

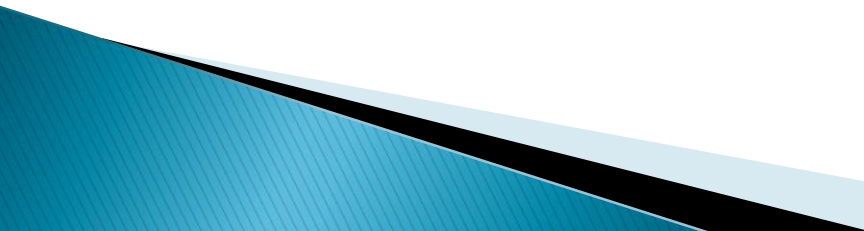
**SOS POLITICAL SCIENCE AND  
PUBLIC ADMINISTRATION  
MBA FA 406(C)  
SUBJECT NAME:  
MARKETING SERVICES**

**TOPIC NAME: DAY CARE MARKETING**

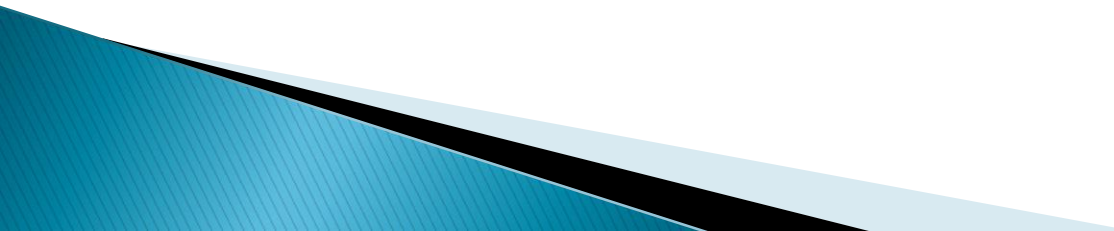


# MEANING OF DAY CARE

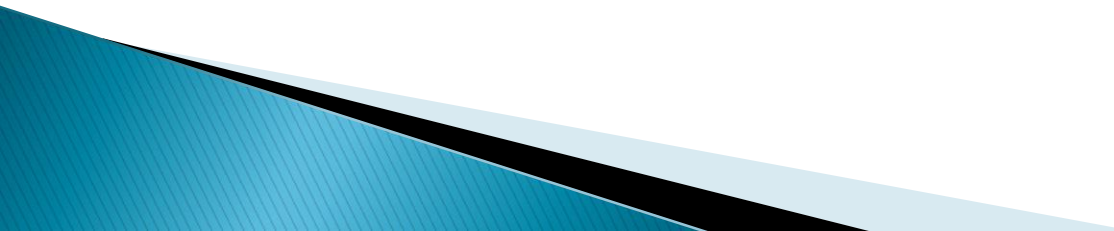
## MARKETING:

- ▶ A sound marketing strategy is critical to the success of your daycare business, whether you're an established child care center or a home-based startup. Ps Print has created the ultimate guide to daycare marketing to help you learn how to promote your daycare so you can quickly grow your business by earning positive ROI from your campaigns.
  - ▶ Using daycare marketing tips will ensure that your home based daycare stays full to capacity. According to Merriam Webster, advertising is defined as, "the action of calling something to the attention of the public".
  - ▶ It's an opportunity to toot your own horn. You are a professional child care provider and you want potential parents and children in your area to know that you exist.
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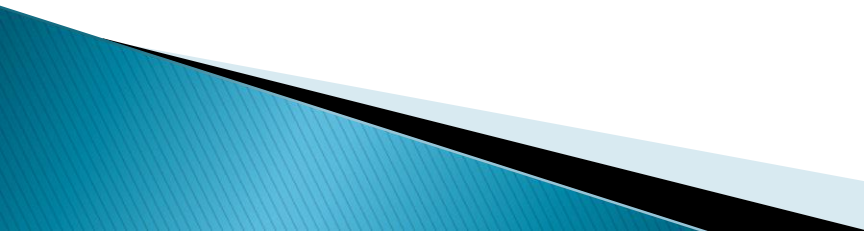
# CHILD CARE RESOURCE AND REFERRAL:

