your mission statement will help you to market your program.

Read this mission statement from a well-known company. Can you guess what company this is?

"To be the world's premier consumer products company focused on convenient foods and beverages. We seek to produce healthy financial rewards to investors as we provide opportunities for growth and enrichment to our employees, our business partners and the communities in which we operate. And in everything we do, we strive for honesty, fairness and integrity."

Create a mission statement for a child care program

Here are two examples of child care mission statements

Watch Me Grow Child Care: "The mission of Watch Me Grow Child Care is to provide high quality early childhood education that includes a developmentally appropriate curriculum; knowledgeable and well-trained program staff and educators; and comprehensive services that support children's health, nutrition, and social well-being."

Loving Hands Day Care: "Our mission at Loving Hands Day Care is to create a warm nurturing, educational environment that stimulates your child's desire to learn. Where pre-school children can feel safe and cared for while learning. Our goal is to give working mother's peace of mind when having to leave their children... placing them in Loving Hands. Our promise is to diligently attend to the needs of your child."

Create a mission statement for a child care program

MISSION STATEMENT



Some basic tips for writing a mission statement:

- ❖ Aim for at least one but no more than three short sentences. Saying more with less should be your goal.
- ❖ Avoid jargon that members of the public may not understand and buzzwords that quickly date.
- ❖ Use active voice. Writing in the active voice can make the difference between a statement that is pleasing and one that is powerful.
- ❖ Personalize the statement. Try using "our" rather than "the center's".
- ❖ Be specific about what you aim to accomplish. Again, limit yourself to three key points.
- ❖ Describe the most important thing your program does as through you were telling a friend.

Name and create a tagline for a child care program

Taglines

A Unique Selling Proposition (or USP) is your tagline and explains what makes your program different and unique

Taglines summarize your product in a short sentence or a phrase..

Most people want to know what a product or service can do for them. What can you offer that sets you apart from your competitors?

How will your program be perceived by your customers?

Taglines can be placed under or next to your logo, on your letterhead, brochures, invoices, envelopes, website, etc.

TAGLINE Check List

- It's Honest (You can consistently deliver it!)
- It's not Boring or Cliché
- It's Professional
- It's Original and Unique like your Brand!
- It's Yours (check with U.S. Patent and Trademark office)
- It Appeals to your Target Audience
- 3-6 words at the Most
- Focuses on your Core Service
- It's Memorable (fun, funny, inventive, catchy, or surprising)

Name and create a tagline for a child care program

MYSTERY TAGLINES

| Company |
|-----------------------------|
| "Finger Lickin' Good" |
| "Because You're Worth It" |
| "The Quicker Picker Upper" |
| "I'm Lovin' It" |
| "Just Do It" |
| Don't Leave Home Without It |
| Tastes Great, Less Filling |

Name and create a tagline for a child care program

Here are some sample taglines for child care programs:

- Annie's Alphabet Home Childcare: "Learning through thoughtful play"
- Imagination Play: "Where Child's Play Counts!"
- Kids Corner: "A special corner of the world in which children can learn and grow."



SOCIAL MEDIA MARKETING PLATFORMS

| | PEOPLE | CONTENT | STRATEGIES | CONS |
|---|--|---|--|--|
|  | <ul style="list-style-type: none"> • 25-34 • Boomers | <ul style="list-style-type: none"> • Photos & links • Information • Live video | <ul style="list-style-type: none"> • Local mktg • Advertising • Relationships | <ul style="list-style-type: none"> • Weak organic reach |
|  | <ul style="list-style-type: none"> • 18-25 • 26-35 | <ul style="list-style-type: none"> • How-tos • Webinars • Explainers | <ul style="list-style-type: none"> • Organic • SEO • Advertising | <ul style="list-style-type: none"> • Video is resource-heavy |
|  | <ul style="list-style-type: none"> • 18-24, 25-34 • Millennials | <ul style="list-style-type: none"> • Inspiration & adventure • Questions/polls | <ul style="list-style-type: none"> • Ecommerce • Organic • Influencer | <ul style="list-style-type: none"> • High ad costs |
|  | <ul style="list-style-type: none"> • 25-34, 35-49 • Educated/wealthy | <ul style="list-style-type: none"> • News • Discussion • Humor | <ul style="list-style-type: none"> • Customer service • Ads for males | <ul style="list-style-type: none"> • Small ad audience |
|  | <ul style="list-style-type: none"> • 46-55 • Professionals | <ul style="list-style-type: none"> • Long-form content • Core values | <ul style="list-style-type: none"> • B2B • Organic • International | <ul style="list-style-type: none"> • Ad reporting & custom audience |
|  | <ul style="list-style-type: none"> • 10-19 • Female (60%) | <ul style="list-style-type: none"> • Entertainment • Humor • Challenges | <ul style="list-style-type: none"> • Influencer marketing • Series content | <ul style="list-style-type: none"> • Relationship building |
|  | <ul style="list-style-type: none"> • 13-17, 25-34 • Teens | <ul style="list-style-type: none"> • Silly • Feel-good • Trends | <ul style="list-style-type: none"> • Video ads • Location-based mktg • App mktg | <ul style="list-style-type: none"> • Relationship building |

