# Child Care Marketing Tools

## Time is the only expense:
- Out of pocket cost is low:
  - Join your local chamber of commerce and civic clubs
  - Join professional groups like NAEYC
  - Serve refreshments for clients
  - Offer a 1-800 number
  - Sponsor community events
  - Attend local child care conferences and trainings
  - Buy gifts/gift baskets for clients

## Out of pocket cost is high:
- Host a promotional event
- Sponsor a run or walk
- Attend statewide child care conferences and trainings
- Throw a grand opening/office party/open house

## Word of mouth and networking
- Remember people’s first names
- Have a positive attitude
- Answer the phone professionally
- Develop a canned response to “What business are you in?”
- Show enthusiasm
- Host informal focus groups
- Keep abreast of news (conversational topics)
- Smile
- Know all the benefits of doing business with your child care
- Network at local civic meetings
- Go directly to local businesses and talk to HR folks
- Fill out the R&R form that is sent to you periodically and return it!

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## Direct Marketing
- Make a fax/cover sheet with your name and/or logo
- Send an e-newsletter
- Have an Enrollment Package
- List your business with your local R&R Agency
- Send out handwritten thank you notes
- Obtain testimonials from your customers
- Say “thank you” for business on invoices
- Have welcome signs in the front of your office
- Develop a customer mailing list
- Create an email address with your child care’s name

- Make a photo album with pictures from your child care
- Place a sign in your yard
- Make business cards
- Develop a banner with your child care’s name
- Make t-shirts with your child care’s name and wear them!
- Create flyers – flyer your neighborhood
- Put together a slideshow
- Create a “do it yourself” website
- Make stickers for your business

- Conduct a direct mail campaign
- Have a professional design a website for your business
- Create a glossy annual report
- Print color brochures
- Have a professional design a logo
- Purchase giveaways with your child care’s name and logo (pens, toys, etc.)

## Public Relations and Advertising
- Write a letter to the editor
- Submit an article for publication
- Conduct a radio or TV interview
- Obtain local media contacts
- Issue a press release
- Create a social media profile for your business

- Put together a media kit on your child care
- List your business in local business directories

- Produce a TV or radio commercial
- Publish a newspaper, magazine, or classified advertisement
- Create a DVD on your child care
- List your business in the yellow pages

## Your Ideas
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