- ▶ This is an excellent resource and accounted for nearly half my clients over a period of fourteen years. This is a service that matches parents looking for providers with available daycare homes in their area. This is a great form of daycare advertising that works year round. Here, in Minnesota, I didn't need to do anything other than get my license to be added to the list. Once you have your license, feel free to contact them to make sure you have been added.
  - ▶ This is also an excellent resource for lists of classes or workshops available to enhance the quality of the care you provide. They also provide grant information to licensed providers.
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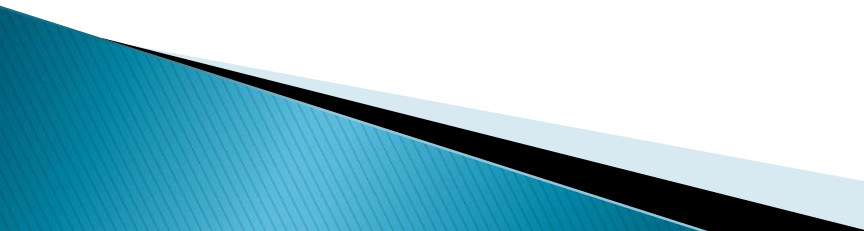
# WORD-OF-MOUTH ADVERTISING:

- ▶ Tell everyone you know about your new venture. Daycare advertising is easy when you notify neighbors, co-workers, family and friends. Do not limit yourself to only those that have children. Everyone has the potential to know someone in need of child care. The people who know you best will be able to refer people looking for child care directly to you. There is no better form of daycare marketing than to have satisfied parents tell others about you. Run your child care home like a professional, keeping both children and parents happy, and over time there may be no need to publicize. Parents who referred other parents accounted for half of the children in my care. When you are first starting out however, your daycare marketing campaign will have to be creative.
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# DAYCARE MARKETING ADVICE INCLUDES:

- ▶ Information on how to start a daycare
  - ▶ How much it costs to start a daycare
  - ▶ How to market your daycare – branding
  - ▶ Daycare marketing materials
  - ▶ Daycare copywriting and design
  - ▶ Daycare marketing distribution
  - ▶ Daycare marketing creative ideas and resources
  - ▶ How to market your daycare with no money
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# HOW TO START A DAYCARE:

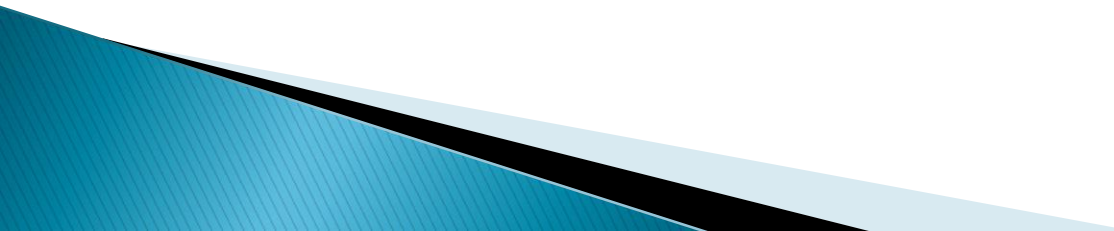
- ▶ Each week in the U.S., child care providers care for nearly 11 million children under the age of five, averaging 36 hours of care per child, per week. That means there is a strong market for daycares, and demand for preschool and child care center directors is expected to grow by seven percent by 2024.
  - ▶ **The process for starting a daycare depends on multiple factors, including:**
    - a. Where your daycare will be located (will you start at home or in a facility?)
    - b. How many children you will care for
    - c. Whether you will have employees
  - ▶ Each state has its own regulations regarding daycare centers; typically, the larger your daycare, the more regulations you will be subjected to. Home-based daycares and babysitters who care for a small number of children often have few regulations, while child care centers that care for dozens of children and have multiple employees might need to be licensed and pass regular inspections.
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# DAYCARE MARKETING MATERIALS:

