



GEORGIA CHILD CARE ASSOCIATION

“WHY SHOULD I CHOOSE YOU?”

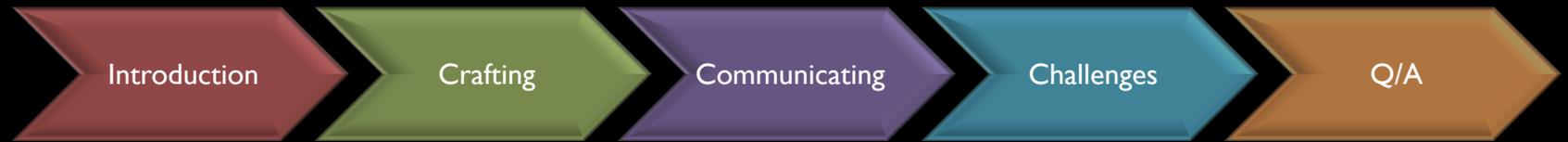
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ROADMAP – WHERE WE’RE GOING

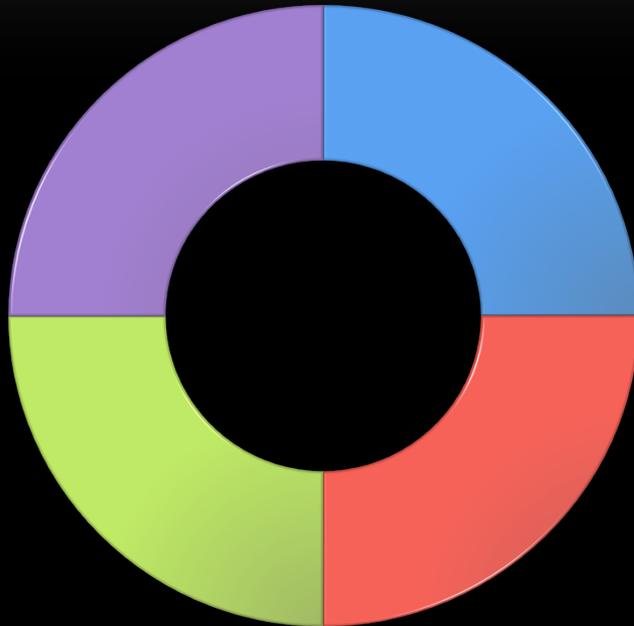


UNIQUE SELLING PROPOSITION (USP)

Definition: The factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition .



THE 4 “P’S” OF MARKETING



■ Product ■ Place
■ Price ■ Promote

Product - What does the customer want from the product/service? What needs does it satisfy?

Place - Where do buyers look for your product or service?

Price – What is the value of the product or service to the buyer?

Promote - Where and when can you get across your marketing messages to your target market?



CRAFTING YOUR USP



■ Target ■ Market ■ Self

A Different Approach:

- The 4 P's 1960 by E J McCarthy
- Organic vs. Mechanical
- Story vs. Selling
- Inspiration vs. Manipulation

Consider

- Target
- Market
- Self



KNOW YOUR - TARGET



■ Target ■ Market ■ Self

Ideal Client modeling (focus only on them)

- Demographics
- Psychographics
- How do they make decisions?
- What are their specific needs?
- Survey them on tours
- Survey your parents



KNOW YOUR - MARKET



■ Target ■ Market ■ Self

- Game of “leverage/minimize”
- Direct competitors
 - Offerings
 - Pricing
 - Areas of distinction
- Location
- Trends
- Regulations
- Supplier partners



KNOW YOUR - SELF



■ Target ■ Market ■ Self

Clear your mind of any preconceived ideas about your offering and be brutally honest.

- Net Promoter Score
 - *How likely is it that you would recommend us to a friend or colleague? (9 & 10's count)*
- Strengths/Weaknesses
- Offerings/Gaps
- Staff development/challenges
- Survey current parents
- Search yourself online



