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Impactful marketing for Early Years settings

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Childcare Marketing CEO



What we will be covering:

- Why marketing matters in the Early Years and childcare sector.
- How you can create and implement a dynamic marketing plan.
- SEO - What is it and why is it important?
- An overview of social media impact and myth busting!



I don't need to market my business!



~~I don't need to market my business!~~

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Life without Marketing!

DARK PLACE

- No brands!
- Finding a service a parent wants would be impossible
- Nothing would be tailored to a potential parent
- You would have no loyal customers
- There would be no competition
- There would be no growth in your business
- Economic Collapse!

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Marketing is POWER!

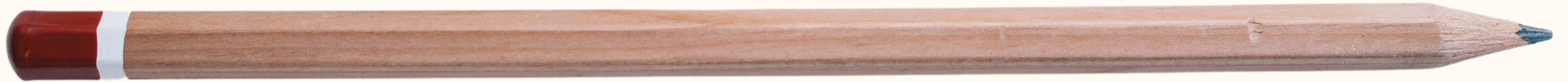


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P L A N N I N G



S
Strength

W
Weakness

O
Opportunity

T
Threat



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Aims



Objectives



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Specific

|

S

M

Achievable

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A

R

Timely

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T

Measurable

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└───┘

realistic

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└───┘

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Evaluation



Business

Analysis

Product

Custom

Vision

STRATEGY

Opportunity

Teamwo

Marketing

Development

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Drudge

SEO

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Why is SEO important?

80% Of Parents found Childcare from Google Search

98% of Parents said they Googled the nursery before viewing

75% of Parents looked at Google Reviews

55% Of Parents said they only looked at the top 3 in Google



Top Searched Words From our survey

#1 Childcare - 59% of parents

#2 Nurseries - 20% of parents

#3 Day Care - 12% of parents

#4 Day Nursery or Nursery - 9% of parents


#5 Pre-School - 5% of parents

#6 Baby Care 5% of parents



The Map Pack

Businesses :



Rating ▾ Hours ▾

Newpark Childcare Centre
5.0 ★★★★★ (6) · Day care center
10+ years in business · 1 St Giles Terrace · Near the Barbican Centre · +44...
Open · Closes 7 PM
👤 "My daughter attended the nursery for a year and we couldn't be happier."

We Care Child Care
No reviews · Day care center
10+ years in business · 91A Basement Level, Vassall Road · +44 20 7735 1...
Open · Closes 6 PM

Childcare London
No reviews · Child care agency
5+ years in business · Gilmoora House, 57 - 61 Mortimer St · In Gilmoora H...

[Website](#) [Directions](#) [Website](#) [Directions](#) [Website](#) [Directions](#)

[View all](#) →



Paid Ads may help

Sort by **Best match** ▾

Ad · babiesandbeyond.ae ⓘ
Babies and Beyond

Babies & Beyond
4.5 ★★★★★ (39) · Home Care S...
إمارة دبيّ
04 430 8900

[WEBSITE](#) [DIRECTIONS](#)

