



# Marketing Your Child Care Business

*Child Care Provider Business Training Series*  
*presented by Child Care Aware® of America*



# Today's Presenters



**Jennifer McQueen**

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Child Care Aware® of America



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Child Care Aware® of America



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# Topics covered in this webinar



Benefits of marketing



Learning about your business and your community



Developing your marketing plan



Marketing strategies



Resources

# Benefits of Initial and Ongoing Marketing



Raise community awareness of your program



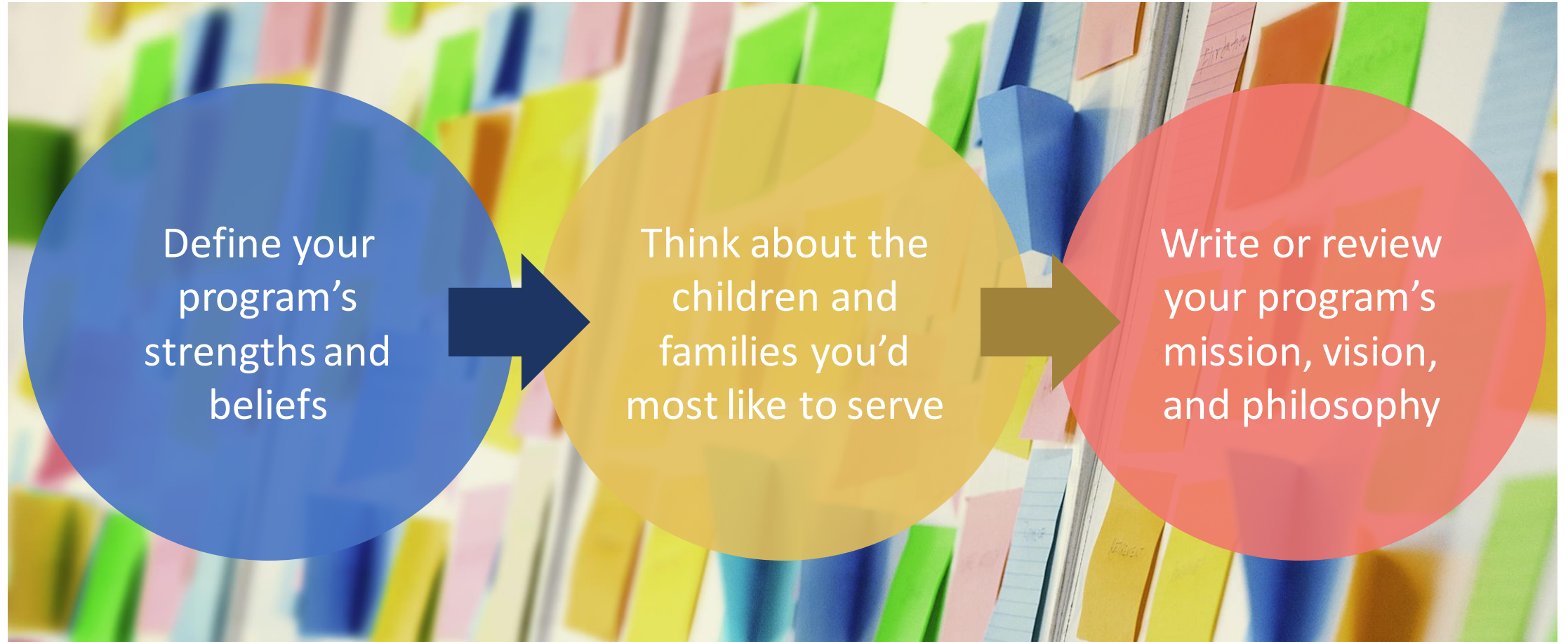
Build a consumer base



Reach and maintain full enrollment in your program

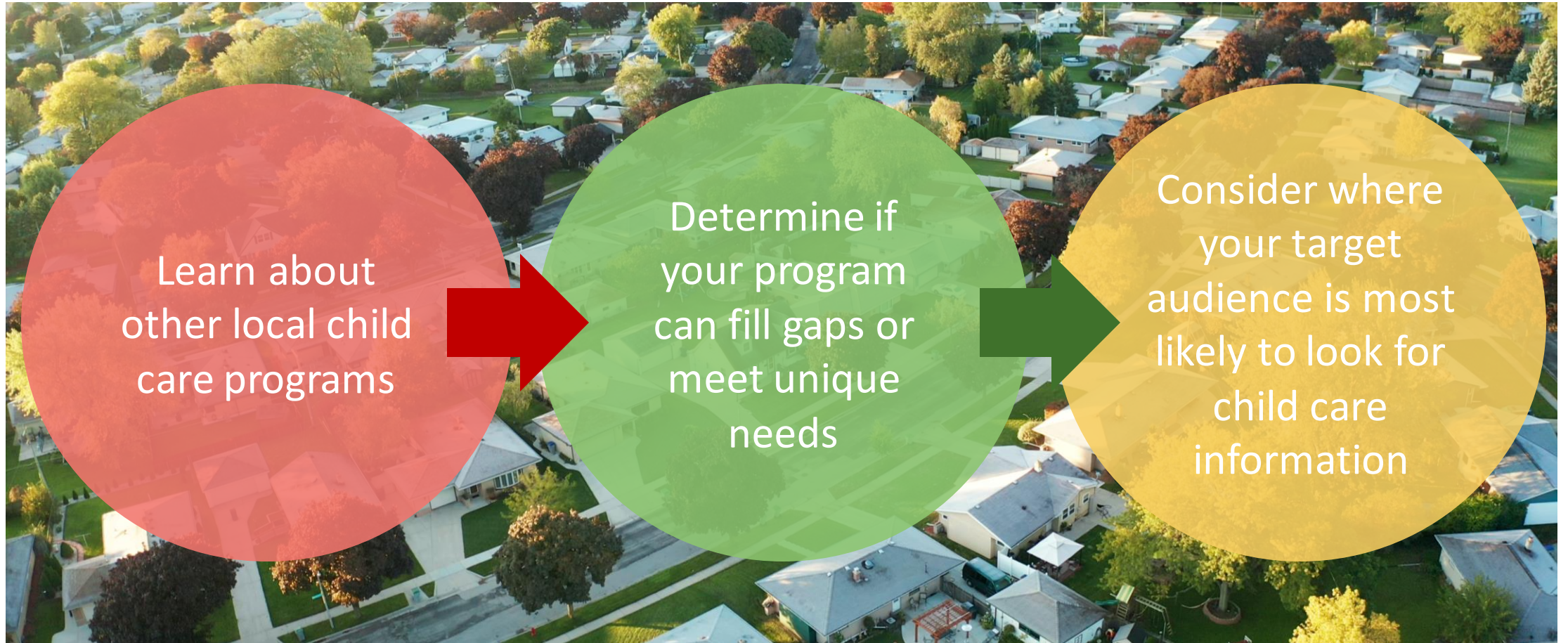
# Know Your Business

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# Know Your Community

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# Contact Local Child Care Experts

Start with your  
local Child Care  
Resource & Referral  
agency (CCR&R)

## Find a Child Care Resource & Referral Agency (CCR&R)

Child Care Resource & Referral agencies (CCR&Rs) help families find child care and assist child care providers with resources for their business.

Search below to find out if one or more CCR&Rs serve your local area.

Tip: Enter your location, such as **20 Sterling Street** or **52147**, to find the CCR&R agency that serves your area.

# Marketing Reminders

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Keep your mission, vision, and philosophy in mind when planning the basics of your business and choosing marketing strategies.

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*Remember:* you care for children, but you are marketing your business to their parents and families. **Professionalism is important to families!**

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Choose marketing strategies that work for your business and take your audience into account.



# Steps for Marketing Success: **Business basics**

## Business name

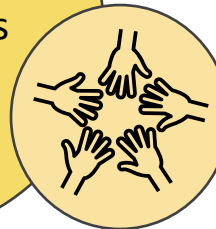
Should be:  
Clear and direct

Should be:  
Easy to understand  
online or on a  
flyer/sign



Consider:  
Playful names can be fun, but  
be sure to consider spelling,  
clarity, and professionalism.

