



Objectives

- Understand the definition and value of marketing efforts that are focused both externally and internally.
- Be able to articulate your program's features and benefits and understand how to use each as marketing tools.
- Appreciate how information can help you make marketing decisions about where to spend your time, energy, and resources.

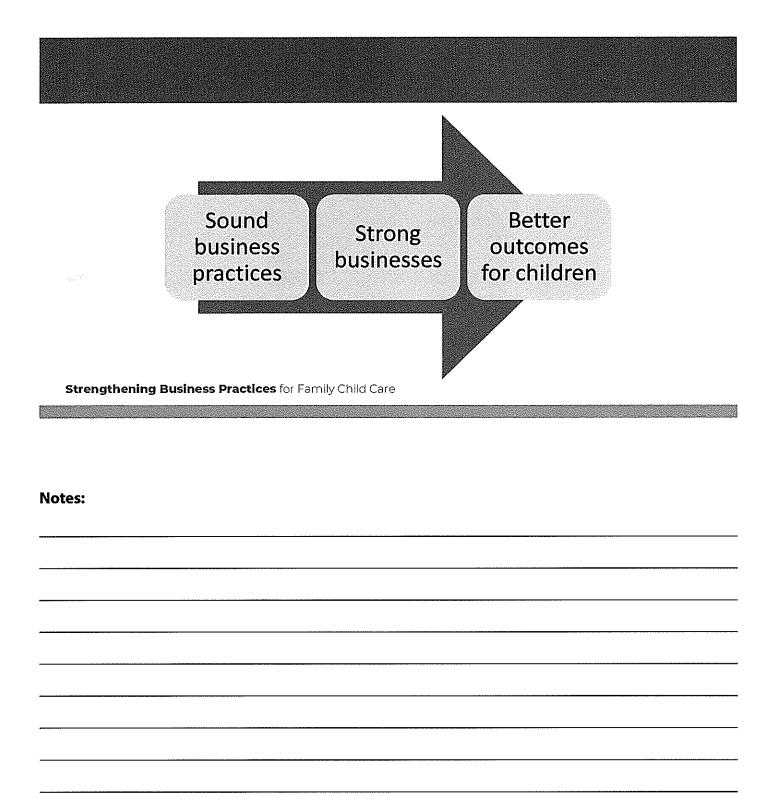
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It's about the Children



Working with children is your passion.
Running a business may not be your passion.
But consider this . . .

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Introduction

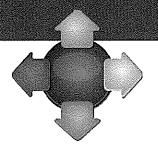


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What Does Marketing Mean to You?

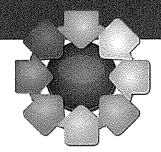


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External Marketing

- Prospective families
- Community organizations and businesses
- Resource and referral agencies



Internal Marketing

- · New families
- Existing families
- Past families

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Marketing Planning Worksheet

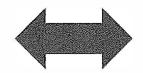
Environment

Think about the environment where the program is located. Identify aspects of the physical location and the demographics of the community that are relevant to marketing efforts. Next, determine what other options families have for child care in the area. Consider both center-based and family child care options in order to identify how your program fits within all child care options for families. Finally, identify whether there are any businesses in the community that may be resources for recruiting prospective families.

Physical Location	Demographics of Community
	3.1
Other Child Care Options	Businesses Employing Prospective Families
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Program



Prospective families

Communicating brand and promoting services

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Environmental Scan

- Physical location
- Demographics of community
- Prospective feeder businesses
- · Other child care options



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Building Your Brand

Public perception of your program

- Mission and philosophy
- Business name
- Logo



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Features vs. Benefits

Features: Facts about the program

Benefits: The experience that families can expect from the program

vs.



Storage for 1 GB of MP3s 1,000 songs in your pocket



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Features vs. Benefits

Features: Facts about the program

• Example: We provide snacks to children.

Benefits: The experience that families can expect from the program

• Example: We provide healthy snacks that support children's growth and brain development during these important early years.

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Features and Benefits

Feature	Benefits
I provide care in my home.	Children are cared for in a warm and caring home environment with small group size and low child-to-staff ratios.
My program provides care for children of all ages.	My program provides consistent, continuous care so that siblings can be cared for together and children do not need to transition to another program as they get older.
My program participates in the federal Child and Adult Care Food Program.	Children receive nutritionally balanced meals and snacks throughout the day.
My program accepts child care assistance subsidies.	Families and children have access to affordable, quality care regardless of income.
My program participates in the state's quality rating and improvement system.	My program demonstrates a commitment to quality, and families have access to comprehensive information about the quality of my program.
My program is located near a highway.	My program is easily accessible for families commuting to work.

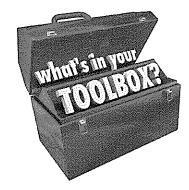
Features and Benefits

Name features of your program and then identify the related benefits they provide to children and families.