## 1. Daycare business cards:

- Postcards
- Posters
- Flyers

## 2. Daycare flyers:

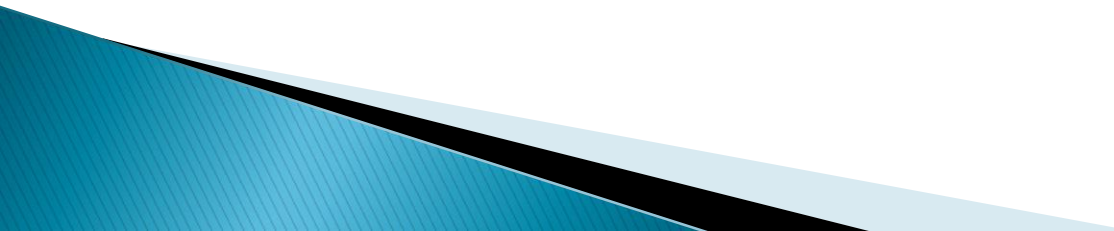
- Daycare booklets/guides
  - Catalogs
  - Brochures
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### **3. Daycare brochures:**

- Calendars
- Greeting cards
- Stickers
- Newsletters

### **4. Other materials you should consider producing include:**

- Website
  - Social media (Face book, LinkedIn) pages
  - Email newsletter
  - Door hangers
  - Television, radio, and newspaper ads
  - Corporate identity package
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# MORE DAYCARE MARKETING IDEAS:

## 1. Business Cards:

- ▶ These are a low-cost form of daycare marketing and can be passed out to just about everyone. There are many on-line sites that will let you design the cards from a multitude of choice options. Leave several with local real estate agents. Families new to the area may well need child care. Same thing if your area still offers Welcome Wagon for new residents. Check to see if your cards can be placed in the packages.

## 2. Halloween Advertising:

- ▶ Make copies of your business cards or print off colorful slips of paper with your daycare name and phone number. Attach to the treats you pass out. This is potentially an effective way to advertise your daycare because the recipients of such cards generally live close by.

### **3. Radio Announcement:**

- ▶ A brand new daycare is news. Some smaller local stations have on-air community bulletin boards. Call your local station directly and inquire regarding the necessary steps to get your message heard. Realize that due to time constraints your message will most likely have to be short.

### **4. Internet Web Site:**

- ▶ There are many places on the web where you can create a free web site. List your qualifications and the best features of your own unique daycare. As your business expands, add pictures of your playroom and outdoor area. Make sure that all advertising materials list your web address as well.
- ▶ \*Once again, do not list your actual address. Give a general area only. Stay away from listing fees too. You want parents to make the step to an interview and see personally what your daycare has to offer.

## **5. Newspaper Ads:**

- ▶ This type of daycare marketing either works well or it doesn't. Even long time providers are split on how effective it is. Smaller local papers are probably better for this type of advertising than big city larger ones.

## **6. Donate Books:**

- ▶ Think outside the box when advertising child care. For book donations, the books must be new but need not be expensive. Place a donated by sticker with your daycare name, town or city location, and phone number on the book. Donate the books to anywhere children may have to wait. Try doctor offices, dentists or barber shops.

## **7. T-Shirts for Field Trips:**

- ▶ Buy over-sized T-Shirts in a bright color, and have your business name and phone number printed on them. When you take the children out and about, slip the T-Shirts on over their regular clothes. This will provide exposure for your daycare and the added benefit of easily keeping track of the children.

## **8. Be Part of a Parade:**

- ▶ Every summer our town puts on a parade. Several businesses make floats for this event, and most of the town turns out to watch. One enterprising local child care provider decorated a trailer and placed large signs promoting her daycare on each side. I honestly don't know if she received extra calls due to this effort, though I'm certain the image of happy children tossing candy was seen by everyone.