Create a logo  
that reflects  
your business  
name and  
goals



# Steps for Marketing Success: **Be easy to reach**

## Contact Information



Respond to inquiries from families as soon as possible



### Should include:

- Business email address
- Business phone line
- Voicemail with key business/vacancy info

### Consider:

Include your contact info on your sign, promotional materials. Answer your phone with your business name.

# Steps for Marketing Success: Referral lists

## Local and State Lists

### Contact:

Your local CCR&R agency to ensure you're on their referral list.  
Keep your information up to date

### Apply:

To accept state subsidy payments for eligible children



### Consider:

Participating in quality improvement activities such as **national accreditation** or your state or local **Quality Rating and Improvement System (QRIS)**

QRIS/Accreditation benefits:

- get on additional referral lists
- market your achievements on your website



# Marketing Plan



Strategies



How long will it take to implement?  
Do you have a deadline?  
How often will you need to make updates?



Do you need to hire someone  
to help you with the strategy?  
What will it cost initially and ongoing?



How will you know if the strategy is successful?  
When will you revisit the strategy to determine if you  
should continue or change course?

# Marketing Strategies: Design materials

## Print Materials

### Create:

- Sign for the front of your business
  - Flyers to hand out locally
  - Business cards

### Consider:

Include your business name, logo, website, socials, and contact information on all promotional materials

Local businesses,  
libraries,  
laundromats,  
gyms, community  
centers



# Marketing Strategies: Be easy to find

## Website



Use an online website builder or work with an expert to create a business website



### Should be:

- Easy to find URL (include your business name)
- Easy to navigate
- Mobile-friendly

### Consider:

How will you keep your website up to date?

A website contact form is another method for families to get in touch.

# Marketing Strategies: Stand out online

## Social Media

### Should be:

Business only – create a handle for your business that can stay consistent across platforms  
Professional content – if sharing photos, ensure you have parental consent

### Consider:

Social media should be a way to learn about your business, a way to contact you, and a way to drive families to your website (if you have one)



Facebook  
Twitter  
Instagram  
LinkedIn



# Questions?



# FREE CCAoA Start-Up Resources



Visit: <https://www.childcareaware.org/opening-a-child-care-program/>

## Marketing Resources



- Marketing Plan Template
- Sample Marketing Strategies/Budget

## Start-Up Resources



- Community Needs Assessment
- Child Care Owner Self-Assessment
- Licensing and Background Checks Checklist
- Child Care Program Budgeting Tool
- Legal, Tax and Insurance Checklist
- Finding and Evaluating a Child Care Location and Space Resources

# CCAoA Member Resources



Visit: <https://www.childcareaware.org/about/become-a-member/>

## Marketing Resources



- Marketing Toolbox
- Community Child Care Analysis

## Other Provider Resources



- Staff & Family Handbook Topic Lists
- Financial Sustainability Checklist
- Program Structure Checklist
- Program Practices Checklist

# Don't miss part 2 in our business topics webinar series!

**Topic:** Recruiting and  
Hiring Staff for Your Child  
Care Business

**Date/Time:** Wednesday,  
August 31<sup>st</sup>, at 1 pm  
Eastern Time



# We need your help to raise provider voices!

We are partnering with the RAPID survey team at Stanford University to gather much needed information about the needs and well-being of child care providers across the U.S.

RAPID sends out a confidential 10-minute survey each month and rapidly shares the combined results back with providers, provider-facing organizations (like CCAoA), and policymakers to help inform program and policy decisions.

Here's how it works:

- Click the [link](#) or scan the QR code to complete the 10-minute survey
- You will be emailed a \$5 gift card 1-2 weeks later!



There will also be opportunities to participate in ongoing surveys and continue receiving gift cards!

Visit [rapidsurveyproject.com](https://rapidsurveyproject.com) to learn more about the RAPID project.



Thank you for joining us today!