Feature	Benefits
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Marketing Tools

- · Word of mouth
- · Community relationships and partnerships
- Website
- Phone
- Email
- · Social media



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Marketing Toolbox

You have many options in your marketing toolbox. Some may be very useful to your program while others may not be necessary. Think about the tools you already use for your program, how are they being used, and whether any improvements could increase their effectiveness. If there are any tools that your program is not currently using, consider whether they could be useful, and, if so, how.

Tool	Current Use	Possible Improvements
Website		
Social media		
Email		
Phone		
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Word of mouth		
Community		
Community relationships and		
partnerships		

Website

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Be intentional about the message.	Try to be everything.
Keep the text brief.	Try to say everything.
Keep it simple. That goes for fonts, colors, and images.	Let the site get outdated.
Simplify navigation.	Bury contact information.
Make the site accessible for multiple devices (phones, tablets, laptops).	Make it hard for visitors to find important information.
Solicit feedback about the site to gain insight about user experiences.	Commit to something that you cannot maintain (for example, blog, social media).

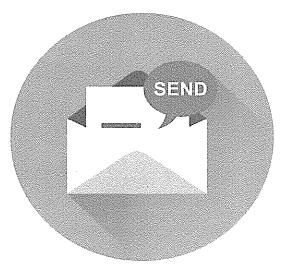
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Email



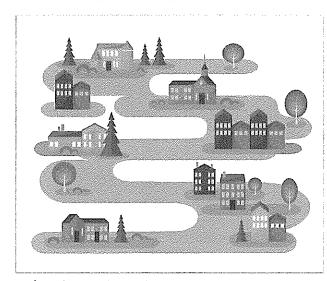
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Word of Mouth



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Community Relationships and Partnerships



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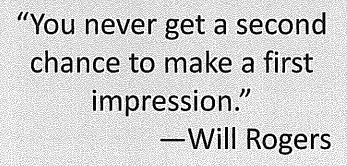
Phone



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Phone Etiquette Tips

- Greet callers with important information.
 - State the name of the program.
 - Introduce yourself.
 - Ask the caller how you can be of help.
- Be professional.
 - Speak clearly.
 - Be courteous—use "please," "thank you," and "you're welcome."
 - Take note of the caller's name and use it when speaking.
 - Be aware of the volume of your voice. Try not to speak too quietly or too loud.
 - Use the mute button if you need to cough, sneeze, etc.
 - Do not put the caller on speakerphone.
 - Do not eat or drink when you are speaking on the phone.
 - Do not use slang language or swear words.
 - Do not get distracted by other people when you are on a call.
 - Do not lose your temper or become rude.
- Be friendly.
 - Smile while you are talking, it will help convey a friendly demeanor.
- Be a good listener.
 - Be patient.
 - Listen actively to what the caller is saying.
 - Use a notepad to write down details you will need to remember.
- Provide a solution to the caller's need.
 - If you need to transfer the call, let the caller know what you are about to do and thank the caller.
 - If you need to put the caller on hold, ask if you may put them on hold.
 - If the caller needs to leave a message, offer either voicemail or to leave a message with you.
 - If you take a message, establish a process that gets messages to the correct person quickly.



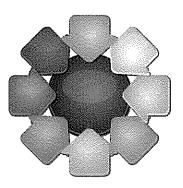
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First Impressions

Consider the first impression families might have of your program when coming for a visit. A welcoming yet professional environment and observations of high-quality classroom interactions can leave a positive first impression on new and prospective families. Consider the many ways that your program presents itself, what kind of a first impression it is making on prospective families, and what improvements could be made.

What is the interaction?	How Can It Be Improved?

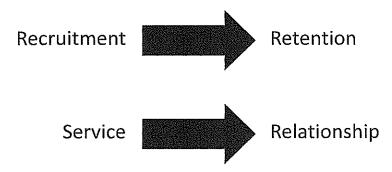
Internal Marketing



- New families
- Existing families
- · Past families

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Internal Marketing



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Internal Marketing







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Marketing to New Families

It is important to begin building a relationship with a family as soon as they enroll. The first few months are a critical time for families to confirm that enrolling in your program was the right decision. Identify some ideas that you may consider implementing to engage this important audience during their first 90 days of enrollment.

Ideas to Engage New Families	

Marketing to Cu	ırrent	Fam	ilies
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There are numerous ways to engage current families in support of your program's marketing efforts. Use the space below to write down some new approaches that you may consider incorporating into your current plans.

Ideas to Engage Current Families	

Marketing to New Families

- · Welcome new families to the program
- Personally check in with new families after the first 30 days
- Send new families a short survey after 90 days
- Host an annual event to connect families and reinforce their connection to the program

New Family Survey

Consider what information would help you understand the experiences of new families. Generate three to five questions for a survey of newly enrolled families. Consider what information would help your program improve the experience for new families and strengthen the quality of care for all children.

