



Marketing Your Child Care Business

Marketing is an important business tool that is used to maintain enrollment goals. There are many ways to creatively market your business that reach potential clients leading to a newly enrolled family.

Your marketing tools should be reviewed and evaluated frequently and be a continual part of your business decisions and budget. Expenses used towards marketing are tax deductible.

Tips for Marketing

- Have a professionally created web page and continually update information
 - Virtual tours of classrooms
 - Video of parents discussing why they chose your child care and why they stay
 - Have a professionally created logo. If your logo is older than 5 years, consider updating it.
 - List current and future openings
 - Discuss apps used to communicate daily with parents
 - Spotlight staff
 - Share current health and safety practices
 - Announce new purchases that enhance your child care
 - Update Facebook page pictures showcasing activities happening in the program. If children are in pictures, have current media release form signed by parents/guardians before posting.
- Communicating with potential clients
 - Respond to clients in a timely manner
 - Identify 3-4 benefits of how their needs will be met
Example: We have convenient hours for a parent's work schedule.
 - Discuss your curriculum
 - Highlight how you are preparing children for school
 - Find out the specific needs of the parent and the child
- Visual marketing tools
 - Business cards
 - Signage in front of business
 - Shirts for staff and children
 - Personalized stationery
 - Name badges
 - Incentive coupons that offer a discount on services
Example: Refund registration fee after 6 months enrollment.
- Community Connections
 - Contact Child Care Aware
 - Join child care associations
 - Participate in community events (example: parades)
 - Join your local chamber of commerce
 - Place flyers at locations where prospective clients will easily see them

Please contact Child Care Aware if you would like more information concerning marketing.

800-997-8515 | StartChildCare@ndchildcare.org | www.ndchildcare.org