



65 Marketing Ideas

A compilation of possibilities that may (?) work for your Service!

Resilience

“The capacity to withstand or to recover quickly from difficulties; toughness, to spring back into shape”

Purpose:

This is a quick list of ideas to consider as ways to growth your brand presence as well as potentially secure new enrolments.

Method:

Review the list and start to think about what ideas would resonate with your target audience. Not all ideas will be relevant and in fact many won't work for your target audience.

So, take some time where you can do some uninterrupted thinking, mull over your target audience, figure out what may work. Then select no more than five. Work out who is going to do what by when and give it a go!

Many of these ideas involve little or no cost; rather simply someone to focus on rolling them out.

Tip:

Visit <https://www.educationcounts.govt.nz/find-school>

Find your nearest school(s) see what trends are taking place regarding ethnicity and growth in enrolments. Do these trends align with what you see?

My notes:

The List

1. Update content on Google My Business. Update this weekly
2. Claim your location on Google My Business
3. Ask parents for reviews and recommendations. \$100 voucher prize
4. Publish Facebook content frequently – Live, Video, Multiple photos
5. Load and plan on FB for next 20 days (news content, relevant)
6. Look at www.pexels.com use these free images as needed
7. Facebook check in contest
8. Commit to Google adwords (A/B testing for \$10)
9. Commit to Facebook advertising
10. Link Instagram with FB. (Hashtags specific, ultra specific, non specific) save # in Notes of your phone
11. YouTube channel – Upload video content (Centre tour now)
12. Get your online learning content and with permission load onto YouTube
13. Pinterest – Upload content
14. Tiktok – Be there if you have the other social sorted
15. Business owner – Setup Linkedin account
16. Old school maildrop promotion
17. Work out value of child – Agree an acquisition cost and spend it. Don't be afraid to buy business
18. Based on above – Do deals to make it happen
19. First impressions – Spend \$50 on some flowers/ colour for front, throw out the trash down the side of the building, throw out broken resources
20. Waterblast front and paths
21. \$50 coffee credit at local café for parents
22. Kindergarten beats Preschool which beats Childcare which beats daycare which beats ECE (get your website sorted, tidied and optimised and working for mobile) – Google search to see latest NZ search trends <https://trends.google.com/trends/>
23. Tidy up your website (don't want to see your 2019 newsletter)
24. Make sure families can enrol online
25. Who is in charge of responding to all enquiries – what is the process?
26. Do you understand your prospective families “what do they look like, where do they live, shop, work, what do they drive – how can you relate to them”
27. Understand your families – Speak and promote in their language – Mandarin for example
28. Enrolling now street flag – 1 week in, 1 week out, 2 weeks in, 1 week out (scarcity). Don't just leave it on the street
29. Line by line review each child's enrolled hours – Find a path to get them up to 30 hours
30. Be absolutely sure your pricing gives you the best results – Funded hours are king. Do you need to totally change your proposition/offer
31. While you are there make sure your roster is tweaked and optimised
32. Read 'Influence the psychology of persuasion' – Robert B Cialdini

33. Is there a business card that staff can have?
34. Create branded bookmarkers and give to local schools and library
35. Car sticker number plate competition run by staff
36. Celebrate your next centre anniversary with a local MP or celebrity
37. Review your staff dress code – is this aligned with your brand/audience
38. Develop a relationship with your local real estate agent. Get your info into their packs
39. Refresh your parent enquiry book. Does it have any appeal on a family coffee table
40. Refresh your fees schedule. How professional is it
41. Spend \$2,000 on a resource refresh that is noticeable. Invest it from your funding
42. Focus on what families need – Get a chef to talk and demonstrate nutrition, find another topic

43. Get families involved on your sustainability journey – working bee or fun event
44. Engage some more with every local business, show some love – reciprocal promotions
45. Dads and Lads evening during daylight savings
46. Survey your parents, figure out your NPS using SurveyMonkey, constant improvement
47. Purchase a Smartcar, get it wrapped, get out and around town
48. Review all your marketing collateral (tidy up, write in other languages)
49. Spend time with staff, work on your elevator pitch. Make sure when they are at a BBQ or event they can articulate an answer to ‘Why should my child go to your childcare’
50. Share everything online, all channels, you cant over publish
51. Go viral, be quirky, live your brand, love your community – Don’t be afraid to say how good you and the team are.... Get the right people doing your social media... They need to think like your target audience
52. Decide on what you want to do, create a marketing calendar (just like your Annual Plan) Stick with it
53. Enter to win business awards

54. Network and go to events
55. Figure out what is Trending on Tiktok. Be there
56. Figure out where AI fits into your strategy. Use ChatGPT!
57. Create a referral programme
58. Old school open days
59. Enter the local Christmas parade
60. Start your own themed celebration
61. Write blogs that answer parenting questions
62. Distribute press releases to gain credibility as an expert (www.scoop.co.nz)
63. Is there a parent who has social media presence, can you work together
64. Find out what parents do, how can you promote their businesses
65. Lots more you can think of.....

My top 5 Priorities

Priority	Who will drive this?	What is required by when?	How will I know if it is successful?
1.			
2.			
3.			
4.			
5.			

Make it happen today.

More Notes: