Stanislaus County
Office of
Education

Child/Family Services

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MARKETING CHILD CARE SERVICES

Resource & Referral Handout

HAVE A PLAN

A critical step in marketing your child care service is to develop goals, specific methods to reach them, and to put them in writing. Efforts should project a consistent image of your program. An overplan for advertising, brochures, and flyers will help.

USE A MIXTURE OF TECHNIQUES

Include paid advertisement, free advertisement, brochures and flyers. It is important to reach the market and provide reinforcement for your message.

KEEP IT SIMPLE

Get across one main point, give your audience a reason to call for more information.

STRESS UNIQUE FEATURES

Identify a unique feature of your program, and make it the central message in your marketing effort.

CONSIDER THE CONSUMER'S POINT OF VIEW

Look at the benefit offered to the consumer, rather than at what impresses you about your own product. Don't describe your program without explaining what good it will do the consumer.

BE AWARE OF THE IMAGE YOU ARE CONVEYING

In every marketing effort, you are conveying an image. Consider the impact on readers. If what you put out is sloppy, that's how people will perceive your program.

MEASURE THE RESULTS

After a newspaper advertisement appears, keep track of the response. When enrolling a family, ask what caused them to consider your home.

ATTEND TO CURRENT CUSTOMER

Satisfied customers can be your best salespersons. Being responsive to needs and concerns of current customers helps avoid having dissatisfied customers. Word of mouth is a most effective marketing tool. Encourage its occurrence.

TARGET YOUR MESSAGE

Parents of preschool and school-age children are your audience. Concentrate publicity where these parents are most likely to perceive it. For example, at health departments, welfare departments, libraries, family service agencies, pediatrician's offices, parenting classes, and personnel or union offices.