



The Parent Magnet Method

A Step-by-Step Marketing Plan to Grow your ECE Program's Enrollment



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Nice to meet you!



Meghan Cornwell
Head of US Marketing @ Famly



Adrienne Shannon
US Marketing Manager @ Famly

- Intro
- How to increase enrollment
 - Maximizing your occupancy
 - Spread the word
 - How to know “what word to spread”
 - Best practices: how to spread the word
(a.k.a online, offline and in-person marketing strategies)
- Is it working?
- Questions and a free resource just for you

Time for polls!

1. How many spots do you currently have available?
2. How many children do you currently have enrolled?



Let's begin

How to increase enrollment



Understand
occupancy



Spread the word

How to increase enrollment




Understand
occupancy



Spread the word

Understand occupancy

Do you know what full-time equivalence is?

 It's all broken down for you [here](#)

Sorry, time for math

Step 1

First, find your max capacity

$$\begin{aligned} 8\text{hrs} \times \\ 50\text{kids} &= \\ \mathbf{400} \end{aligned}$$

Step 2

Calculate the hours for your full-time children

$$\begin{aligned} 8\text{hrs} \times \\ 30\text{kids} &= \\ \mathbf{240} \end{aligned}$$

Step 3

Calculate the hours for your part-time children

$$\begin{aligned} 4\text{hrs} \times \\ 20\text{kids} &= \\ \mathbf{80} \end{aligned}$$

Step 4

Add your results from steps 2 and 3 together

$$\begin{aligned} 240 + 80 &= \\ \mathbf{320} \end{aligned}$$

Step 5

Find your FTE

$$\begin{aligned} 320 / 400 &= \\ \mathbf{0.8 (80\%)} \end{aligned}$$

Remember, this is just for a single day. So, it just takes an extra one or two math equations to get your weekly or monthly FTE.



No need to memorize. It's all [here](#)

Sorry, time for math

Step 1

First, find your max capacity

$$\begin{aligned} 8\text{hrs} \times \\ 50\text{kids} &= \\ 400 \end{aligned}$$

Step 2

Find your

current

enrollment

of 270

children

270

Step 3

You're only at 80% of your FTE!
You still have space for 20 more part-time children
or 10 full-time children.

Which is an average of about

\$1,000 a day

that you're missing out on!

Step 4

Divide

your

current

enrollment

by

your

max

capacity

Step 5

Find your FTE

$$\begin{aligned} 270 / 400 &= \\ 0.8 & \text{ (80\%)} \end{aligned}$$

The result represents a percentage — your full-time-equivalent, compared against the total number of hours you could provide. Remember, this is just for a single day. So, it just takes an extra one or two math equations to get your weekly or monthly FTE.



No need to memorize. It's all [here](#)



**Now, let's fill
those seats**

How to increase enrollment



Understand
occupancy



Spread the word



Spread the word

How are you **reaching families**
in your neighborhood?

Throw it in the chat!

Spread the word

Marketing!

But it's not just about being known,
but being known in the right way



Some examples of UVPs

- ✨ Flexible hours
- ✨ Excellent food
- ✨ “Best of” award or other local accolades
- ✨ Evening/weekend care availability
- ✨ Longest running in the neighborhood
- ✨ After school programs
- ✨ Parent communication app
- ✨ Bilingual
- ✨ Contactless sign-in and sign-out system
- ✨ Small class sizes
- ✨ Play-based curriculum
- ✨ High rating in your state’s quality system

Spread the word

What sets you apart?

This is your Unique Value Proposition, or UVP

- ? How do you want your center to be known?
- ? What does known in the “right way” mean to you?

Offline marketing

COMMUNITY INFORMATION



Start teachers in the spring!

Childcare Center
Our team of professionals will have more than 3 years of experience and we know that your child will be safe and enjoy our activities that we have for them. Our program includes weekly dance and music programs where you can pick them up and get to know other families in the program. Our hours are Monday through Friday from 7am to 6pm. We're currently seeking to enroll 4-6 month and 1-3 year old. Space for babies open as 1200/month. Pre-school program is \$100/month.

127 West Street | 1st Floor | Cambridge, MA | 617-352-1214



ChildCare Center

Our friendly staff and supportive care in Center Village is here to ensure happy, healthy, and kind.



BOOK A TOUR






*Best teachers
in the area!*

Childcare Center

Our team of 20 teachers each has more than 3 years of experience at our center. Your child will be safe and enjoy our activities that we host each day. On Fridays, families are welcome to participate in our weekly dinner-to-go program where you can grab food and get to know other families in the program. Our hours are Monday through Friday from 7 am to 6pm. We're accepting infants as young as 8 weeks and runs up to 4 years old. Rates for infants start at \$1300/month. Preschool program is \$1100/month.

