

RESOURCE 8: Marketing Plan Template

1 Program Mission and Philosophy

Your mission defines what you do and sets the goals for your child care program. Your philosophy explains common beliefs, ideas and values that will allow you to reach your goals. Think about what makes your child care program unique from other programs in your community. Your program mission should be two to three sentences long and your philosophy can be longer (three or four principles), but it should remain simple. Write your program mission and philosophy.

2 Market Analysis

What are the demographics of the families in the area where you want to open your child care business? Is there a need for another child care program because of shifting demographics or new employers moving into the area? What are the child care needs in your area? Use information from the needs assessment ([page 8](#)) to help you complete this.

3 Community Child Care Analysis

What other child care programs are in the same area as your program? You may want to look at different types of programs, such as other licensed family child care homes, child care centers, community center programs and other types of child care in your community. When you have an idea of the different types of programs in your area, you may be better able to define your program's strengths and opportunities for growth.

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4 Determine Your Audience

What audiences do you want to reach? Is your child care business located near a major employer? What type of families do you want to attract to your program? Are you interested in serving dual language learners or children with special needs?

5 Develop Strategies

Do you have a logo to identify your program to prospective families? Do you have a website, and will you be able to keep it up to date? What strategies will you use to draw families to your program? Will you use social media or printed materials? What steps do you need to take and how much money will it cost to implement your strategies? Use the marketing strategies and budget ([page 47](#)) to help you think through these steps.

6 Set Objectives

How will you know if your marketing plan is successful? Set benchmarks for your marketing objectives so you know what types of marketing strategies work for you.