

Marketing 101

For Child Care Business Owners



*What you must know about **Demand**, **Location** and the
Facts About **Marketing** Your Child Care Business*

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“Business only has two functions

—marketing and innovation.”

- Peter Drucker

My Marketing Story

In December 1998, I opened my first Child Care Business in my Home. In fact, my first Marketing experience was to simply place an ad that would hopefully fill my 4 Child Care Slots. Just days after placing my ad, I filled all of my child care slots and on Monday December 27, 1998 I was officially operating as an unlicensed Child Care Provider.

As you can see, back in 1998, the newspaper was a great way to market a Child Care Business.

Then in January 1999, I started to feel the effects of having a high demand on my child care business. Once my neighbors and family members discovered that I was operating a daycare in my home, the demand became so great that I was inspired to get licensed.

Having a great demand on my Business reduced my marketing budget drastically. In fact, I did not have to spend much money on marketing at all, because parents were spreading the word about my Child Care Business.

In January 1999, I applied for my License and on April 1, 1999, I was operating as a Licensed Family Home Child Care Provider with 10 children including: (4 infants and 6 preschoolers) along with providing van service to and from local schools.

As a Licensed provider, I decided to create my first website and place an ad in the Local phone book. Adding those two marketing components only created a waiting list. At that time, parents were searching for childcare via the phone book. Moreover, with an overwhelming response from my telephone book ad, I was forced to start a waiting list.

The demand of my Business inspired me to expand in 2002 and I began to search for a Building.

I found a building in November 2002 and the lease negotiations were perfect. In fact, the landlord allowed me 6 months to prepare the building for licensing. I received my Lease in the mail in February 2003; I began the marketing process and was preparing to move into the building in March 2003.

Take a look at The Marketing Strategies I used back in 2003 to build enrollment in my first Child Care Center:

- I ordered a large banner to hang in the front window of the building that displayed the following words: Learning Days Child Care Coming soon! The phone number was also on the banner
- I created my website with Sam's club website hosting. *(it was not the best website in the world)*
- I sent letters to the local businesses to announce the opening of my new center
- I purchased a large sign for the front of my building. Cost: \$2,000.
- My open house was held the first weekend in April 2003. We enrolled three children at the open house. However, the families were not interested in enrolling their children until May 2003.
- I distributed flyers in surrounding neighborhoods during the first two weeks of opening the center

Tip: Don't wait to open the center to have all of your marketing strategies in place

After all of my marketing efforts and counting on many of my families from my home daycare to enroll their children in my center, I opened with only one student.

In fact, many of my parents did not bring their children to the center, they expressed that they wanted their children in a home daycare.

So for the first 2-3 weeks of being open as a Center I only had one child and I believe it was because of my lack of having a strategic Marketing plan along with the demand for childcare in the zip code where my center was located.

Just in case you are wondering if I did my demographics. *Yes I did*, In fact, the Child Care Association gave me the child care stats for my zip code; however, I failed to go where the customers were.

Tip: Don't think the customers will come to you...go to them!

Many of the families, who were in need of childcare, lived in apartment complexes that were located near my center and I failed to notify the apartment complexes months before we moved into the building.

In fact, after I moved into the building, I began to reach out to apartment complexes near my center and parents began to stop by to tell me how conveniently located we were. *(Wiping my head, I was so happy to see parents stopping by my center)*

By April 2003 I had 10 Children in the Center and by June 2003 my enrollment reached a total of 24 children.

Keep in mind my facility was licensed to care for 40 children and I was starting to get discouraged and wondered if I should have just stayed in my home.

I'm so glad I did not give up. With the help of radio ads, yellow page ads, financial support from my family and friends; within a year of opening the center we were a very profitable business.

In fact, by the year 2005, many families were finding my Center online and the demand was so great from the business and periodically I was forced to start a waiting list.

At this point, I decided to cut out the old marketing methods that no longer were a benefit the center and invested in more **online marketing**.

In fact, in 2007, I decided to enhance my Business and Marketing knowledge, so I went back to school and in less than three years I earned a Degree in Business Administration with a *specialty in Marketing*. I added specialty because marketing was my favorite subject and the only class I received an A+ in. (*laugh out loud*)

As I write this eBook today, my marketing consists of the following and is very effective today:

- Parent referral program (\$25 off one week of Tuition or a Visa Gift Card)
- Employee referral program (\$50 bonus for referrals)
- Enrollment campaigns twice a year, where we hang balloons along the fence, signs in front of the building and offer enrollment specials
- Craigslist Child Care ads
- Social Media Marketing (Face book, Twitter, LinkedIn)
- Website
- Complimentary ad in the local phone book
- Grocery store ads
- Listing with local schools
- And many other strategic marketing strategies

My hope is that my story has inspired you to take a closer look at your marketing strategies and to stop doing what does no longer works for you.

Also, I shared my story with you, because I want you to see how vital **Demand, Location and Marketing are to your Business Success.**

I was on a webinar recently with an Online Marketing Guru (Eban Pagan) and I heard Eban say the following:

“Most Businesses die because you don’t have enough customers.”

“Find your customers where they are, don’t expect them to find you.”

However, having a great demand for childcare in my home daycare, caused my business to thrive and resulted in me having a successful Family Home Child Care

Business. In fact, I was spoiled by the demand; I did not have to do much marketing which resulted in me thinking parents would always come to me.

Furthermore, having only one child enrolled when I opened my Child Care Center, was devastating and could have killed the Business.

However, I didn't allow my lack of marketing experience and low enrollment to stop me. In fact, I decided to turn up the notch, educate myself in Marketing, get creativity and I went where my customers were!

As you can see, there is no cut and dry way to market a childcare business. However, you must have educate yourself, have access to a wealth of marketing information, be willing to do the work, do what works for your specific location and you are destined to have a Successful and Profitable Child Care Business.

Moreover, I strongly believe that knowledge is power and knowledge that is applied leads to transformation. Are you ready to transform your Marketing skills and attract parents to you?

You can obtain a full copy of this Marketing 101 eBook for Child Care Business Owners soon! In fact, you will soon have full access to my Marketing 101 Tool Kit for Child Care Business Owners.

In the Marketing 101 tool kit, you will find (pdf downloads and subscription links to the following: a full copy of my **Marketing 101 ebook** , **Marketing tips from successful Child Care Business Owners**, **Marketing Tips by Top Marketing experts and Marketing firms** and a **12 day subscription to my Enrollment Strategies Challenge eCourse**.



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