

What This Playbook Is About:

31 Days of Highly Effective Childcare Marketing gives you the best tried and tested ways to advertise to Parents.

It is the battle plan you need to fill your occupancy and increase your retention.

*The ideas you will find within this course
are unique and they WORK!*

Realistically, many people find that the learning curve takes longer than 31 days, especially when all of the ideas are so different.

Print this planner to stay engaged.

To keep the overwhelm at bay, it's best to focus on 2 to 3 strategies to really gain momentum.

My chosen marketing strategy to focus on are:

(check 2 to 3 at most)

- | | | |
|---|--|--|
| <input type="checkbox"/> Flyers/leaflets | <input type="checkbox"/> Parent Workshops | <input type="checkbox"/> Referrals |
| <input type="checkbox"/> Blogging and SEO | <input type="checkbox"/> Open Day | <input type="checkbox"/> Partnership with local schools and businesses |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Newspaper advertising | <input type="checkbox"/> Other: please specify |
-
-

After watching each video training, use the corresponding pages below to get the most out of this course.

DAY
01

Audit

How many new children do you need to register in total? _____

How many new children do you need to fill in **part-time/sessional** spaces? _____

How many new children do you need to fill **full-time** spaces? _____

Use the lines below to write down more notes for your needs:

DAY
02

Know your costings

Here is a guide on how to calculate your spend and to work out what it costs to keep your doors open. This isn't an exclusive list but a general one. Please tailor it according to the needs of your setting.

How to calculate your monthly spend:

1. What is the monthly cost of your Rent or mortgage? _____
2. What is the total cost of all bills per month (every setting has a different arrangement but note down anything you consider as a 'bill')? _____
3. What is the total cost for wages of all staff per month? _____
4. What is the cost of your food spend per month? _____
5. What is your average monthly spend/allocation for resources? _____
6. Now allocate a budget to miscellaneous expenditure _____

What is the TOTAL: _____

How to calculate your weekly spend:

Take the total amount you have calculated for your 'monthly spend' multiply that by 12 (the number of months in the year) and divide it by the amount of weeks your setting is open in the year.

For example, if your total monthly spend is £20,000 and you are open for 52 weeks in the year (all year round)

$$\text{£20,000} \times 12 = \text{£240,000} \quad \text{£240,000 divided by 52} = \text{£4,615}$$

Therefore, **£4,615 is your average cost per week** (assuming that you are open for all 52 weeks in the year).

DAY
02

How to calculate your Daily spend:

Take the total weekly spend and divide that by the number of days you are open for in the week. So, if you are open for 5 days a week, it will be:

£4,615 divided by 5 = £923 per day.

How to calculate your Hourly spend:

Take the total **daily spend** and divide that by the **number of hours you are open per day**. So, for example, if you are open for 11 hours per day, it'll be:

£923 divided by 11 = £83.92

Cost per hour to stay open based on these figures is £83.92.

These figures are only a rough guide, however, if you follow the same steps and insert your own overheads, you will arrive at a more accurate figure for your setting.

It's very important to know your numbers.

Now your turn! Go ahead and work out your numbers.

DAY
03

Tap into your database

Go through your email and note down the names of 3 parents who have enquired previously but haven't registered, contact them again and note down their response.

Parent 1: _____

Date contacted: _____

Response: _____

Parent 2: _____

Date contacted: _____

Response: _____

Parent 3: _____

Date contacted: _____

Response: _____

Repeat this task often to maximise your enquiries and intakes.

DAY
04

Free Gift

List 3 ideas for a FREE gift you would like to give to new children who come to view your setting:

1. _____
2. _____
3. _____

My favourite and first one I will try is: _____

DAY
05

Marketing Calendar

List 5 things that you will share regularly with parents. Remember to add these to your marketing calendar:

1. _____
2. _____
3. _____
4. _____
5. _____

DAY
06

Open Door Policy

How many testimonials will you aim to get to support your 'Open Door' Policy? _____

Where will you place these testimonials (answer is in the video):

1. _____
2. _____
3. _____

DAY
07

Workshops for Parents

How many workshops do you plan to run this year? 1, 2 or 3? _____

Write down 3 topics that will benefit your parents:

1. _____
2. _____
3. _____

DAY
08

How to get powerful testimonials — here are the best questions to ask

What are the questions you must ask in order to get powerful testimonials?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

DAY
09

5 strategies for successful leaflet marketing

List the 5 'must-haves' for your next leaflet design to attract the most attention:

1. _____
2. _____
3. _____
4. _____
5. _____

DAY
10

How to grow your setting through parent Referrals

What are the 3 types (archetypes) of customers?

1. _____
2. _____
3. _____

What type of 'support' will you provide parents who are going to refer your setting to their friends?

What are the 4 things you should learn about the family who have been referred to you, before contacting them?

