



CCEI975: Successfully Marketing Your Program Part I – Course Handout

Welcome to CCEI975

Would you like to build name recognition for your child care program and be associated with nurturing, developmentally appropriate care? You may be confident about the nurturing, developmentally appropriate part of the industry, because it may come more naturally to you, but marketing may sound complicated and “out of your league.”

This course will help you become comfortable with marketing practices by providing basic information regarding how to market your center. Keep in mind that you do not need to become a marketing professional, but an early childhood professional who can successfully market your program.



Course Objectives:

By taking notes on the handout and successfully answering assessment questions, participants will meet the following objectives as a result of taking this course:

- Identify the elements of a Mission Statement
- Identify the importance of knowing your target audience
- Define features and benefits as they relate to your child care program
- Define the methods used to implement a marketing plan
- Identify the four P's of marketing

References:

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What Exactly Is Marketing?

Define *marketing*:

List reasons that a center needs a marketing plan:

The Foundation of a Marketing Plan

What is a *mission statement*?

Five questions to ask yourself when developing a mission statement:

Target Audience

What is a *target audience*?

The Competition

Define *competition*:

What can you do to get an advantage over your competition?

Products and Services

Why do you need to be able to define your products and services?

What is a *features and benefits list*, and why is it important in marketing?

Developing a Marketing Plan

Describe the importance of each of the Four P's of Marketing:

Product

Price

Place

Promotion

The Message

Why is a strong message an important part of a marketing plan?

Planning

Define *goal*:

Why are goals important in a marketing plan?

*** Remember to check on prices for the following as you develop your marketing budget:**

- Newspaper Ad
- Phonebook Listing
- Direct mail to homes in nearby neighborhoods
- A radio spot
- A banner
- Website development
- Printing and design of brochures, flyers, and postcards

What is *ROI* and why is it important?

When and Where to Market

Use this space to jot down important points to remember about when and where to market your center:

Your Marketing Team

Who can serve on your center's marketing team?

What can teachers do to help with marketing every day?

How can the following help transform your staff into a powerful marketing team?

Enlighten

Engage

Encourage

Parents as Marketing Partners

What can parents do to help with marketing?

List several suggestions for ways to keep parents satisfied with your services so they will recommend you to other parents:

Involving the Outside Community

How can the surrounding community become involved in marketing your center?

What is *cross-marketing*?

The Importance of Supply and Demand

Why is it important to be familiar with the supply of and demand for child care in your area?

Marketing Tools

List at least 20 possible marketing tools. Then, circle at least 10 that you think will be useful or relevant to your center:

Tips and Advice

Use the space provided to jot down important notes for each of the following topics:

Be On Target!

Partnerships

Community Involvement

Canvassing

Direct Mail

Signs

Your Building