



GEORGIA CHILD CARE ASSOCIATION

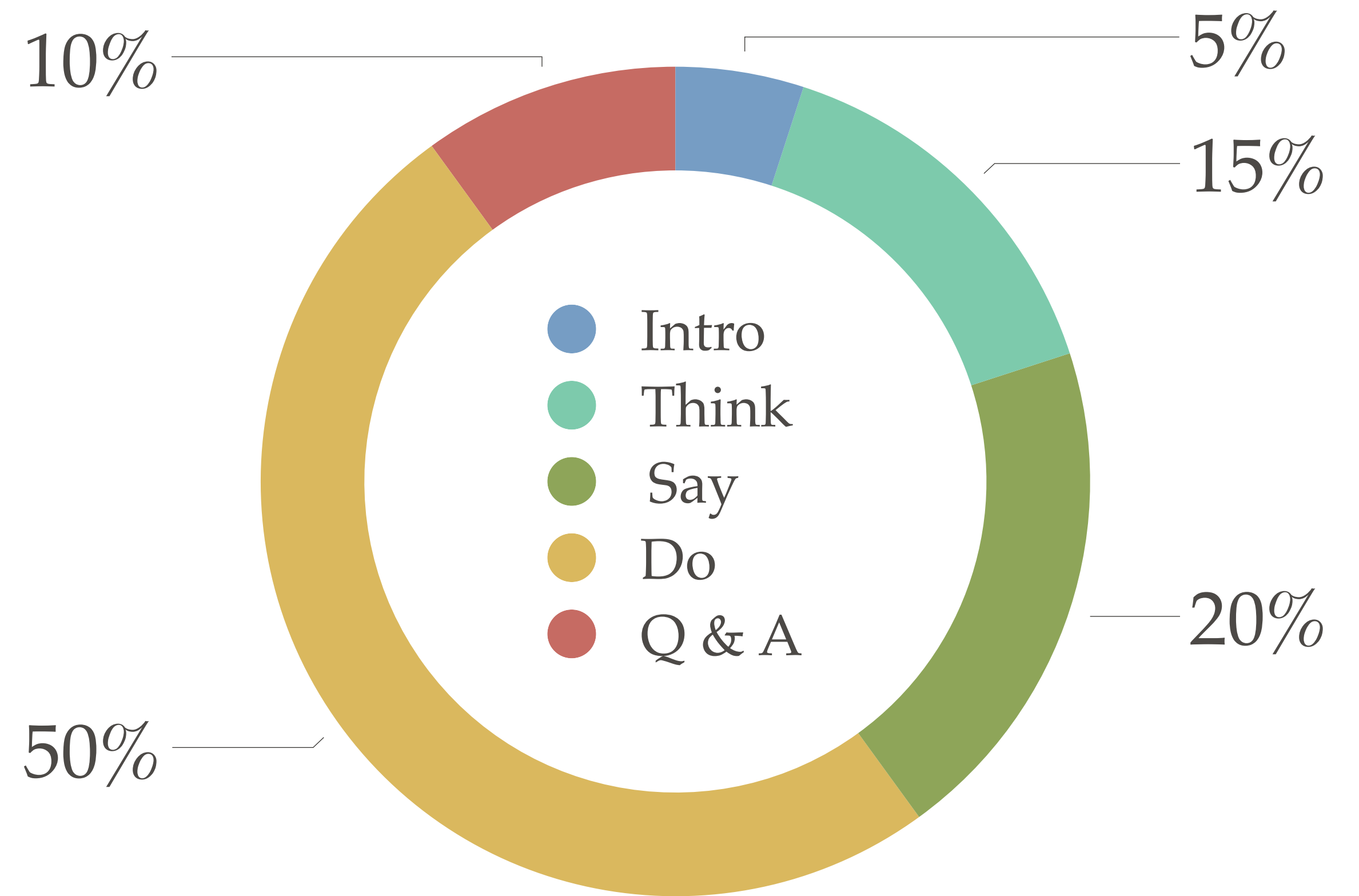
2 Hour Marketing Plan

Real-World Child Care Marketing Strategy



Agenda

Our Journey



Presenter

Mo Thomasos

Linchpin/Founder



A problem worth solving

Marketing

If the circus is coming to town and you paint a sign saying “Circus Coming to the show ground Saturday,” that’s **advertising**.

If you put the sign on the back of an elephant and walk it into town, that’s **promotion**.

If the elephant walks through the mayor’s flower bed and the local newspaper writes a story about it, that’s **publicity**.

And if you get the mayor to laugh about it, that’s **public relations**.

If the town’s citizens go to the circus, you show them the many entertainment booths, explain how much fun they’ll have spending money at the booths, answer their questions and, ultimately, they spend a lot at the circus, that’s **sales**.

And if you planned the whole thing, that’s **marketing**.

Dib, Allan. The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand Out From The Crowd

Marketing

The biting 2 year old of a Child Care business.

- ❖ Anxiety
- ❖ Confusion
- ❖ Guilt
- ❖ Anger
- ❖ Regret



Marketing

- ❖ “Triage” Mode - Tyranny of the urgent
- ❖ Inconsistent - Start/Stop
- ❖ “Silver Bullets” - Fads & shortcuts

Outcomes:

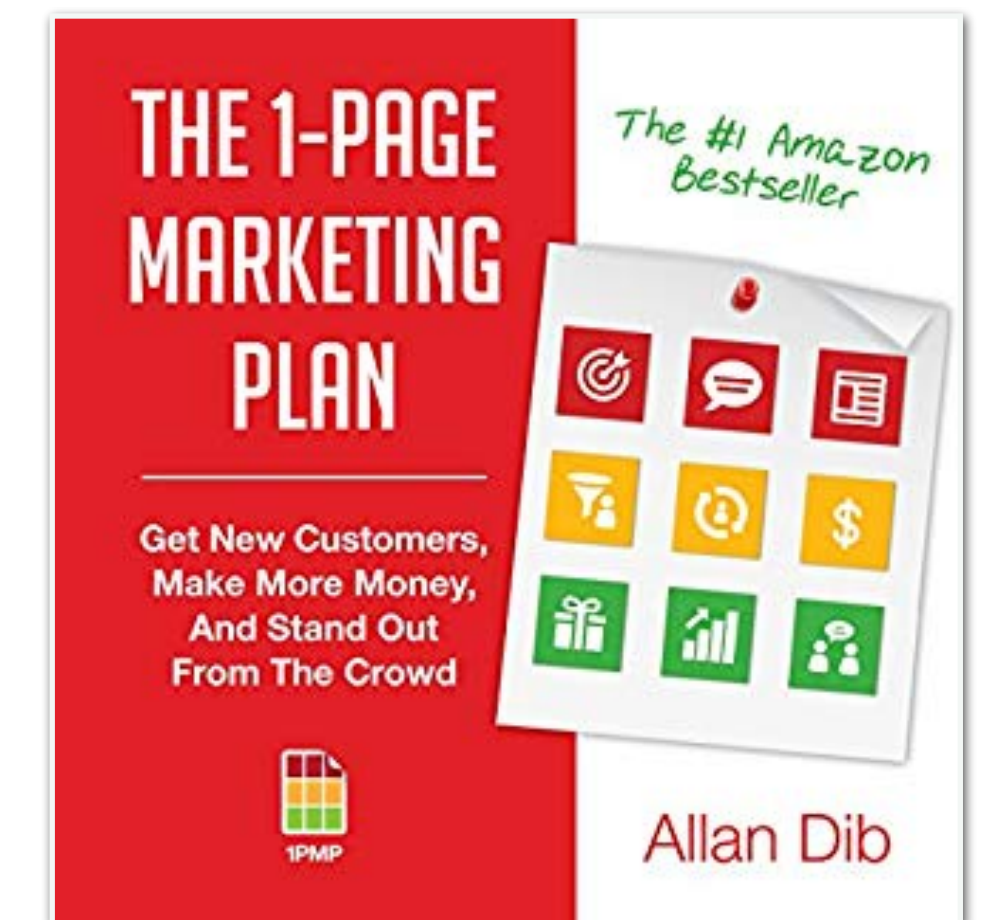
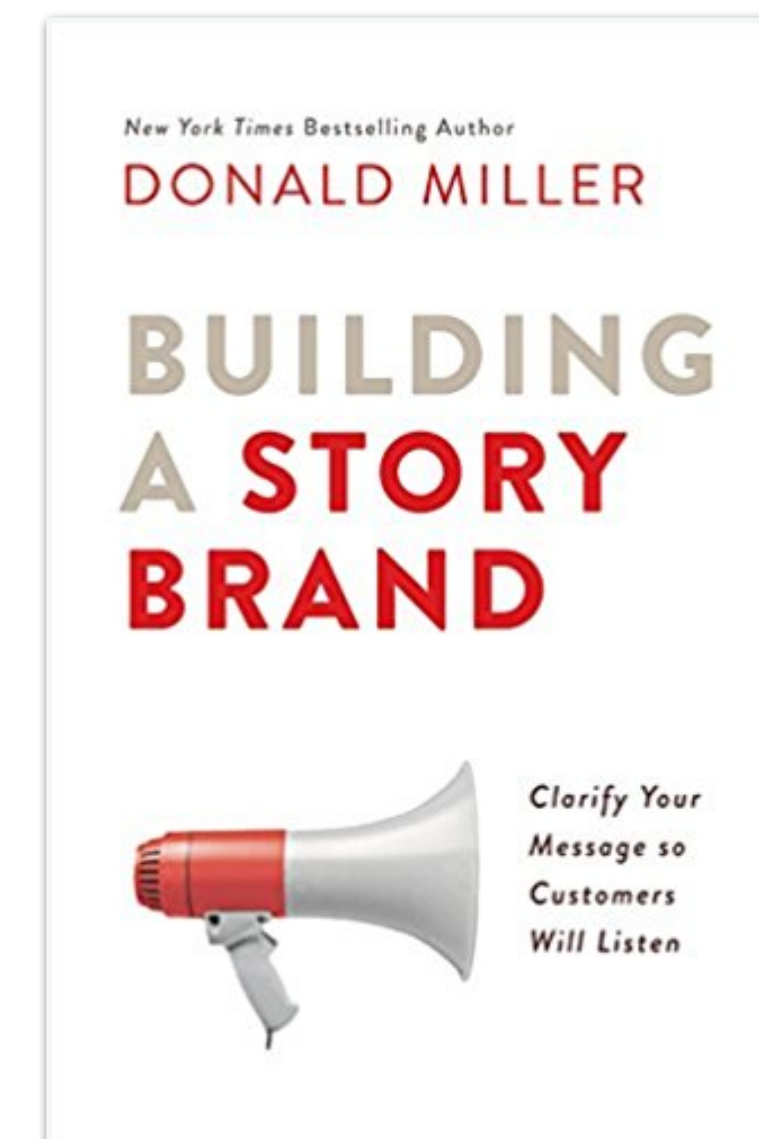
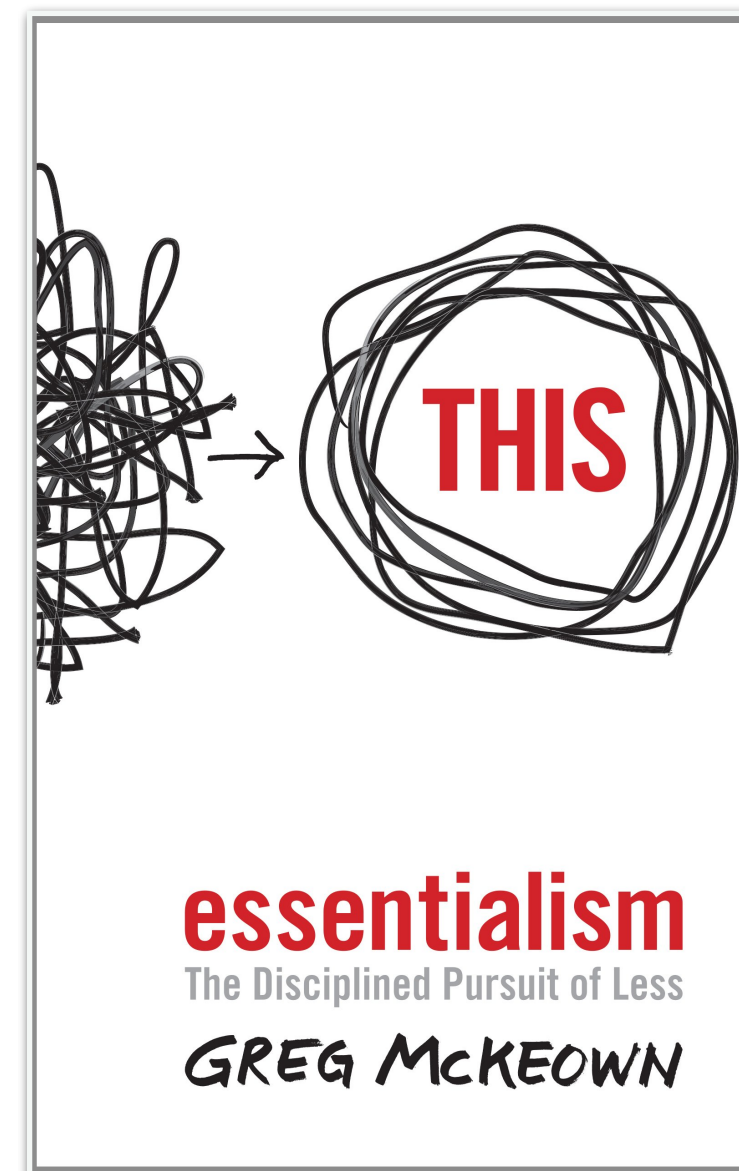
- ❖ Brand deterioration - Lack of differentiation
- ❖ Wasting resources - Squandering phones/tours
- ❖ Weak tools



