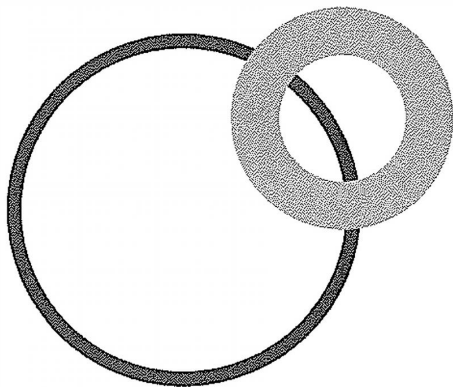




Session III: Marketing Your Program



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
Other Child Care Options	Businesses Employing Prospective Families



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

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		
Word of mouth		
Community relationships and partnerships		

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.

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

1.

2.

3.

4.

5.

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.

Strengthening Business Practices: Online Resources

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