



Marketing Strategies For Family Child Care.


Traditional & Technology



1




Training Expectations



What do you hope to learn from this training?

Enter in Chat



2

What You Will Learn.

This workshop will offer ideas and rich discussions on marketing your child care business.

Why developing a brand is a helpful strategy for your child care business

Ways to attract and build parents' trust.

Benefits of networking.



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<h2>Poll 1</h2> <h3>Audience Profile</h3>	
Are	<p>you a licensed family child care?</p> <p>you a licensed group home?</p> <p>You licensed exempt?</p>
Do	you use technology to attract parents to your program?
Do	you use social media to attract parents?
Do	you have a website?
Do	you belong to a professional child care association or network?



Finding Clients Not A Magic Wand!


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How Parents Find Childcare

Referrals (82%) Recommendations from other parents to be trustworthy, believing that no parent would recommend a program that was dangerous or of low quality.

Online search (52 % primarily Google) next most common way of finding childcare.

The logo for SEIU (Service Employees International Union) is located in the bottom left corner. It features the text "SEIU" in a large, bold, blue font, with "Service Employees International Union" in a smaller font below it. To the right of the text is a circular emblem containing a stylized sun or gear design.

Top Concerns Among Parents

"A Child Care Program They Can Trust"

Clean, safe and nurturing environment.

The educational philosophy of the center

The responsiveness of customer service and location

Staff meets the educational requirements and receive high-quality continuing education

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MARKETING PLAN

Define Your Services

+ Features and Benefits

+ Establishing Beliefs & Goals

+ Your Unique Program

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Clearly Identify Program Features & Benefits

Program Feature Examples

+ Educational Program

+ Close, family-like relationships

+ Home Environment

+ Special Services provided

Benefit Examples

+ Safety

+ Security

+ Social interactions

+ Educational opportunities

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Establishing Beliefs & Goals Things to Consider

(Audience Discussion)

Why do you care for children?

How do you think children learn and develop?

What is your role as the teacher, how will you support children's learning?


What do you think is valuable or important about your child care program?



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Child Care Philosophy

+ A child care philosophy is a statement of your center's goals, beliefs and values about the nature of child development, the role of child care, and the methods and goals of education.



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Examining Educational Philosophy of Child Care Programs.

Cognitive Based Philosophy

- + Our program creates a space for children to learn through active exploration in an environment which is rich in materials, offering opportunities to converse, socialize, and play which we believe is children's work.
- + The classrooms are planned to encourage curiosity, and problem solving in an atmosphere of warmth, affection and respect for each child.
- + Teachers plan experiences based on children's interests and learning styles.

Green Development FCC

- + We love seeing our children grow and all developmental domains, so we provide a strong academic program to build strong minds and bodies and encourage life-long learners.
- + Our children have fun learning in a close-knit family environment. We understand the value of building solid parent partnerships through strong communication.
- + We offer extended hours to provide flexibility for parents during COVID to accommodate changing work schedules.



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New Beginning Infant Toddler FCC Academy

Play is the heart of New Beginning where our infants and toddlers develop the capacity for creative thinking, problem-solving abilities and social skills through their free imaginative play.


We provide simple, natural materials and handcrafted toys to encourage sensory and hands-on experiences. Our teachers are nurturing and build a strong bond with each of our children.



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Analyzing the Family Child Care Business Market

Profile	Identify	Define	Define
Profile the local child care industry	Identify industry trends that may impact your business	Define your target market (direct, indirect and future competition)	Define Target Customers



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Child Care Industry

+ Industry refers to any context in which people do business “child care industry” is to group all the child care professionals together under one category and which you are a member.



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Industry Profile

Percentage of children in organized child care.

Number of children in organized child care.

Number of children in female-headed households.

Number of women in the workforce, hours work, income.

Number of two-parent families that work outside of home.

Geographic locations of preschoolers, metropolitan, suburban or rural areas.

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Census Industry Profile

Child Care Information collected on child care through the Survey of Income and Program Participation (SIPP) has evolved over the years to include comprehensive data on child care use, cost, and receipt of government assistance.