Mashup

3 Resources:

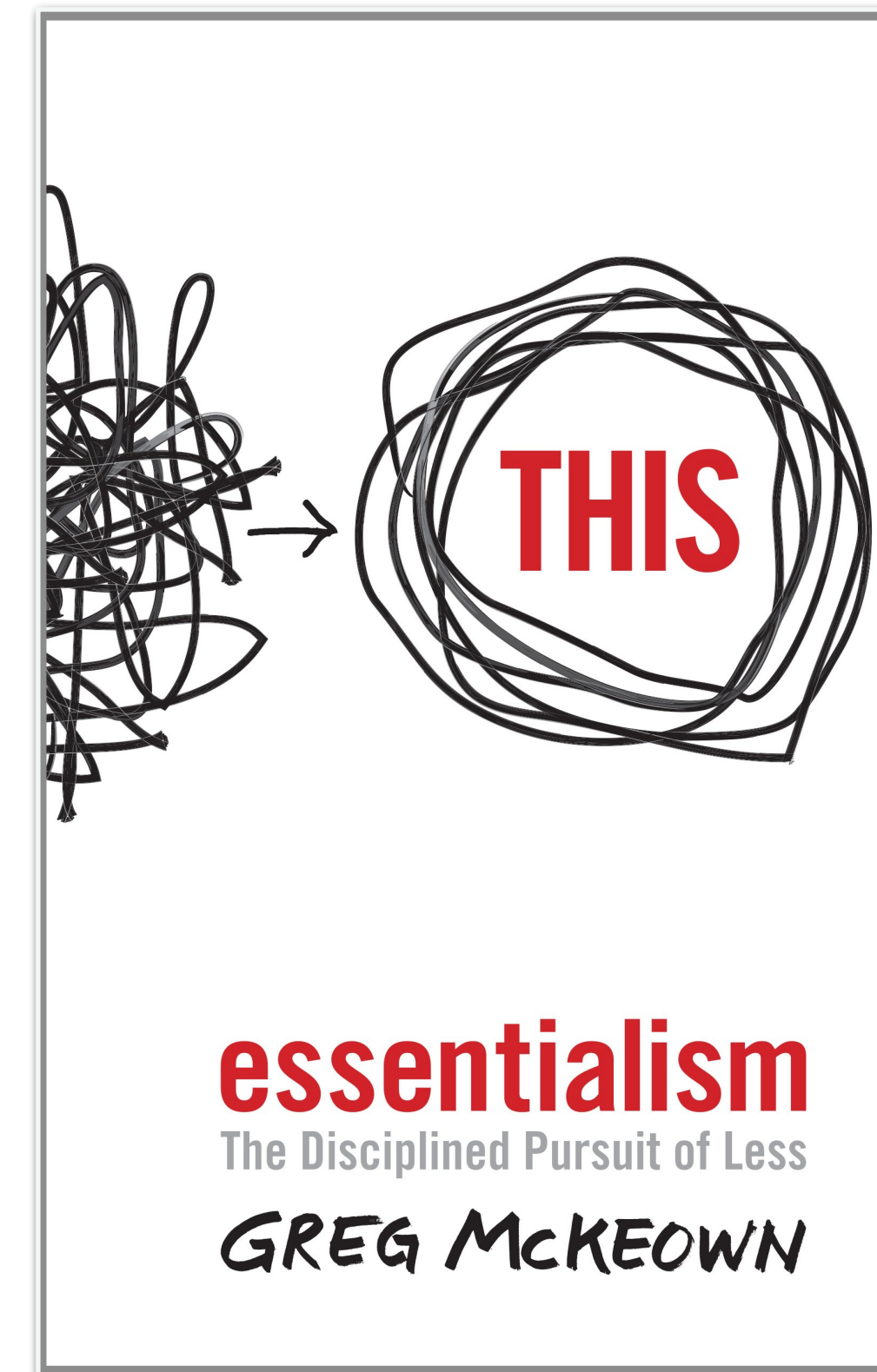
- ❖ Theory
- ❖ Technique
- ❖ Framework



