

# Child Care 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 return it!</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/gift baskets for clients</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 R&amp;R Agency</li> <li>Send out handwritten 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 email 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</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 giveaways with your child care's 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> <li>Create a social media profile for your business</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 DVD on your child care</li> <li>List your business in the yellow pages</li> </ul>
<b>Your Ideas</b>		
<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ul>	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ul>	<ul style="list-style-type: none"> <li>_____</li> <li>_____</li> <li>_____</li> </ul>