

Tips on Marketing and Advertising Your Childcare Business

Understanding what the opportunities are within the local community where you plan your childcare facility will help you with:

- Identifying who are your potential customers
- What is the best location for your business
- What you should charge for your services
- What is the competition for childcare locally
- Whether there is a market for the service

There are some key areas that you have to take into account:

- How many parents require childcare within your local area
- The activities other childcare providers are offering
- The types of provision that the local area wants or needs e.g. full day care, sessional care, extended school care, holiday play schemes, after school clubs or pre-school places
- What your customers or potential customers desire in terms of price, quality and the flexibility of childcare provision
- Know how much your competitors are charging for the services that they offer
- Find out what the age range your competitors cater for

Your budget will dictate your chosen type of advertising. Here are some suggested types of advertising:

Word of mouth recommendations e.g. friends, family, colleagues

Posters/notices/leaflets/cards in:

- Local shops
- Post offices
- Take-aways
- Supermarkets
- Employers notice boards
- Local health centres
- Local leisure centres
- Local libraries
- Local toddler groups
- Local schools

Link up with local clubs and business to provide discounts for their members, customers or employees.

Set up at least a basic website and get listed on all relevant 'portals' (e.g. local business and childcare directories).

You should place a grand opening display ad in your local newspapers and advertise on local radio and TV stations. Also advertise with a poster in your local area.

Place adverts in the local magazines and other publications catering to the working mother.

Phone the editors at your local newspapers, radio and TV stations and invite them out to your grand opening.

Also consider:

- Holding open days/fairs/family fun days within the community
- Offer discounted trial sessions for a time limited period

- Having uniforms with logos for staff and children