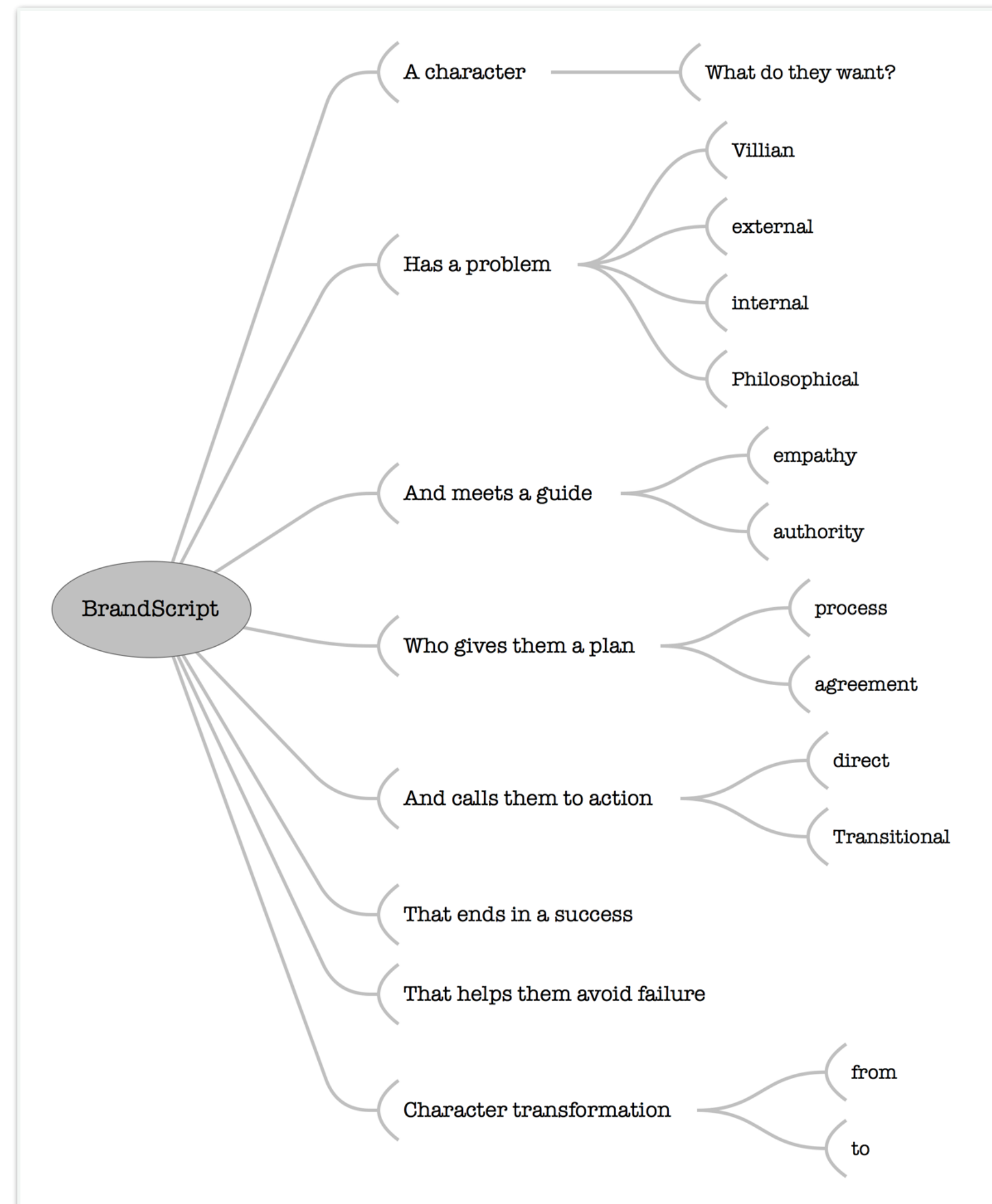
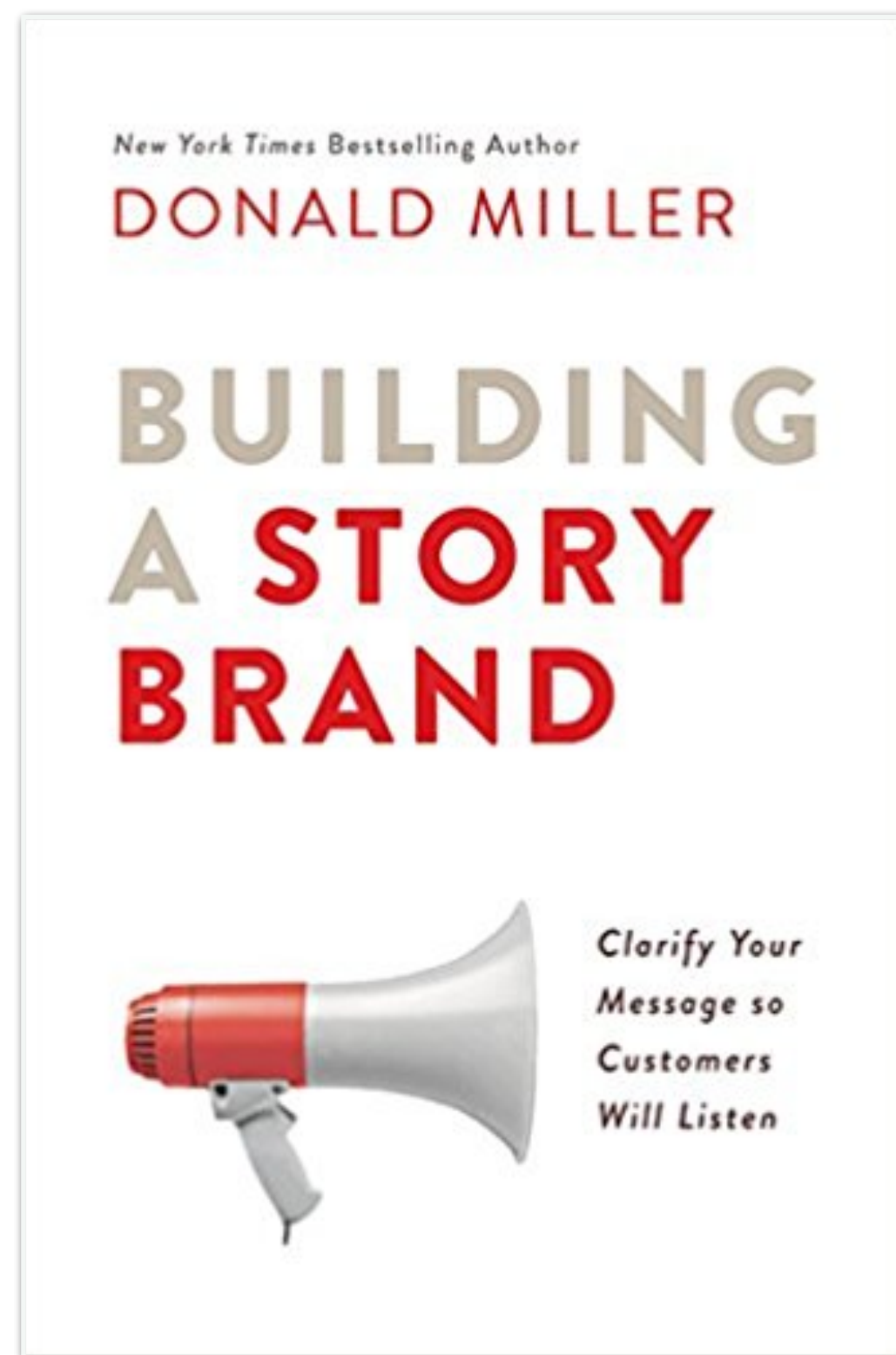
Think