New Family Survey Questions	
2.	
4.	

Marketing to Existing Families

- Communicate regularly with families
- · Conduct an annual parent survey
- Offer incentives for referrals
- Share resources with families
- · Host social events for families
- · Send end-of-year thank you notes



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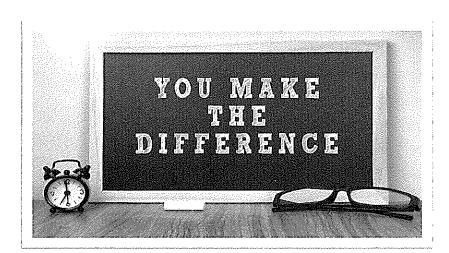
Marketing to Past Families

- Communicate with families who have aged out in the last few years
- Host a social event for past families to come back
- Send thank you notes to families who refer others to your program even if they don't enroll
- Offer an incentive for referrals that do enroll



Notes:		

Marketing to Staff



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Marketing to Staff

Staff are a critical component of your marketing efforts. They represent the program on a daily basis when they interact with families. Consider ways that you can support staff in their efforts to grow professionally and to improve the quality of care for children.

Ideas to Sup	port Staff

Marketing to Staff

- · Invest in professional development
- Communicate the values, mission, and philosophy of the program
- · Lead staff meetings regularly
- · Appreciate staff publicly

Strengthening Business Practices for Family Child Care				
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- 0 External marketing
 - 0 Environmental scan
 - 0 Brand identity
 - O Features and benefits
 - 0 Marketing tools

O Internal marketing

- 0 New families
- 0 Existing families
- 0 Past families
- 0 Staff

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Assessment Checklist



- ☐ Mission/Vision
- ☐ Program Plan
- ☐ Financial Plan (Budget)
- ☐ Record Keeping
- ☑ Marketing

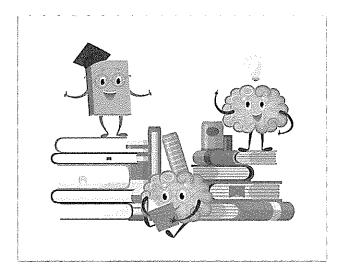
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Assessment - Business Plan

- Mission/Vision Statement
- Marketing Plan
- Collection of Feedback
- Break Even Information
- List of Rooms in Program
- Employee Hiring Process
- Recording Keeping Process

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Taking the Training Home



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Taking the Training Home

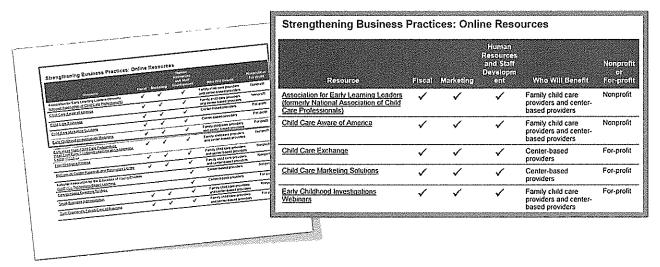
List three things you learned from this training session that you will follow up on when you get back to your program:

1.

2.

3.

Online Resources



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Strengthening Business Practices: Online Resources

Resource	Fiscal	Marketing	Human Resources and Staff Developm ent	Who Will Benefit	Nonprofit or For-profit
Association for Early Learning Leaders (formerly National Association of Child Care Professionals)	\	\	Y	Family child care providers and center- based providers	Nonprofit
Child Care Aware of America	✓	√	✓	Family child care providers and center- based providers	Nonprofit
Child Care Exchange	✓	✓	✓	Center-based providers	For-profit
Child Care Marketing Solutions	✓	✓	✓	Center-based providers	For-profit
Early Childhood Investigations Webinars	✓	√	✓	Family child care providers and center-based providers	For-profit
Early Head Start-Child Care Partnerships. Head Start Early Childhood Learning and Knowledge Center (ECLKC)	✓	✓	✓	Family child care providers and center-based providers	Nonprofit
First Children's Finance	✓	✓	✓	Family child care providers and center-based providers	Nonprofit
McCormick Center Research and Resources Library	✓	✓	✓	Family child care providers and center-based providers	Nonprofit
National Association for the Education of Young Children (NAEYC): Technology Based Learning			✓	Center-based providers	Nonprofit
New Horizons Director's Toolbox			✓	Center-based providers	For-profit
Small Business Administration	✓	✓	✓	Family child care providers and center-based providers	Nonprofit
Tom Copeland's Taking Care of Business	✓	✓	✓	Family child care providers and center-based providers	For-profit