125 MAIN STREET CALL MISS SAMANTHA
HARRISBURG, PA A1 452-125-1234



Weaker



**Now
enrolling**

ChildCare Center

We provide secure and supportive care in **Central Virginia** to help be children happy, healthy, and kind.



visit us online: childcare.com
Contact us on 123-456-7890

BOOK A TOUR

Stronger

Best practices



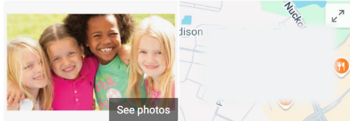
Free tool: [Canva](#)

- ✓ Plenty of whitespace
- ✓ Be able to understand the flyer from far away
- ✓ Include call to action
 - Learn more
 - Book a tour
 - Check availability
- ✓ Include QR code

Online marketing

Help families find you

Google My Business



The School of Glen Allen

3.8 ★★★★★ 30 Google reviews

Day care center in

Website Directions Reviews Save

Share Call

Address:

Phone: (804) 270-0901

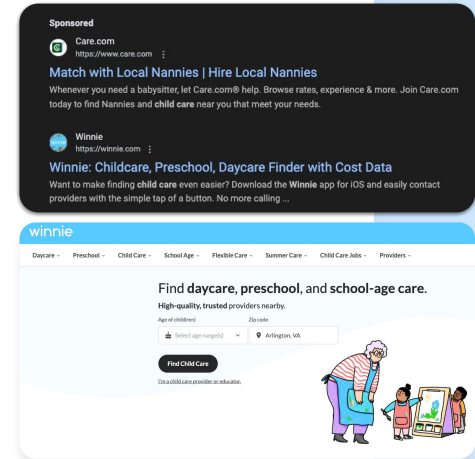
Hours: Monday 7 AM–6 PM
Tuesday 7 AM–6 PM
Wednesday 7 AM–6 PM
Thursday 7 AM–6 PM
Friday 7 AM–6 PM
Saturday Closed
Sunday Closed

[Suggest new hours](#)

- ✓ Claim your listing
- ✓ Fill out every detail
- ✓ Choose the right categories
- ✓ Add high-quality photos
- ✓ Encourage and respond to reviews

Childcare search platforms

- ✓ Are you listed?
- ✓ Is your contact information correct?
- ✓ Is your program overview correct?
- ✓ Is your licensing and quality rating correct?
- ✓ Do the reviews accurately reflect your center?



Your childcare center's website

What to include

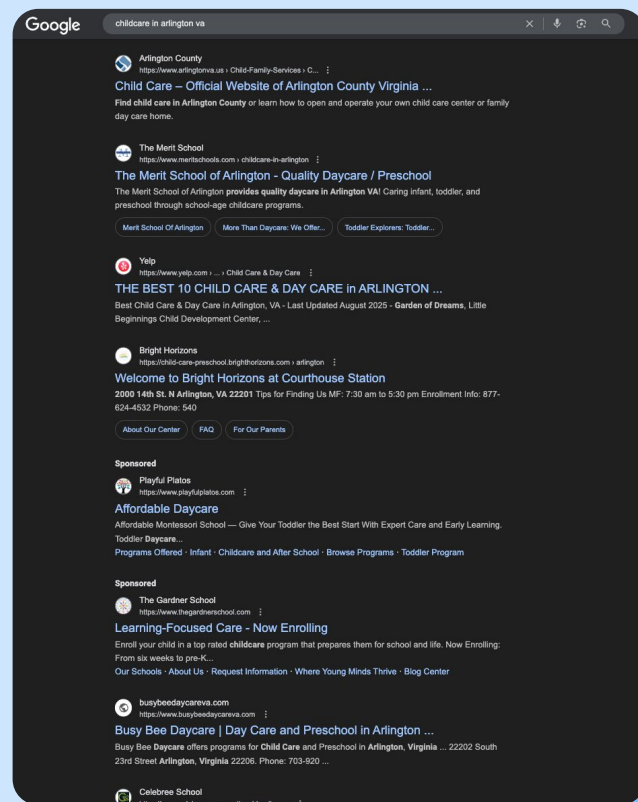
- ★ Homepage
- ★ About Us
- ★ Programs
- ★ Contact
- ★ Testimonials & reviews
- ★ Call-to-action (CTA)

Website best practices

- 👍 Easy to navigate
- 👍 Mobile-friendly
- 👍 White space
- 👍 Warm & inviting
- 👍 Up-to-date (especially staff pages!)
- 👍 Photos & videos (with permissions!)
- 👍 Avoid information overload – you want to incentivize them to reach out!