Less but better.

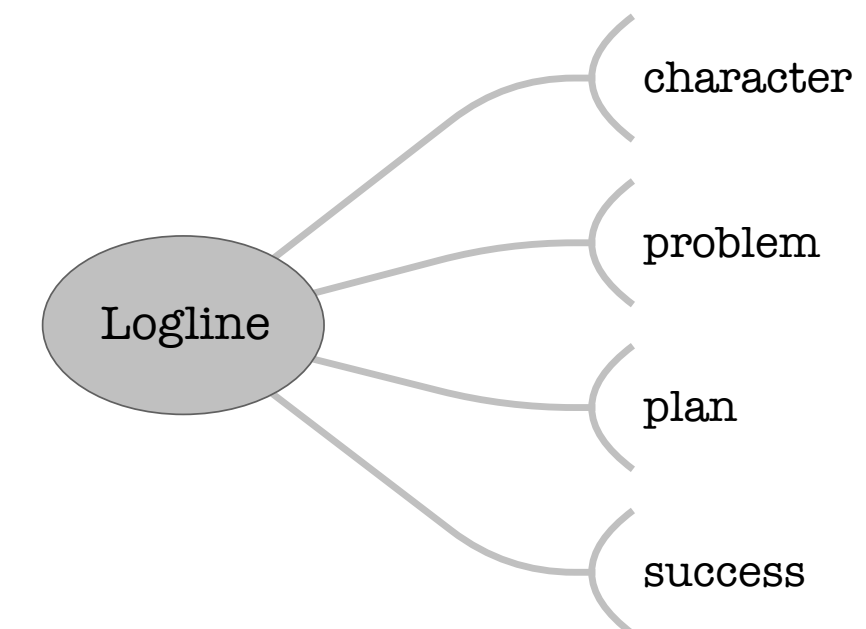
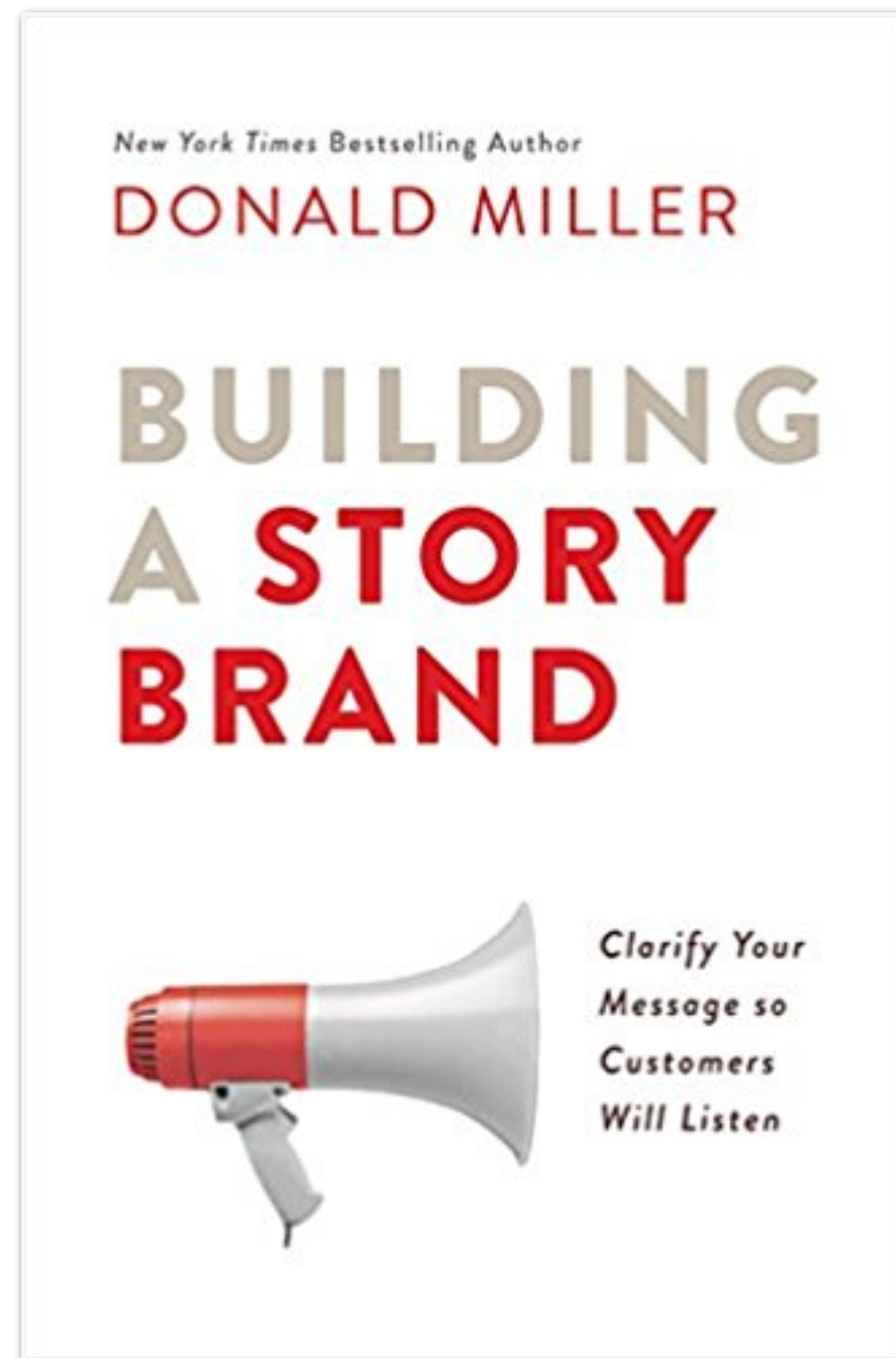
- ❖ Focus
- ❖ Prioritization
- ❖ Say “NO.”



