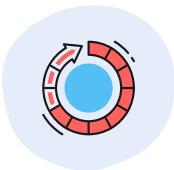


# Marketing a Child Care Program



## Benefits of Marketing

- Build a consumer-base and community awareness of your program
- Reach and maintain full enrollment in your program



## Steps to Take

- [Contact your local CCR&R agency](#). Ask if they offer marketing support or resources for child care programs.
- Define your program's strengths and beliefs. Use this information to write your mission, vision and philosophy.
- Learn about other local child care businesses and how your program can meet unique needs. Consider hours, ages served, primary audience, and other gaps that your business can fill.
- Think about the children and families you would like to serve and who would most benefit from your services.
- Consider where the families you would like to serve are most likely to look for child care information.
- Make a marketing plan with your marketing strategies, budget and timeline. Include goals that can show you if your strategies are working.



## Marketing Strategies and Ideas: Professionalism Matters

- Choose a name that is clear and direct. This helps project a professional image and ensure that what you are doing is easily understood both locally and on the internet.
- Create a logo for your business that reflects your name and goals. Your logo should stand out and be recognizable. Use it on print and online materials.
- Create a sign for the outside of your program that includes your business contact information.
- Answer the phone using your business name. Set up a voicemail that includes your hours of operation, ages served, and when a caller can expect a reply.
- Build a social media presence for your business on Facebook, Instagram, LinkedIn and/or Twitter.



## Marketing Strategies and Ideas: Professionalism Matters *(continued)*



- Use an online website builder or work with an expert to create a website for your business. Your website should be mobile-friendly and easy to navigate and find. Keep your website current.
- Offer multiple ways for families to contact you (phone, email, social media, a contact form on your website). Respond to families as soon as possible.
- Develop materials like flyers to post or hand out at local businesses, libraries, laundromats, gyms, and community centers. Include your website, social media handles and contact information.
- Ensure that you are on the referral list with [your local CCR&R](#). Keep your information up to date.
- Apply to accept child care subsidy. You may receive more referrals if you meet this requirement.
- Participate in activities to raise program quality, such as a Quality Rating and Improvement System or national accreditation. Quality improvement programs often provide extra marketing for programs by placing them on an online list of rated or accredited providers.



### Access the Marketing Toolbox: Free Member Benefit!

Want to dive deeper on marketing topics? Get more resources on social media, branding and more with the Marketing Toolbox, free to CCAoA members. Individual resources are available to non-members for a small fee.

- Short videos on topics like email marketing, branding, and social media
- Grab-and-go templates to apply to your everyday marketing efforts
- Checklists to ensure your communications efforts are reflecting best practices

If you would like to become a member to receive our member-exclusive Marketing Toolbox and share your successes, [learn more today](#).