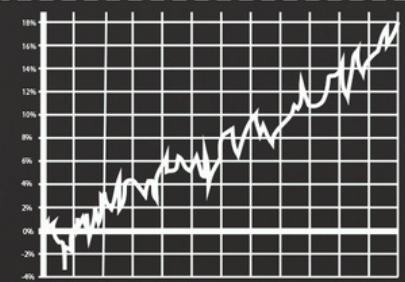
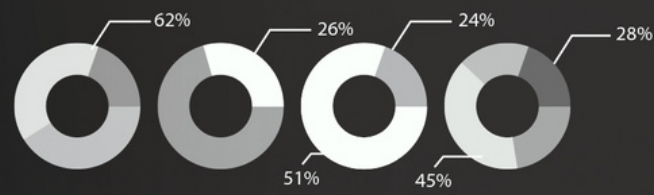
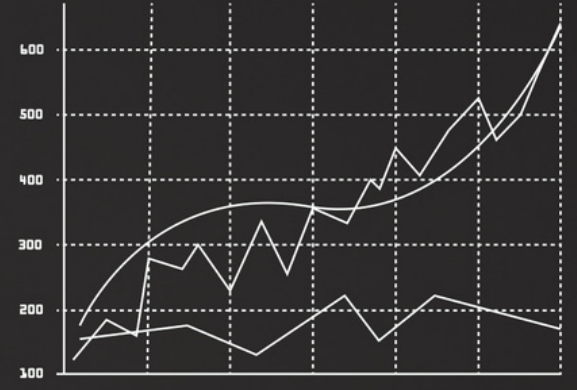
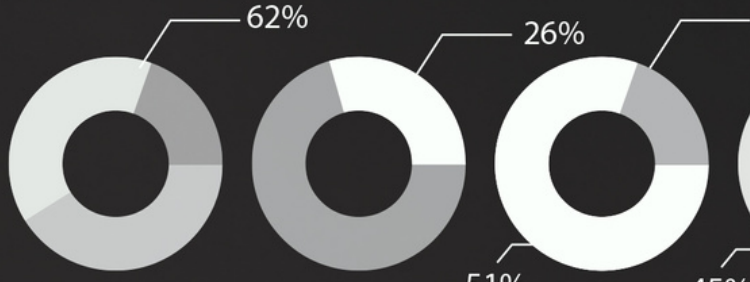
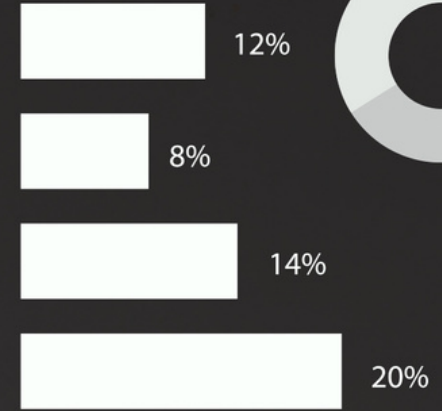
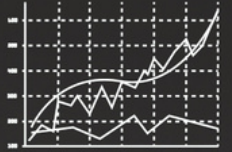
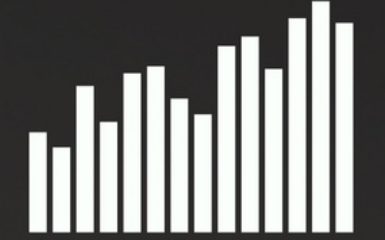
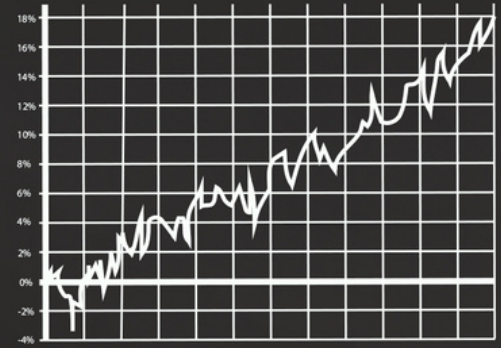
Ad · theblossomnursery.com ⓘ
Homey & Safe Child Care

Blossom Business Bay Nursery
4.9 ★★★★★ (23) · Nursery school
إمارة دبيّ
Closed · Opens 7:30AM Tue · 800 ...

[WEBSITE](#) [DIRECTIONS](#)



SOCIAL MEDIA MARKETING



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Do I need a social media presence?

The short answer is yes.

The number is smaller but 8% of enquiries come from social media

Every % will help you reach the top!



Myth Busting Social Media

#1 Hashtags

"You shouldn't use hashtags on Facebook only Instagram"



Myth Busting Social Media

#1 Hashtags

Myth

"You shouldn't use hashtags on Facebook only Instagram"

Posts with hashtags do receive 12.5% more engagement!

But we tend to avoid it as sometimes it looks better without.

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Myth Busting Social Media

#2 Posting Daily

"You need to post as much as possible, everyday if you can!"



Myth Busting Social Media

#2 Posting Daily



"You need to post as often as possible everyday if you can!"

Posting daily will have a greater impact on growth.

But who has the time to do this?.. we recommend 4 times a week is a good balance

Myth Busting Social Media

#3 Monitoring success

"There is no way to monitor social media progress"



Myth Busting Social Media

#3 Monitoring success

Myth

"There is no way to monitor social media progress"

With new technology you can now measure your return on investment in social media!



Social Media Overview:

Whilst it is great to have a social media presence, always think about how much time and effort is going into each marketing activity and the output of results!





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Our Services ▾

Childcare Marketing TV



Start Growing



Childcare Marketing TV

Childcare Marketing TV

HOW TO RETAIN CHILDCARE EMPLOYEES

A video thumbnail with a blue background, a white play button icon, and a photo of a smiling man. The text "Childcare Marketing TV" is in the top right corner.

Childcare Marketing TV

ADAPTING YOUR CHILDCARE WEBSITE TO RECRUIT

Adapting your Childcare website to recruit

Ben

Watch Now

A video thumbnail with a red background, a white play button icon, and a photo of a smiling man. The text "Childcare Marketing TV" is in the top right corner.

Childcare Marketing TV

CHILDCARE JOB BOARDS

Childcare Job Boards

Ben

Watch Now

A video thumbnail with a yellow background, a white play button icon, and a photo of a smiling man. The text "Childcare Marketing TV" is in the top right corner.

Childcare Marketing TV

SEO FOR CHILDCARE RECRUITMENT

A video thumbnail with a blue background, a white play button icon, and a photo of a smiling man. The text "Childcare Marketing TV" is in the top right corner.

Childcare Marketing TV

CREATING YOUR

A video thumbnail with a red background, a white play button icon, and a photo of a smiling man. The text "Childcare Marketing TV" is in the top right corner.