Say



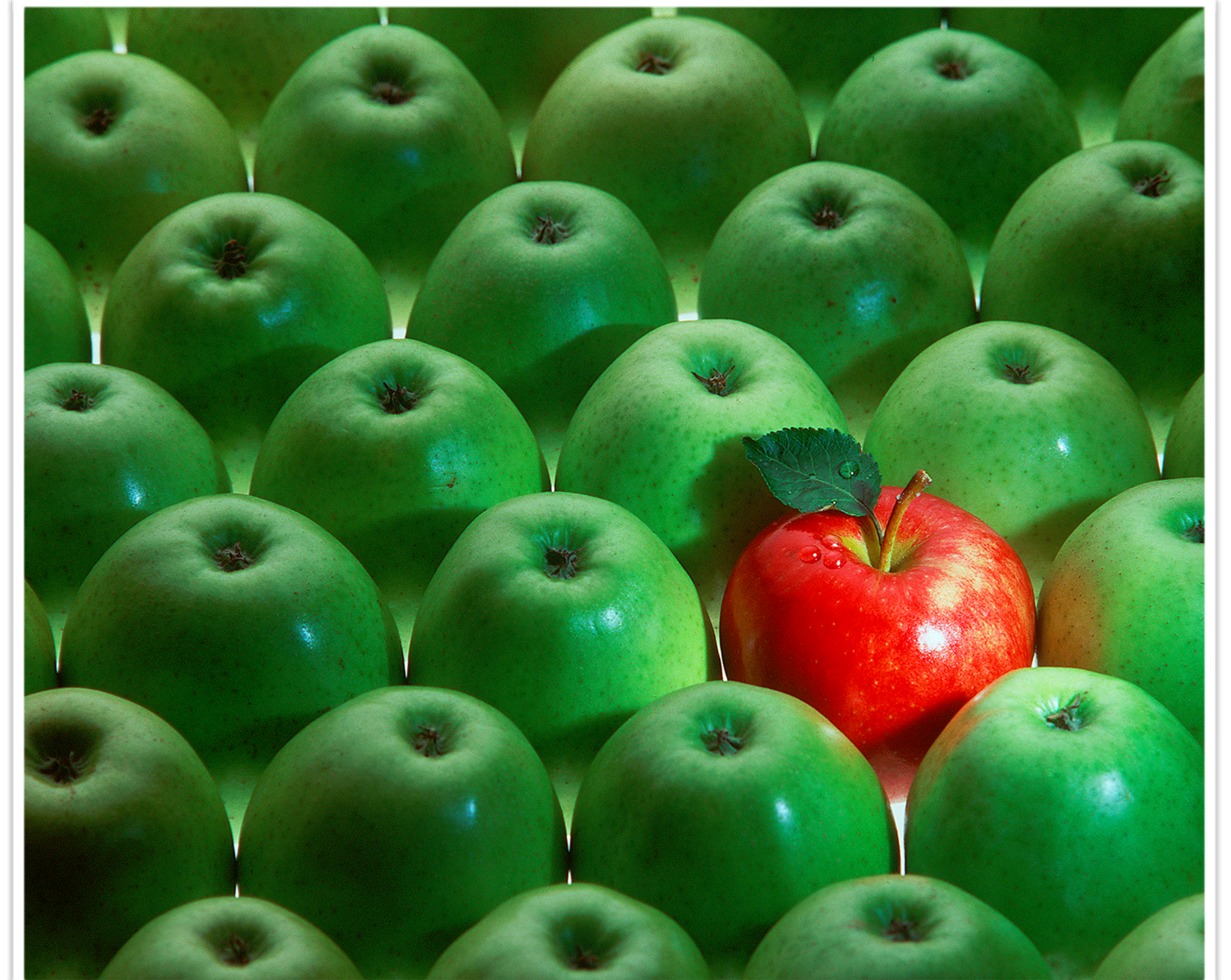
Say



Radical Differentiation

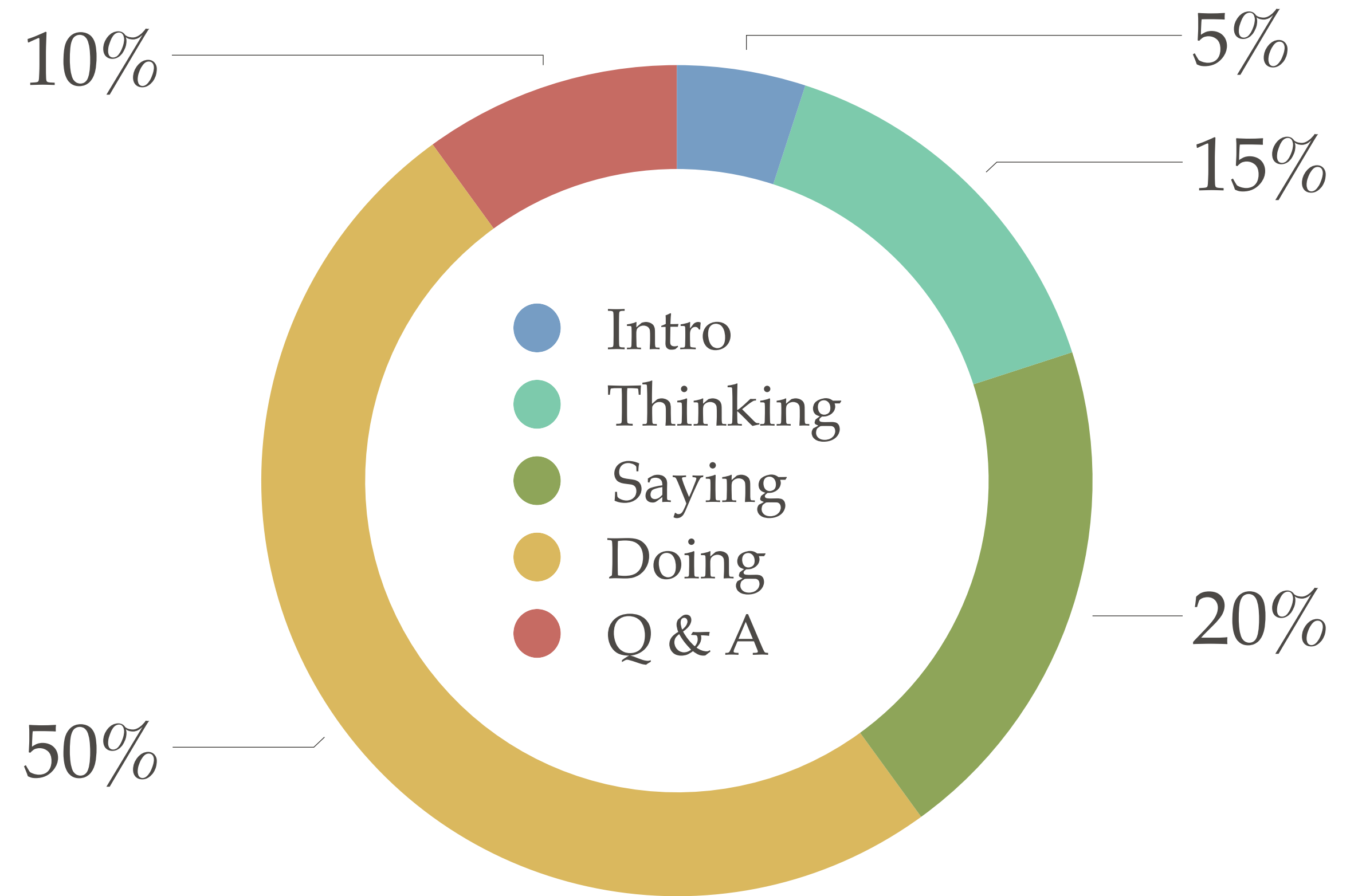
- ❖ Enhanced Menu - Nutrition
- ❖ Suspend Penalties - Change pick up time
- ❖ Healthy Environments - Cold & Flu, Lice
- ❖ Programs - Holistic Development

Anything someone can say “Me too!” is off the table.



Agenda

Our Journey - Midway Point



2 Hour Plan - Concept

Real-World

- ❖ Child Care specific
- ❖ Realistic about focus
- ❖ Realistic about time

Proven

- ❖ Theories
- ❖ Techniques
- ❖ Tools

Straightforward to implement

- ❖ Phased / segmented
- ❖ Extension of current strategies
- ❖ Doesn't introduce new tools



Key To Success - “On” vs. “In”

“On” Your Business

- ❖ Strategic
- ❖ Highest contribution
- ❖ Training, delegation









“In” Your Business

- ❖ Tactical
- ❖ Dangerous - Tyranny of the urgent
- ❖ Necessary (sometimes)



Benchmark -1 Page Marketing Plan...