THE 4 QUESTIONS



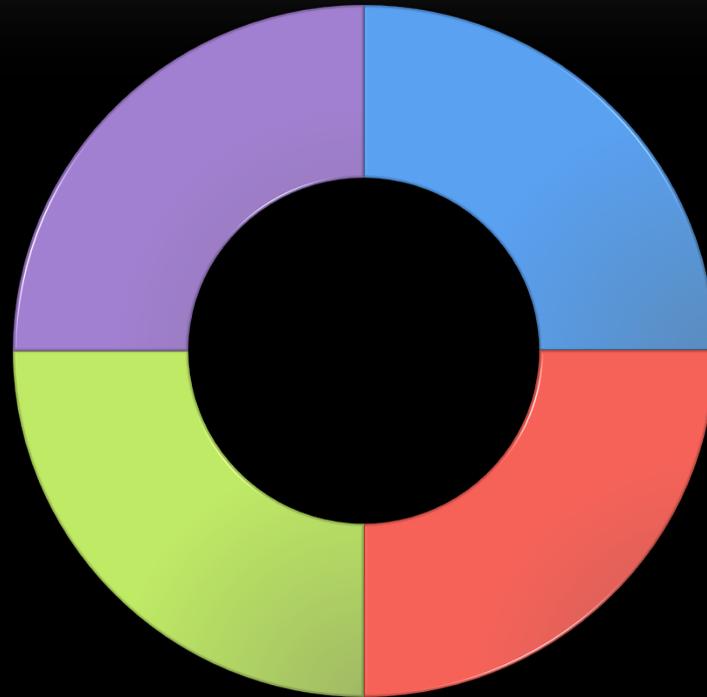
■ Product ■ Place
■ Price ■ Promote

4 customer focused questions:

1. Does it meet their needs?
(product)
2. Will they find it where they shop?
(place)
3. Will they consider it's priced favorably?
(price)
4. Will the marketing communications reach them?
(promotion)

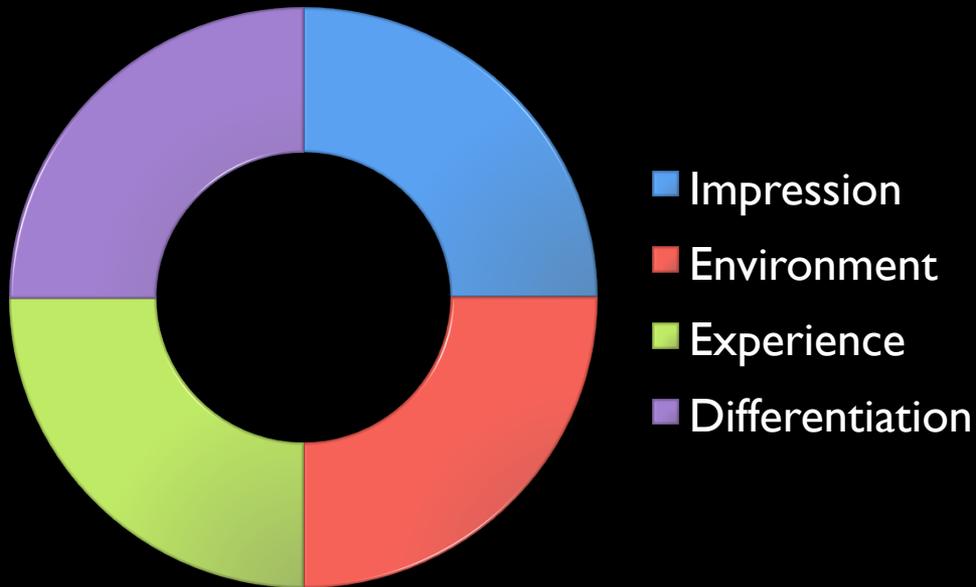


PROMOTION: CHANNELS



■ Grass Roots ■ Web ■ Social Media ■ Word of Mouth

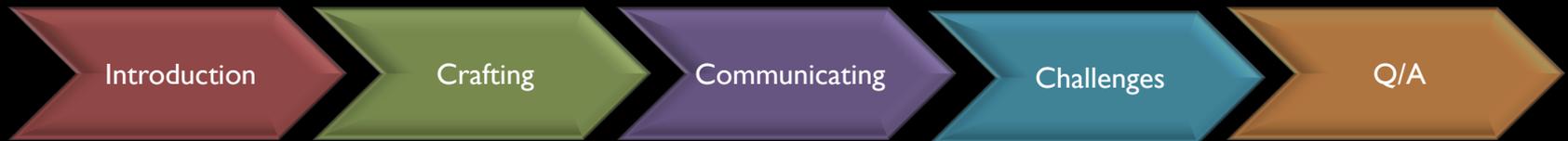
WHERE WE BREAK...



- Lack of preparation
- Poor tours
- Poor phone calls
- Poor staff engagement
- Cluttered/Dirty/Smell
- No understanding of selection criteria
- Poor listening skills
- Can't articulate areas of distinction



ROADMAP – WHERE WE’VE BEEN



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Presentation: www.purefuninc.com/resources

