



Tips for Marketing Your Child Care Program

Establishing an amazing business is merely the first step. Attracting customers requires marketing.

Google My Business



Google My Business is a great FREE service to utilize to market your program. With Google My Business you can:

- Create a basic website that can show up in a Google search or attach your current website to your Google My Business account

- Families can find your location through Google Maps
- Share information about your program, contact info and photo
- Families can write you a review of your program.
- View analytics

How to Create a Google My Business:

1. On your computer, open [Google My Business](#). You can click the link or Google search "Google My Business"
2. Sign into your Google account, or create one.
3. Enter your [business address](#). Choose how your business will display on Google Maps.
4. Choose how your program will display on Google Maps.
5. Search for and select a business category.
6. Enter a phone number and website or you have the option to [create a free website](#) based on your information.
7. Select a verification option. It's recommended that you review your information before you request verification..
8. Using your Google account, you can update your information as needed.

Facebook & Instagram

Currently the top two most used Social Media sites.

Facebook

- Opportunity to showcase your incredible childcare!
- Gives your business credibility; transparency, reviews
- Allows for parents to contact you easily (the chat pops right up)
- Having a business page gives you the ability to create ads! <https://www.youtube.com/watch?v=ioMjFR5-Wzg>
- Facebook Groups
- Facebook Marketplace allows for you to post job listings

Instagram

- Photo marketing
- Promotions
- Transparency
- Building Community
- Instant Contact
- Comments and Reviews
- Engaging with Families



You will need a release signed from families if you would like to post picture of the children in your care.



Communication

Now that families have found you online, they may try to reach out.

- Emails: Potential parents may notice your email address Is it professional sounding? Do you have a business email address?
- Voicemail: Be sure to record a professional yet friendly greeting on your voicemail. Check and be sure to clear out your voicemail regularly.
- Phone Calls: Be mindful on how you and your staff answer the phone. Is your voice, professional, yet warm and attentive? Is there a system for staff to take messages?
- Text Messages: In your marketing, consider letting potential families know they can text you to contact you if they're interested in your program.



First Impressions

Now that you have been getting calls from interested families, it's time to think about the first impressions your interior and exterior space. These first impressions can make or break a family's decision to enroll their child.



Here are some tips for improving the outside first impression.

- Clean exterior of the building and yard.
- Walkways are clear and swept
- Grass is cut.
- Display plants and colorful flowers.
- Have an entryway sign or directors.
- Repair or repaint front door, to eliminate any cracked or peeling paint.
- Answer the door promptly and greet your potential families.

Here are some tips to improve the first impression of your inside space.

- Create a welcoming and organized entry for families.
- Be mindful of what the families see and smell.
- Display friendly pictures of children in our program near sign in.
- Be sure to have current materials displayed.
- Have paperwork and welcome pack ready.