1. _____
2. _____
3. _____
4. _____

DAY
11

How to set up your childcare setting on Google Search Engine

Why is it important to list your setting on Google?

How much does it cost for this listing?

DAY
12

How to get FREE advertising on Netmums

Why is it important to list your setting on Netmums?

How much does it cost for this listing?

DAY
13

How to get FREE Newspaper Publicity to grow your setting

List any upcoming events at your setting that you will invite your local newspaper to cover:

1. _____
2. _____
3. _____

DAY
14

How to create a time sensitive offer to attract new parents

What is a time-sensitive offer?

What is the purpose of a time-sensitive offer?

Craft your own message with a time-sensitive offer:

DAY
15

How to fill your OPEN DAY with quality referrals from your current parents

What are the 4 steps to take to fill your open day with good referrals?

1. _____
2. _____
3. _____
4. _____

DAY
16

4 Secrets to a Successful Open Day

What are the 4 secrets to a successful Open Day?

1. _____
2. _____
3. _____
4. _____

How to grow your setting using your Frequently Asked Questions

What are the top 5 questions new parents need to know about your provision for **Babies**?

1. _____
2. _____
3. _____
4. _____
5. _____

What are the top 5 questions new parents need to know about your provision for **Toddlers**?

1. _____
2. _____
3. _____
4. _____
5. _____

What are the top 5 questions new parents need to know about your provision for **Pre School**?

1. _____
2. _____
3. _____
4. _____
5. _____

What are the top 5 questions new parents need to know about your provision for **Out of school care**?

1. _____
2. _____
3. _____
4. _____
5. _____

DAY
17

How to grow your setting using your Frequently Asked Questions

Where are the 3 places to display your F.A.Q's for new parents to see?

1. _____
2. _____
3. _____

DAY
18

How to use Video as a powerful and effective marketing strategy

What are the 5 reasons to use video in your marketing?

1. _____
2. _____
3. _____
4. _____
5. _____

What are the 5 things that you can share easily using video?

1. _____
2. _____
3. _____
4. _____
5. _____

DAY
19

How to impress new parents BEFORE they arrive for a first visit

(How to make your first impressions a 'lasting' impression)

Where are the 2 places you need to have a good first impression on?

1. _____
2. _____

When you create a script to use over the phone, what are the 4 things to include in your script?

1. _____
2. _____
3. _____
4. _____

DAY
20

9 things to share on your Facebook Page that will attract lots of new parents

What are the 9 things to share on your Facebook page to attract new parents?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

DAY
21

How to carry out targeted market research to help you build your numbers

Using the steps from this training, how many babies were born in your county last year?

How many childcare providers do you have in your county?

DAY
22

How to discover your Unique Selling Point and how to use this in your marketing

What are the 5 ways you can discover your USP?

1.

2.

3.

4.

5.

Answer these 5 questions to help you discover your USP?

1. List the features and benefits that are 'unique' to your setting

2. What emotional needs are you meeting through the service that you provide?

3. What do other providers in your area offer?

4. Create phrases that describe what is unique about your setting

5. Why should parents choose YOUR setting?

DAY
23

How to attract new parents with eye-catching signage

What simple and cost-effective strategies can you use to jazz up your signage to attract new parents?

DAY
24

4 places to advertise your setting off-line

What 4 places can easily advertise your setting off-line to attract lots of new parents?

1.

2.

3.

4.

DAY
25

How to partner with local businesses to grow your setting

What are the 4 types of local businesses you can partner with to grow your setting?

1.

2.

3.

4.

DAY
26

How to grow your setting by running a CONTEST – the Childcare.co.uk strategy

What are the 4 steps you need to take to run a contest successfully to attract your 'ideal' parents?

1.

2.

3.

4.

DAY
27

How to grow your setting using Facebook GROUPS

What are the 4 steps that you can take in order to promote your setting in Facebook groups?

1. _____
2. _____
3. _____
4. _____

DAY
28

How to grow your setting with the help of Mummy Bloggers

How do you find your local mummy bloggers?

How can you involve a mummy blogger in your setting?

What sort of incentive could you offer them or their readers?

DAY
29

How to create content that'll educate and attract new parents

What are the 2 ways to share educational information with new parents?

1. _____
2. _____

DAY
30

How to get 5* reviews from parents

What is the difference between a 'testimonial' and a 'review'?

DAY
30

How to get 5* reviews from parents

Write down the names of 5 parents that are your 'raving fans' who you will approach for a 5* review

1. _____
2. _____
3. _____
4. _____
5. _____

DAY
31

How to effectively implement your marketing strategies

What are your top 3 memorable modules from this series?

1. _____
2. _____
3. _____

Which 3 strategies will you implement first?

- 1.
- 2.
- 3.