<https://www.census.gov/topics/families/child-care.html>

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State Industry Profile

You can find current data on your state's child care picture in the National Child Care Information Center database, at <https://childcareta.acf.hhs.gov/centers/national-center-child-care-data-and-reporting>.

You will find population, poverty and child care licensing data and contact information for relevant agencies in your state.

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Parent Persona Marketing Strategy

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A buyer persona is a fictional, detailed description of your ideal enrollment prospect.

2



For child care programs, we'll refer to them as parent personas since parents are the ones that make the decisions concerning their children's education.

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You'll need to pinpoint these parents' characteristics in order to build their specific profile.




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Parent Personas

- + Personas are fictional character profiles used to represent specific audience segments that interact with your program.
- + Drawing on a wide-range of demographic and psychographic information, personas help you to take a deep-dive into understanding the best way to communicate with your prospective parents.

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Parent Personas


- + Parent personas offer detailed descriptions that include their age ranges, careers, household income, and lifestyle habits, just to name a few.
- + They also list their respective challenges and motivations.


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Practical
Methods For
Collecting Data


SEND OUT SURVEYS



CONDUCT INTERVIEWS


REVIEW YOUR ONLINE
ANALYTICS



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About Personas






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Activity Discussion


+ Activity I - Create your perfect fictional character profile of families that you would like to attract.
(Examples, evening care, before after-school, specific age group, first responders, teachers, hearing impaired, bi-lingual)




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Jump Smart Learning Academy Parent Persona

- + Amy Steward (divorced) 1 Child Age 3 never attended child care.
- + Singer, Artist, Entrepreneur
- + Goals - To find a child care trust, nurturing.
- + Challenge Son home on tablet and educational programs to many hours of the day.
- + Challenge - Work schedule more demanding less time to spend with son during the day.

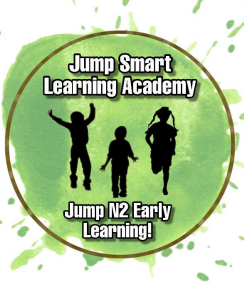





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How To Meet Parent Needs

White Board Activity Discussion






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Meeting Client Needs

- + Established, proven track record .
- + Communication throughout the day, texts, class dojo, pickup, drop off.
- + Outdoor nature classroom (music Area)
- + Meet parents, view website, google business and other social media platforms.



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Group Breakout

+ Activity II- Several Families have contacted your program seeking availability and a possible tour however, families are concerned about COVID and want to know how you will address their concerns and make them feel safe.

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+ Question - How will understanding the market, and creating parent personas, help you meet parents needs?

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Understanding Your Target Customer to Meet Their Needs.

+ Determining your target market will help you make decisions about your hours of operation, where to advertise, and how to individualize your family child care service.

+ Create your messaging strategies around each persona and also help convert leads by doing so.

+ Spend and budget your time wisely by nurturing leads that can be converted and not waste your time and energy on anything less productive.

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Knowing Your Competitors

+ Knowing who your competitors are, and what they are offering, **can help you to make your products, services and marketing stand out.** It will enable you to set your prices competitively and help you to respond to rival marketing campaigns with your own initiatives.

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Learn from the Success and Failures of Your Competitors.

+ While you study your competitors, you get to know about their success and failures. You can avoid the mistakes that led a competitor to failure and should learn from the practices that have contributed towards a competitor's success.

+ For instance, if you are opening up a new child care business, you should make a list of the reasons why some competitors failed while others succeeded.

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Learn from Competitors Failures.

+ Based on that information you can take up the best customer service practices from successful competitors and should try to avoid mistakes that became the cause of your competitors' failure.

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Understanding Your Competition

Direct Competitors are businesses that provide similar products or services in the same target market.

Indirect Competitors are businesses that provide different products or services that fill the same customer need as your service.

Future Competitors what are other competitors, direct or indirect that can affect your business in the future?



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Promoting Your Business

- + You may have the best quality Child Care Program, coupled with a strategic service plan, and clear idea of your target market.
- + But until you promote your business, you won't reach your client goals.




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Things to Consider

How to Get My Business Ready to Promote?

