

Tips for SUCCESS!

46. Offer three mornings of free daycare at a silent auction. Free publicity!
47. Most hospitals send out a welcome package to the families of new babies. Ask if you can put a flyer or business card in it. This is especially good if you care for infants.
48. Place ads in your neighborhood association or church newsletter.
49. Fax or e-mail a flyer to apartment complexes, or take some to the apartment office.
50. Give local schools your name & phone number. Many parents ask school offices for information on quality child care. The school may even keep a stack of your fliers.

To all child care professionals who shared successful marketing tips, THANK YOU for your wisdom and generosity.

This collection is a tribute to your personal achievement and to your commitment in helping other child care professionals become successful.

For more help in promoting your business, consider networking with a Family Child Care Provider Association or other center directors.

For more information, call the Community Connection for Child Care Resource & Referral (R&R) Department at (661) 861-5200 or (877) 861-5200 toll free.

Community Connection for Child Care

2000 24th Street,
Bakersfield CA 93301
(661) 861-5200

www.kcsos@kern.org/cccc



CLINCC
Local Investment in Child Care



IMPACT MARKETING

Child Care Center Directors and Family Child Care Providers have many shared concerns - from diapers to discipline, snacks to stories. All child care givers strive to provide the best environment for the children in their care. But 'midst the day-to-day operations, providers also share the challenge of running a successful business.

As a business owner, it is important to provide consistent, quality service. You must keep clear records and master the art of good communication. You need to collect payments, pay bills and make sure your business is making money. To that end, promoting your business must be a top priority - even if your center or home is full and has a waiting list.

The fact is: life is uncertain. Families that love your service and tell you they will never leave can find themselves transferred out-of-state in the blink of an eye. Your waiting list of 10 children quickly dwindles as you discover that parents have made other arrangements.

It is important to ALWAYS SELL the BENEFITS of your business. You must promote your strengths, be visible, and make sure any possible client knows who you are and what you have to offer. In short, you need to market yourself. The good news is you can do so without spending much money. Creativity is the key.

In this brochure you'll find tips, from successful child care business owners, on how to promote your business. These 50 GREAT IDEAS to help you have IMPACT in your MARKETING are sure to keep enrollment high and your bank account flush.

Start today - your tomorrow will be brighter.



50 Tips for SUCCESS!

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2000 24th Street,
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Impact Marketing

Tips for SUCCESS!

50 Tips for SUCCESS!

1. Know what makes you special (bilingual, specialized training, nontraditional hours) and share that information as you promote your business.
2. Print 500 business cards listing business name, contact and phone number. Distribute cards to clients, friends, relatives, neighbors. Ask them to pass them out on your behalf.
3. Record a friendly, professional greeting on your answering machine or voice mail identifying you and your business. Ask parents to leave a message. Respond promptly – same day.
4. www.vistaprint.com prints 250 business cards FREE. Order some today.
5. Place a sign in your window: Child Care Available. Use children's art for yard decorations.
6. Call Community Connection for Child Care Resource and Referral agency at (661) 861-5200 to ensure your child care facility is accurately listed.
7. Create, print and distribute flyers about your child care business. Include three special things about your child care. Make it easy for people to get in touch with you.
8. Make business cards for every employee. Ask them to hand the cards out when they meet someone new.
9. Put together a photo album/scrap book of activities and events. Keep it available for prospective parents to see.
10. Harness the power (and support) of a group by joining your local family child care association.
11. Offer a finder's reward for anyone who refers a client to you whose child stays 30 days. It can be \$50 cash or a weekend of free child care.
12. It takes 30 seconds to make a good impression, or a bad one. Do the "1st Impressions" check on yourself and your business. Upgrade as needed.
13. Always smile before you pick up the phone – it will change your tone of voice. Be upbeat!
14. Follow up telephone conversations with a personal note or e-mail.
15. Put a sign in your car window – like when people sell their cars.
16. Advertise in local family/parenting magazines.
17. Use children's artwork for murals or decorations.
18. Make T-shirts and sweatshirts with your logo and name on them. Have all the kids wear them when going on a field trip. Have them available for sale. They are great advertisements for you!
19. If you have a special event (luncheon, community collection, etc.) at a local school, contact all media. If they cover the story, the exposure is FREE!
20. Ask current clients to take fliers to their workplace, put business cards on bulletin boards, or just recommend your business to others.
21. Look at a map. Draw a circle 2 to 5 miles from your house. Send fliers to all businesses within that circle. Include a letter of introduction. Describe the importance of reliable and affordable child care. Explain how this makes parents better employees and cuts down on absenteeism.
22. Send the same letter of introduction and flier to MAJOR companies (oil companies, hospitals, colleges). Address them to Personnel or Human Services.



23. Get in touch with real estate agents and home builders. Local, reliable child care is a good selling point. Drop-off, mail or e-mail them your fliers.
24. Be active in your community. Participate and volunteer your time.
25. Waive registration fees as an incentive to build enrollment.
26. Have magnetic signs made and put them on the door of your car or van. Park in highly visible locations at the mall or school.
27. Visit employers in your vicinity, introduce yourself, and offer drop-in service should employees' regular child care fall through.
28. Collect letters of reference from satisfied customers. Share them with potential clients.
29. Display workshop certificates of completion, degrees & awards to show your commitment to quality care.
30. Make donations to local organizations. It's tax deductible and will help promote your business.
31. Have highly visible fund-raisers (candles, candy.) As parents sell and do their part for your child care, word will get around about your facility.
32. Choose a memorable name for your facility. Make it fun, child-friendly and easy to remember.
33. Invest in a telephone message phone. Better yet get voicemail. Callers won't get a busy signal and can always leave a message on the first try.
34. Get a separate line for Internet access, so callers will never get a busy signal.
35. Always carry business cards. Never leave home without them.
36. Create a Marketing Goal Box. Write down your favorite marketing tips on small pieces of paper. Put the papers in a box and draw one out each Monday to try out for the week.
37. Accept that you will make marketing mistakes. Learn from them.
38. Advertise in the local newspaper. Include your location, hours, and something that makes your daycare special (i.e. computer lessons). Use classified ads – under child care. It's more cost-effective.
39. List your facility, by zip code, at www.daycare.com
40. Wrap an informative label or business card around the candy you hand out at Halloween.
41. Tape a small cardboard box to the lower corner of your promotional poster or flyer and put some of your business cards in it.
42. Ask a local gas station or grocery store if you can leave a stack of flyers at their business. Include a money-saving coupon.
43. Ask current clients to recommend you to a friend!
44. Glue your business card to a magnetic sticky sheet. Hand them out to anyone and everyone. These "refrigerator magnets" are great sales tools.
45. After going on a field trip, send pictures and a thank you note (and your contact information) to the field trip location. Most places will hang these up for the public to see.



"I put ads in the paper. They work for me," says Barbara K. When I have vacancies, I walk the neighborhood and put fliers on every door. I take some of my kids with me so people can see the interaction. I let everyone know I have a vacancy."

"I give love and attention to both my children and my parents. I try to keep my parents happy," adds Audra L.

Rochelle G. tells us, "First impressions are critical. I always look presentable. During parents interviews, I try to have everything be at its best. I have a list of references and when they say, 'I'll get back to you', I tell them don't call me, call my references."