5 Big Mistakes Child Care Leaders Make When Trying to Grow their Enrollment!

Presented by Kris Murray
Child Care Marketing Solutions
www.childcare-marketing.com
Today’s Webinar

- Who’s Kris Murray?
- Big Mistake #1
- Big Mistake #2
- Big Mistake #3
- Big Mistake #4
- Big Mistake #5
- Next Steps – Take Action!
My Story…

• 21 years of marketing experience
• Past 3 years – coach & consultant exclusively for child care owners and directors
• Only 10-15% of child care leaders have had formal training
• My mission: help child care leaders grow their enrollment, improve their marketing ROI, develop systems
• Author – new Redleaf Press book, Fall 2011
• Speaker
Upcoming Events

- March 4-5: FACCM Annual Conference in Orlando
- Apr. 12-14: National Assoc. of Child Care Providers (NACCP) Annual Conference in Phoenix, AZ
- Nov. 2-4: NAEYC Annual Conference, in Orlando

I look forward to meeting you!
Recent Success Stories from Enrollment Bootcamp grads...

“Kris, you have been extremely helpful in the marketing of my child care business. I have learned more in 5 weeks than I could in any marketing class or training. My inquiries and tours have gone through the roof. I have enrolled 8 new families in 5 weeks. That is a huge success! I very much look forward to continuing this program and putting all that I have learned into play. Thank you so much for all your help and support. I'm so thankful for you!”

Brynn Kelley, Lansing, MI
Owner, Scribbles & Giggles Child Care Center

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Recent Success Stories from Enrollment Boot Camp grads...

“We’re Enrolling New Children! Hats Off to Kris!”

“Superb Training! In my 25 plus years in the business, I have only once had training of this caliber! Kris has taken marketing to the next level! I feel rejuvenated! I no longer feel like my marketing efforts are fruitless and a waste of money. All of my center management are more motivated than ever. We are Facebooking and emailing and videoing and most importantly of all ENROLLING new children! Hats off to Kris and her Enrollment Boot Camp!”

- Annette Gentry, Owner
  Creative Day School, Greensboro, NC
Announcing A Fresh Approach…

- Based on lifelong study of what’s worked in other industries

- Bringing the “best of the best” to early childhood businesses

- People are BORED…get wacky, creative, even a little OUTRAGEOUS!

- Dare to be different!
Big Mistake #1: Not Tracking Your Numbers
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- 3 Key Steps in Your Enrollment Process
  - Number of inquiries
  - Number of tours
  - Number of enrollments

- Track these on a monthly basis

- Measure where your inquiries are coming from
<table>
<thead>
<tr>
<th>YEAR: 2011</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total # Inquiries</td>
<td>18</td>
<td>15</td>
<td>22</td>
<td>11</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>Total # Tours</td>
<td>7</td>
<td>6</td>
<td>12</td>
<td>7</td>
<td>1</td>
<td>11</td>
</tr>
<tr>
<td>Tours as a % of Inquiries</td>
<td>39%</td>
<td>40%</td>
<td>55%</td>
<td>64%</td>
<td>20%</td>
<td>79%</td>
</tr>
<tr>
<td>Total # Enrolled Families</td>
<td>4</td>
<td>3</td>
<td>11</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Enrollments as % of Tours</td>
<td>57%</td>
<td>50%</td>
<td>92%</td>
<td>57%</td>
<td>100%</td>
<td>18%</td>
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</table>

<table>
<thead>
<tr>
<th>YEAR: 2011</th>
<th>1st Qtr</th>
<th>2nd Qtr</th>
<th>3rd Qtr</th>
<th>4th Qtr</th>
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<td>Total # Inquiries</td>
<td>55</td>
<td>30</td>
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<tr>
<td>Total # Tours</td>
<td>25</td>
<td>19</td>
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<tr>
<td>Tours as a % of Inquiries</td>
<td>45%</td>
<td>63%</td>
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<tr>
<td>Total # Enrolled Families</td>
<td>18</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Enrollments as % of Tours</td>
<td>72%</td>
<td>37%</td>
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</table>
Big Mistake #2: Not Communicating Your Program’s UNIQUENESS
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- Stand APART from your competitors

- What’s your UNIQUE value statement?
  - Answers the question “why should my family choose YOU rather than any other child care program in town?”