Search Engine Optimization (SEO)

Ensure your website show up on Google when people search for childcare in your area.



For example

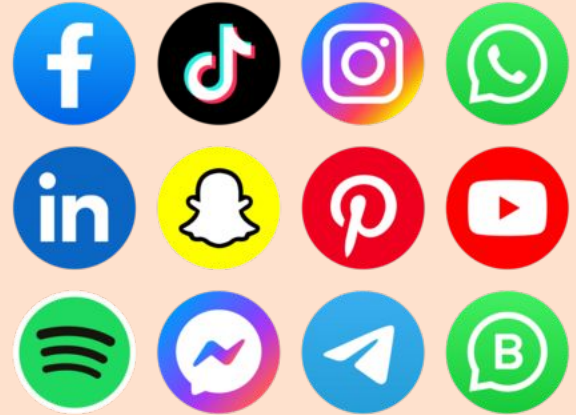


Keywords

- ✓ Childcare provider in Arlington, VA
- ✓ Preschool in Arlington
- ✓ Top rated childcare in Arlington
- ✓ Full-time and part-time childcare options

Social media

Think of it as your digital word-of-mouth.



? Do you use social?

Benefits of social media

It's free

Facebook and Instagram managed from one place



Algorithms “push” your posts on an ongoing basis

The ultimate community builder

- 👉 It's uniquely interactive
- 👉 Like, comment, use emojis – engage, engage, engage!
- 👉 A more casual, playful, and personable way to showcase your center
- 👉 A real snapshot of a day in the life – builds trust and feels personal
- 👉 Easy to share, with location tagging (who doesn't love sharing photos of their children?!)
- 👉 A space for unique groups that don't exist elsewhere (“Momstagram”)”))

Why is social the ultimate community builder?

💡 Learn more about [the benefits of the different social media channels here.](#)

Social media post ideas

- ✓ Photos of happy children and fun activities (make sure to get permission before sharing!)
- ✓ Share upcoming events at your childcare center
- ✓ Share good news! Like inspection reports or new playground equipment.
- ✓ Sharing quotes or recorded testimonial videos
- ✓ Staff profiles with a photo and some fun facts



Feeling overwhelmed?

Good news! **You don't have to be a "SoMe girly" or social influencer!**

Social is the perfect task to delegate to your young staff.

I bet social media feels like just a normal part of their day, and they'd be happy to take that off your to-do list.

💡 Plus, [see how AI is a powerful tool for social media](#)
(when used safely and appropriately)



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Good news!

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In-person marketing

Community events

Bringing it all together

- ✨ Mix your enrolled families with prospective families to extend your reach and create immediate trust.
- ✨ Look for low-cost, highly-memorable ideas.
- ✨ Let your program's personality shine!
- ✨ Hand out flyers to parents and stickers to children.

- ✓ Hand-me-down toys and clothing swap
- ✓ Book swap with sections for children's and adults books
- ✓ Parenting book club
- ✓ Popsicles on the playground
- ✓ Multicultural night
- ✓ Parent engagement workshops
- ✓ Trunk or Treat
- ✓ Host a storytime and craft at your local library

Open houses & Tours

A sneak preview that makes them want more. Less about information, more about the *experience*.

If you were going to an open house at a center where you were considering enrolling your child in, what would you want to get out of it? How would you want to leave feeling?

[Get our top tips for your open houses and tours](#)



- ✓ Warm, personal welcome
- ✓ Create a story
- ✓ Live classroom observation
- ✓ Address specific needs
- ✓ A chance to meet the teachers

- ✓ Space for questions
- ✓ Show commitment to transparency and community
- ✓ Easy enrollment process
- ✓ A thoughtful goodbye

Tours

Help visualize their child thriving at your center.

But, unlike an open house, this is your chance to *tailor the experience* to their specific needs and address any unique concerns they may have

Family marketing



Keep your current families happy



Take some time to reflect:
What are you doing to keep your current families happy?

Best practices for engaging your families



Parent feedback survey

💡 *Free parent feedback survey template [here](#)*



School events



Consistent updates and communication





Ask new families how they heard about you

Set and measure goals

Well, is it working?!

Check your conversion rates

Understand your Return on Investment (ROI)



**We put it all in a guide
just for you to download**

[Download here](#)

💡 P.S. at the end of the guide, there's a list of free tools to help you!

Any questions?

Q&A



Family demo

Meanwhile, throw your questions in the chat



Thank you — please keep in touch!

Connect with us



[Adrienne Shannon](#)



[Meghan Cornwell](#)

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Don't miss our next webinar!

August 19th @ 3pm (EST)

DJ of the Day: Turning classroom jobs into confidence builders

Alexia Pendleton

Educator, speaker and choreographer



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