Promotional Materials?

How to Promote My Services?



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Location * Name *

Logo

+ Location - Accessible,
Surrounding Businesses

+ Name - Clearly Describes Your
Business

+ Logo

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2000 - 2016

+ Ms "D's" Home Daycare

+ Ms. "D's" Jump Smart FCC

+ Jump Smart Early Learning
Academy FCC

2017 - Present

+ Jump Smart Learning Academy Inc.

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What Do These Names Tell You?

+ Grandma House Day Care

+ Little Bees Christian Child Care

+ Stepping Stones Nursery School

+ Home Sweet Home Child Care

+ Kid's Work Chicago


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Promotional Materials

- + Business Cards
- + Flyers/Brochures
- + Display Advertising and Inserts
- + Press Release


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Attracting Families Traditionally

- Banners, Flags, Sign in front of program.
- Window Decal
- Removable car magnet
- Bumper sticker

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Promotional Materials

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Network - Cross Promote

- + Team up with a business that offers a complimentary product or service (kids hairstylists, pediatricians, etc.), and help cross-promote each other.
- + Tag each other in Facebook status posts, recommend that your clients 'like' each other's Pages, or simply share each other's content.

Heaven's Angels Learning Center



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Marketing Strategies

Develop relationship with community school
Drop off information, ink pens with website etc.

Shirts, jackets, and uniforms, book bags with children picture, t-shirts with program information.



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Press Release

- + Best advertising is word of mouth
- + Free publicity carries more weight than paid advertising
- + Promote business through local newspaper, local TV station.





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Putting the words "PRESS RELEASE" at the top of the page with "FOR IMMEDIATE RELEASE" in your contact information

Opening with something catch, unusual, or surprising, which is called the lead.

Putting the most important information in the 1st paragraph after the lead.

Using the press release only when the information is timely and newsworthy (award, event, or anniversary)

Press Release Tips

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Marketing Strategy: Platforms

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Benefits Of A Child Care Website

+ A childcare website legitimizes your childcare business

+ Your website is where potential customers find you

+ Your website makes your child care services more easily accessible

+ A website drives traffic back to your child care facility

+ Your website helps your child care business rank higher on Google

+ Your website can help you create and maintain relationships with prospective and existing customers

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Marketing Strategy: Website

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What is the ultimate goal of my website?

2

What keywords will I use for SEO?

3

Mobile Friendly Platform, engaging photos.

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Marketing Strategy: Website

1

Testimonials

2

How is your program different?


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Keywords

+ Google and other search engines comb through the words on every website in order to determine what each site is about.


+ You must have words on your home page that relate to what people are searching for.

+ Keywords; daycare, child care, preschool, after school.

What are other words that describe your program?

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Mobile Friendly Platform

- + More than half of all searches for local businesses are done on a mobile device, tablet or smartphone.
- + Important to have a website that is mobile-friendly which means the content is optimized for viewing based on the type of device the visitor is using.

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Engaging Photos

- + Post all the cute pictures of the children and show what and how they are learning? Who is teaching it?
- + Illustrate your philosophies and school's brand when you are posting these photos to remind people about what makes you different, unique, and awesome!



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Testimonials

- + Parent and teacher testimonials build trust.
- + Testimonials from others hold credibility.
- + Believable testimonials
- + Include a photo and name of person providing the testimonial, town they live in (optional child's name and age)

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Testimonials & Reviews

- + Testimonials and reviews provide great content! If you have video testimonials, post them on social media.
- + Grab quotes from the testimonials and reviews and create a graphic to post.





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Testimonials & Reviews




- + Canva.com is a great tool to help you easily create graphics.
- + Take a screenshot of any online review and repost it to your company page and say something like, "Thanks for the great review!"






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How's Your Program Unique

-  Make sure your website has a page communicating how your program is different from your competitors.
-  Share your unique selling points in a way that it's easy to understand, compelling and specific.
-  Question: Share how your program is unique.




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Share Your Program Features

- + Craft posts that tell the story of your program, or “the why” of your business.
- + Tell about features and unique benefits that set your school apart and make it different. Illustrate with photos or take short snippets from your “about us” page on your website.