List specific strategies for promoting a child care program

What should be included your Facebook page:

- Display all of your contact information. include your address, phone number, email, and website, if applicable
- The Info section also has places to put your Description, Mission, Awards, and Products. This is a great place to sell your program.
- What makes you special? How do you stand out from other programs?
- Show pictures of your program. Your main profile picture should be that of your logo or an overall picture of your center or house.
- You can add photo albums to your page also. Examples of albums could be Art Projects, Room Arrangements, Class Parties, Show N Tell Time,
- Field Trips, etc.

Marketing on Social Media



It is very important to get parents' permissions to publish their child's photo to your Facebook page or website.

You can utilize our [Permission to Photograph letter](#) or find a [Photo Release letter](#) online.

List specific strategies for promoting a child care program

Internal Marketing - marketing that you do within your center/facility:

- Frame and hang your license, degrees, and certificates...what a great way to let parents and prospective families know that you are dedicated to your profession.
- Frame your mission statement. Or better yet, have a banner made with your mission statement.
- Keep your facility clean and physically attractive. All play areas, sleeping areas, playgrounds, etc. should be inviting to parents and children.
- Keep a list of information about yourself and your daycare by the phone.. You must make a good impression or they're not going to bother with setting up an interview.
- Always be ready to fill an opening. Have interview and enrollment materials ready to go and easily accessible.

List specific strategies for promoting a child care program



List specific strategies for promoting a child care program

- **GET YOUR FLYERS SEEN!**
- Leave flyers or brochures everywhere! Supermarkets, Gyms, Libraries, Coffee Shops, Laundromats, Churches, Shopping Centers, and everywhere you can think of!
- Contact local realtors. Provide them with flyers or information for new families who move into the area.
- Contact your local hospitals. Most hospitals send out some sort of welcome package to all the new babies. Ask if you can put a flyer or business card in it

List specific strategies for promoting a child care program

External Marketing - marketing that you do outside your facility to get your name out there:

- Be your own walking advertisement. Wear a colorful T-shirt or hat that promotes your program.
- Consider placing your logo on your book bag or on the side of your daycare strollers. When on a field trip or outing, have all children wear matching T-shirts with the program name printed on them.



- Put a bumper sticker or magnetic sign on your car. (Google 'cheap magnetic car signs' and you'll get many sources)

List specific strategies for promoting a child care program

External Marketing - marketing that you do outside your facility to get your name out there:

- Donate children's books to nearby doctor's offices. Tape your business card inside the cover of the books.
- Put a sign in your yard for your own mini billboard.



For Further Reading...

- [Duct Tape Marketing](#)
- [Planning, Promoting and Managing Your Childcare Business](#), by Colleen Martinson (2003)
- [Family Child Care Marketing Guide: How to Build Enrollment and Promote Your Business As a Child Care Professional \(Redleaf Business Series\)](#), by Tom Copeland (1999)
- [Ultimate Small Business Marketing Guide](#), by James Stephenson and Courtney Thurman (2007)
- [Day Care Match: Connecting Parents and Providers](#)
- [6 Affordable Marketing Ideas for Child Care Services](#)
- [Marketing Your Daycare](#)
- [Mission Statements for DayCare](#)
- [How to write a Mission Statement](#)
- [12 Tips To Market Your Child Care Program](#)
- [Flyer Tips](#)
- [8 Tips For Marking Effective Advertising Flyers](#)
- [How to promote your childcare using the Internet](#)



Contact us:

Website

www.childcarelounge.com

Phone

412-885-5172

Email

customerservice@childcarelounge.com

Connect with us

[Facebook](#)
[Twitter](#)
[Pinterest](#)
[Instagram](#)



Contact us:

Website

www.icaresoftware.com

Phone

978-266-0224

Email

sales@icaresoftware.com

Working Hours

Daily : 9 AM – 7 PM

Weekend : Closed