



## A Dozen Low Cost Marketing Tips

1. Become listed on your local Child Care Resource and Referral Agency's referral service. Update your information regularly. Make sure the information is complete and reflects the benefits of your program.
2. Select a name for your business that fits with your child care image and philosophy and register the name with your state.
3. Print up a box of business cards with your name, your business name, address, and telephone number. Hand these out to friends, relatives, and others.
4. Create and print a one-page flyer about your business that describes three or four things that are unique or special about your child care program. Distribute these at local businesses, churches, nonprofit organizations, community bulletin boards, and schools.
5. Put an attractive sign in front of your home or center with your business name and telephone number.
6. Place a small classified ad in your local community or neighborhood newspaper.
7. Record a professional yet friendly greeting on your voicemail that identifies your business.
8. Make sure each person who will answer the phone is trained to answer in a courteous and businesslike manner. Keep Parent Call Tracking Forms and pens or pencils next to the phone. Teach each person on how to handle all inquiry calls from parents.
9. Always try to schedule an interview with parents who call about your program. Follow up interviews with a thank you card.
10. Offer a finder's fee to anyone who refers a parent to you who enrolls and stays at least two to three months.
11. Create an inviting and safe first impression. Make sure your home or child care facility is clean, attractive and well maintained. Make sure your playground equipment is in good condition.
12. Keep track of how your new parents find you. Put more of your marketing efforts into what's working.

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