

Marketing on the Internet

By Tom Copeland

Facebook

- Post current/future openings
- Describe what children are learning/activities to the parents
- Can create a secure page just for parents
- Privacy issues: posting of photos/names of children
- Beware of posting your own photos/negative comments/bias
- Add "Find us on Facebook" to your email address, print materials

Shutterfly.com - to post pictures for parents

Create your own website – www.weebly.com; www.internetbasedfamily.com,
<http://www.trinalysehosting.com/index.html>; to see other websites:
<http://daycare.com/forum/tags.php?tag=website>

Craigslist – look for parents advertising, list your business free

Child Care Forums

Marketing ideas: www.daycare.com; www.childcarelounge.com; www.123child.com

Online classified ads

- Google "parent looking for child care in..."
- Daycare.com (\$5 a month)
- Daycarematch.com; www.daycaresource.com; www.yelp.com;
- www.care.com; www.superpages.com/yellowpages; www.yahoo.com

Tom's free online class on marketing – North Dakota: www.ndchildcare.org -
Search for Training; Tennessee: <http://www.tccots.com/>

YouTube – some providers doing short commercials ([yellow pages.com](http://yellowpages.com))
<http://www.tomcopelandblog.com/2011/03/family-child-care-videos.html>

Use of email – parent reminders, forward articles, send blind copies so other parents don't see email addresses, put openings on tag line

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