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Website Activity
What Do You Think?
<https://www.firststepshomechildcare.com/>

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Website Activity
What Do You Think?
<https://lovingfamilydaycare.com/>



Loving Family Daycare

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Website Helps To Build Trust!!

A website is one of the most powerful and professional ways you have to showcase your child care program, to your community and to the world!

Even in cases where your word-of-mouth referral network is strong, 100% of families will research their decision by looking for additional information about you and your program online.

A beautiful website is also a way to modernize your child care business.

"Remember design your website for the customer and not for yourself"




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Marketing Strategy How to Execute the Plan

Which marketing channel(s) do I use?

How do I reach my target customer?

Examples: Website * Social media * Ads * Blogs & Emails



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Marketing Strategy Platforms



WHAT PLATFORMS DOES YOUR TARGET CUSTOMER USE?



HOW MANY PLATFORMS WILL I BE ON?



WHAT TIME ARE MY FOLLOWERS ON?



HOW WILL I GET FOLLOWERS TO ENGAGE WITH MY POST?



HOW DO I KNOW MY POSTS ARE WORKING?



HOW MUCH DO I WANT TO SPEND (MONEY/TIME)?



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Social Media Marketing Plan

Remember that social media is a “see” platform, meaning people go there to see things, not do things.

It is important to have more of an emphasis on visual content, instead of merely text.

What are some other ways to share on your social media page other than photos and text?



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Developing Content for Social Media

Video as a strategy to increase engagement on social media, especially Facebook.


When uploading a video directly to the Facebook page, it doesn't have to be completely professional, just take five minutes and use your phone to get some quick video. (And don't film vertically!)


Anything that is relative to your childcare and conveys a positive message can be a candidate for a video subject. The possibilities go on!





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Claim Your Business on Google

 Google can help your business have additional exposure.

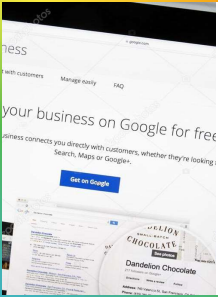
 Ensure you are search engine optimized (SEO)

 By “claiming” your business on Google, you immediately add a level of trust to your business.

 <https://www.google.com/business>



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Marketing Tactic
Google My Business Is
#1 Way Families Look For Child Care!

- + Free
- + Puts your business on Google maps and Search
- + Allows you to edit all your information
- + Add products and services
- + Respond to reviews
- + Add photos
- + Call to Action buttons
- + Posts: Events * What's New * Offers

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Branding Your Business

<https://blog.himama.com/branding-101-for-childcare-providers/>

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Benefits Of Networking Through Professional Child Care Associations

Parents benefit when their FCCE is a member of a professional child care association.

Events and family activities are planned. (examples, children's graduation, family back to school festival, field trips, etc.).


These events offer a platform for networking between families and bringing everyone together usually around festive and meaningful occasions that promote relationship building.

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Professional Child Care Associations

Association is an organized group of people who have some interest, activity or purpose in common.

In a professional association members join with very specific goals, enhancements of their own profession, includes training, accreditation, self-monitoring to assure quality, networking, best practice.




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Types Of Associations/ Networks

There are generally two types of Family Childcare Associations.

Independent associations - run entirely by and for family childcare educators (FCCE). Usually funded by membership dues, sets its own goals and policies.

Agency sponsored association/networks are set up by an agency to serve FCC and Center programs affiliated with that agency. They have paid staff and receive federal or state funding.



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Membership Benefits Professional Child Care Organizations & Networks.

- + National/State Associations can provide resources like, accreditation certification, conferences, training and information/best practice etc.
- + Networks can provide skilled practitioners for HBCC programs, shared resources, trainings, grants, cohorts, networking etc.
- + <https://www.bestcollegereviews.org/lists/feature-professional-early-childhood-education-associations>



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Share 1 marketing strategy that you will implement?

Special Thank You to all our child care educators for all you do as you continue to make a positive impact in the lives of children and families.

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Union Represented & Working Better