

# Marketing Tools



Time is the only expense:	Out of pocket cost is low:	Out of pocket cost is high:
<b>Word of mouth and networking</b>		
<ul style="list-style-type: none"> <li>-Remember people's first names</li> <li>-Have a positive attitude</li> <li>-Answer the phone professionally</li> <li>-Develop a canned response to "What business are you in?"</li> <li>-Show enthusiasm</li> <li>-Host informal focus groups</li> <li>-Keep abreast of news (conversational topics)</li> <li>-Smile</li> <li>-Know all the benefits of doing business with your child care</li> <li>-Network at local civic meetings</li> <li>-Go directly to local businesses and talk to HR folks</li> <li>-Fill out the R&amp;R form that is sent to you periodically and send it in!</li> </ul>	<ul style="list-style-type: none"> <li>-Join your local chamber of commerce and civic clubs</li> <li>-Join professional groups like NAEYC</li> <li>-Serve refreshments for clients</li> <li>-Offer a 1-800 number</li> <li>-Sponsor community events</li> <li>-Attend local child care conferences and trainings</li> <li>-Buy gifts for clients/gift baskets</li> </ul>	<ul style="list-style-type: none"> <li>-Host a promotional event</li> <li>-Sponsor a run or walk</li> <li>-Attend statewide child care conferences and trainings</li> <li>-Throw a grand opening/office party/open house</li> </ul>
<b>Direct Marketing</b>		
<ul style="list-style-type: none"> <li>- Make a fax/cover sheet with your name and/or logo</li> <li>- Send an e-newsletter</li> <li>- Have an Enrollment Package</li> <li>- List your business with your local Resource &amp; Referral Agency</li> <li>-Send out hand written thank you notes</li> <li>-Obtain testimonials from your customers</li> <li>-Say "thank you" for business on invoices</li> <li>- Have welcome signs in the front of your office</li> <li>- Develop a customer mailing list</li> <li>- Create an e-mail address with your child care's name</li> </ul>	<ul style="list-style-type: none"> <li>-Make a photo album with pictures from your child care</li> <li>-Place a sign in your yard</li> <li>-Make business cards</li> <li>-Develop a banner with your child care's name</li> <li>-Make t-shirts with your child care's name and wear them!</li> <li>-Create flyers - flyer your neighborhood</li> <li>-Put together a slideshow/PowerPoint presentation</li> <li>-Create a "do it yourself" website</li> <li>-Make stickers for your business</li> </ul>	<ul style="list-style-type: none"> <li>- Conduct a direct mail campaign</li> <li>- Have a professional design a website for your business</li> <li>- Create a glossy annual report</li> <li>- Print color brochures</li> <li>- Have a professional design a logo</li> <li>- Purchase give aways with your name and logo (pens, toys, etc.)</li> </ul>
<b>Public Relations and Advertising</b>		
<ul style="list-style-type: none"> <li>-Write a letter to the editor</li> <li>-Submit an article for publication</li> <li>-Conduct a radio or tv interview</li> <li>-Obtain local media contacts</li> <li>-Issue a press release</li> </ul>	<ul style="list-style-type: none"> <li>-Put together a media kit on your child care</li> <li>-List your business in local business directories</li> </ul>	<ul style="list-style-type: none"> <li>-Produce a tv or radio commercial</li> <li>-Publish a newspaper, magazine, or classified advertisement</li> <li>-Create a video or DVD on your child care</li> <li>-List your business in the yellow pages</li> </ul>
<b>Your Ideas</b>		
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