- What are your UNIQUE benefits?
Examples of Unique “Niches” in Early Childhood

- Montessori philosophy
- Christian-based schools
- Organic meals & snacks
- Eco-friendly, paperless programs
- Security cameras in the office / online
- Massive indoor play-spaces
- Nature-based programs with unique outdoor play-spaces
Big Mistake #3: Not Understanding Your Market
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- Current Customers
- Prospective Families
- Competitors
- Market shifts & dynamics
  - Influx / migration of young families
Market Dynamics / Opportunities

- What target markets are your competitors aiming at?
- Are there other markets not being targeted?
- Are there other opportunities you can pinpoint?
- What niche can you fill that’s currently un-met?
  - Before & after care
  - Organic meals / enviro-conscious
  - Indoor mega-playground
  - 2\textsuperscript{nd} or 3\textsuperscript{rd} shifts
  - Drop-in care
Big Mistake #4: Not Following Up Effectively with Your Prospects
Big Mistake #4: Not Following Up Effectively with Your Prospects

- It takes 4-5 “touches” for your prospect to start to trust you
- ALWAYS capture their email or regular mailing address
- Send them charming, informative, and fun follow-up notes and cards
Big Mistake #5: Not Showing Up on Google & Yahoo’s Local Map
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- There’s been a SEA CHANGE in how parents are finding you
- If your phone is quiet, you’re not showing up on Google or Yahoo
- Log out of Gmail/Google, and search for “daycare centers, town, ST” or “child care in town, ST”
How to Improve Search Rankings

- Title tag (see HTML source code)
- Words on your page
- Inbound links
- Videos on YouTube
- Facebook Fan page
- Reviews on Google, Yahoo, Bing, Yelp, etc.
BONUS Mistake #6: Not Using Enough (Or ANY!) Testimonials

• Again, it’s about building TRUST and RAPPORT with your prospect
• The best way to do that is with lots of detailed, credible testimonials
Which is More Credible & Powerful?

“My daughter and I love this school! The teachers are wonderful.”
- Jane S.

“To say that we are pleased with the care our children have received at TLC would be a huge understatement. Our children have thrived as a result of being with teachers who are truly devoted to creating a fun environment of learning for each and every child in their classroom. Moreover, the TLC staff is genuine in their interest of the overall well-being of our children, as they went above and beyond to make sure we knew how much they would love to care for our youngest daughter who has special needs. Since starting at TLC, she has made remarkable progress, and I attribute her recent milestones to her wonderful teachers. Their guidance and encouragement have been invaluable. Sending our children to TLC has been one of the best decisions we've ever made.”
- Susan & John Smithson, Tampa, FL

Parents of Ethan (7), Eleanor (4) and Eva (15 months)
BONUS Mistake #6: Not Using Enough (Or ANY!) Testimonials

- Again, it’s about building TRUST and RAPPORT with your prospect
- The best way to do that is with lots of detailed, credible testimonials
- Video & audio will set you apart
Summary – The 6 Big Mistakes!

1. Not tracking your enrollment numbers
2. Not communicating your uniqueness
3. Not understanding your market
4. Not showing up on local search results
5. Not following up effectively with prospects
6. Not enough (or any) testimonials!
Take Action!

- Set up your tracking system
- Do a competitive analysis
- Do a customer survey
- Look for pockets of opportunity in your market
- Check your local search results
- Create a 4-step follow-up system
- Hold a testimonial contest
- Post videos on your site and/or YouTube
Resources & Training

- Visit [www.successinchildcare.com](http://www.successinchildcare.com) to get a copy of today’s slides and download your Certificate of Participation

- Sign up for a free 5-day “mini training course” via email at [www.childcare-marketing.com](http://www.childcare-marketing.com)

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- [www.childcare-marketing.com](http://www.childcare-marketing.com)
- (877)254-4619
Become an Enrollment Boot Camp Success Story!

- Next Enrollment Boot-Camp starts Tuesday Jan. 18th – learn more at www.EnrollmentBootCamp.com

- 5 Weeks of “Virtual” training designed to give you the skills to grow your enrollment for the rest of your career
  - All you need is a computer, a phone, and the desire to make 2011 your best year ever!