Early Learning Answers On the Go 35e. - English Version

|  |
| --- |
| **35e.** **Tips for marketing your child care business and making it appealing to families.** |
| Advertising for your child care center or family child care home is beneficial for your business. Many parents begin their search for child care online. Do you need to increase your enrollment? The Division of Early Learning along with 30 early learning coalitions and Redlands Christian Migrant Association can assist you in creating a provider profile in the statewide information system to help you receive referrals to your child care business.  Here are a few marketing tips for your child care business:  **Tip number one:** A referralfrom previous parents or families is a good way to market your child care business.Once established, word of mouth can be your largest referral source. Create a referral program and offer current parents a reward such as one-week free tuition for referring new families to your center. Design a flyer that offers specials such as free registration for new enrollments and distribute to your current parents announcing the details.    **Tip number two:** Promote your business online. When parents begin searching for child care providers, many will likely begin by searching the internet. You can update your existing website or create a new professional website that highlights your offerings and is appealing to families.  A social networking page, such as on Facebook or Instagram, can be a great place to share events and updates with potential new clients.  **Online reviews** provide potential parents with real reviews from previous or current families.  **Tip number three:** Network with other child care providers to see the marketing tools they use. Consider hosting an open house for potential parents to tour your business and ask questions about the services offered.  Get involved in the community. Set up meetings at local community centers in the neighborhood where your business is located to share program information with families.  **Tip number four:** Lastly, remember to register your program in Florida’s Provider Portal so your local early learning coalition can connect families to your business.  To obtain the Provider Portal web address or contact information to your local early learning coalition, call the Division of Early Learning’s toll-free number at one-eight-six-six, three-five-seven, three-two-three-nine.  The project described was supported by the Preschool Development Grant Birth through Five Initiative (PDG B-5) Award Number 90TP0068-03-02 from the Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. |