

Marketing Ideas:

Marketing is a very important step in starting a business. This is especially true when starting up in family child care. In looking for child care most parents would like to rely on using someone they know. If parents do not know someone who provides daycare personally, they will choose someone that a friend or relative has used successfully. Because of this concept, getting started in the child care business may be slow.

Child Care Licensing Social Workers have heard a lot of good ideas from providers. Following are some marketing strategies that appear to help daycare providers in expanding their business.

- Make a brochure (one page of paper folded into threes) that includes your schedule, philosophy, goals, programs, maybe a picture, etc.
- Have a business card created with your name and logo if you have one.
- Hold an open house, coffee, or Family Child Care Home Tour in your community.
- Put together written materials and telephone responses that clearly identify your program.
- Have written policies and contracts so that parents know what they can expect from you
- Describe your qualifications.
- Tell everyone you know that you are starting a child care business and give them your business cards, with extras to share.
- Ask friends and neighbors for names of working parents with small children. Contact them in person by phone to let them know you have openings.
- Advertise your child care in the local newspaper.
- If your community allows, post a sign outside your home with your logo, name, and phone number.
- To attract parents, keep up the outside of your home as well as the inside.
- Leave your name and phone number with the local grade school secretary or principal.
- Keep a scrapbook with pictures of your child care (with written permission from children's parents) along with captions. Include notecards from parents, summaries of parent evaluations, etc.
- Create a newsletter that you give to parents monthly and can share with new prospective clients.
- Create a written schedule of daily activities and have posted on bulletin board in home so parents will see this when interviewing.
- Frame and hang your license and training certificates.
- See if you can deliver flyers at neighborhood grocery stores, churches, etc.
- Place notices on bulletin boards in self-service laundries, churches, shopping centers and social clubs.
- Contact local employment office.
- Put out flyers door to door in your neighborhood.
- Inform all prospective clients that they can check out your child care record with Social Services.
- Invite parents to spend some time during your regular daycare hours so they can see how things are handled.
- Have a list of references that parents can check out.
- Have your home inviting and organized for child care.
- Be involved with the parent and the child during interviewing.
- Provide non-traditional work hours. Be flexible with your opening and closing times.
- Provide specialized infant-toddler child care.
- Advertise with county referral agencies.