

Key Marketing Strategies

Prospective Clients

- Conduct a follow-up call to all parents who contact you or come to your home for an interview but do not contact you again. Ask if they have found care for their child. Ask them to refer other families to your program.
- Record a message on your phone answering machine that identifies your business.
- Put together a photo album and caption some of the photos with descriptions of the benefits of your program. Show the photo album during parent interviews.
- Put together a one-page flyer about your program with a list of your benefits.
- Offer a 20% discount off the first week of child care as an incentive for a parent to enroll in your program.

Current Clients

- Ask current clients to refer other families to your program. If you enroll one of these families, give your current client a finder's fee after the new family has been with you for one month. The finder's fee could be \$25, \$50, or a week a of free child care.
- Host a celebration/party at your home and invite current families, past families, and families on your waiting list.
- Create a newsletter for parents: refer to articles on parenting, list your benefits, highlight children's activities, etc.

Past Clients

- Create business cards and encourage past clients to distribute them to friends
- Keep past clients informed about your business: send them your newsletter, holiday cards, etc. Ask them to refer other families to your program.
- Encourage past clients to send you photos of their children as they grow older. Post pictures (with their permission) in your photo album.