- ❖ 3 Phases
- ❖ 9 Areas of focus
- ❖ Simple
- ❖ Consistent
- ❖ Balanced

My 1-Page Marketing Plan				
Before (Prospect)	 1. My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 2. My Message To My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 3. The Media I Will Use To Reach My Target Market <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	
	During (Lead)	 4. My Lead Capture System <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 5. My Lead Nurturing System <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 6. My Sales Conversion Strategy <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
		After (Customer)	 7. How I Deliver A World Class Experience <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	 8. How I Increase Customer Lifetime Value <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

2 Hour Framework...

Before









- ❖ Target Market
- ❖ Message (Story Brand / Logline)
- ❖ Media (Tools)

During

- ❖ Training
- ❖ Phone / Tours / Conversion (Sign Up / Close)
- ❖ Follow Up

After

- ❖ Parent Communication
- ❖ Retention
- ❖ Referrals

My 1-Page Marketing Plan				
Before (Prospect)	<div> 1. My Target Market</div> <div></div>	<div> 2. My Message To My Target Market</div> <div></div>	<div> 3. The Media I Will Use To Reach My Target Market</div> <div></div>	
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Fab 5

Focus

- ❖ Message (Story Brand/Logline)
- ❖ Media (Core Tools)
- ❖ Training/Delegation
- ❖ Phone/Tour Conversion (Sign Up)
- ❖ Parent Communication



Fab 5 - Message

Message (Story Brand / Logline)



Fab 5 - Media (Tools)

Focus

- ❖ Core Tools (Simplify)
 - ❖ Email (MailChimp / School)
 - ❖ Web Site (Update / Remove)
 - ❖ Social Media (less but better)



Fab 5 - Training/Delegation

Focus

- ❖ Staff Meetings
- ❖ Logline concept
- ❖ Phone and tours
- ❖ Accountability
- ❖ Over communication
- ❖ Let them figure it out

If no new money being applied, then you have to get more performance, effectiveness, conversion.



Fab 5 - Phone/Tour Conversion

Focus

- ❖ TRAINING!!!!
- ❖ Discovery - Understand decision criteria
- ❖ Tour - Tie what they see to their decision criteria
- ❖ Collateral - Packets
- ❖ Close - Ask for the enrollment
- ❖ Follow Up - Email & phone number



Fab 5 - Parent Communication

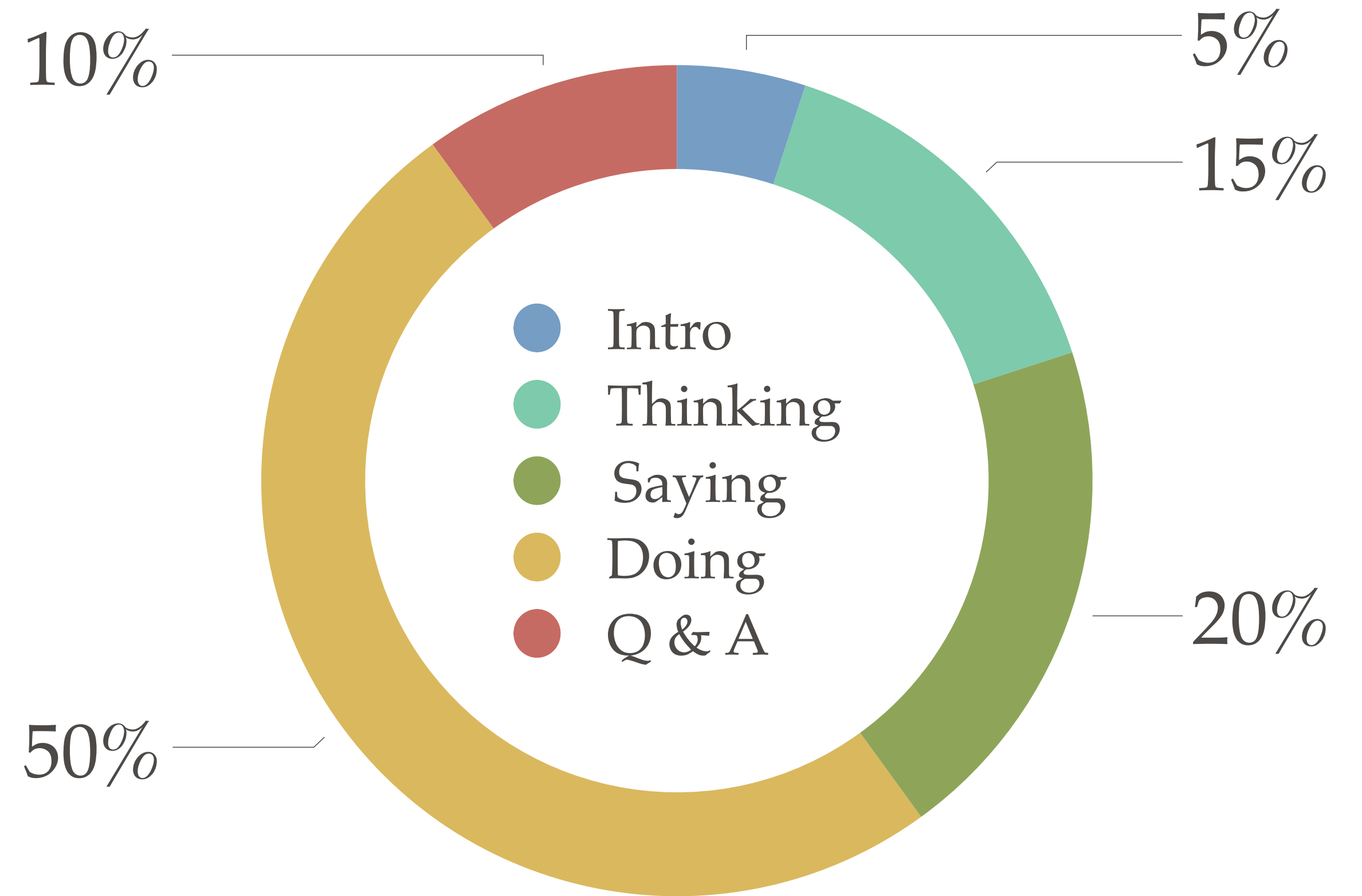
Focus

- ❖ Conversation - Drop Off & Pick Up
- ❖ Email - Personal/Monthly
- ❖ Handwritten notes - take an hour
- ❖ Talk about the kids
- ❖ Safe, healthy, nurturing environments
- ❖ Photos - Post and private



Agenda

Our Journey - Q&A



Resources...

- ❖ Web Site
- ❖ Webinars
- ❖ Customer Connect Email
- ❖ Blog
- ❖ Social Media
- ❖ Email - mo@purefuninc.com

