How to Create, Promote, and FILL Your Wildly Successful Summer Camp or Program!

Kris Murray
President
Child Care Marketing Solutions

The 1st of 3 Training Webinars – March 28, 2011
About This Training Series...

• SO Glad You’re Here!!

• Members-Only Resource Page: http://www.childcare-marketing.com/blog/summer-camp/
  • Password-protected: summer11

• 3 Webinars, all will be recorded and posted
• Send your questions to me at: kris@childcare-marketing.com
• Live Q&A via chat at the end of each webinar
What to Expect...

- Week One (Today): Research & Idea Phase
  - How to Research Your Market and Go After New or Expanded Market Segments
  - How to Get Feedback on Your Ideas
  - Innovative Ideas for Summer Programs & Camps from Across the Industry
What to Expect...

• **Week Two: Program & Messaging Phase**
  ▫ How to Differentiate Your Program from Competitors
  ▫ How to Add Fun, Pizzazz, and INTEREST to Create Community Buzz!
  ▫ How to Create Marketing Messages that Will GRAB the Attention of Your Prospects!

• **Week Three: Promote & Enroll Phase**
  ▫ How to Promote Your Summer Program Using Events & Community Fairs
  ▫ Print Campaigns: Examples (The Good, Bad, and Ugly)
  ▫ What You Need to Know about Google & Pay-Per-Click Ads
  ▫ Examples of Summer Enrollment Special Offers & Invitations that You Can Model!
Today’s Agenda

• Metrics: I want you to set fact-based goals for this Summer!

• Market
  ▫ Know YOUR Market: Research Your Market and Go After New or Expanded Market Segments
  ▫ Competitive & S-W-O-T Analyses
  ▫ Get Feedback on Your Ideas
  ▫ Innovative Ideas from Across the Industry
  ▫ Structure Your Summer Program & Create Your Schedule

• Summary & Action Steps

• Open Q&A via Chat – Ask me questions / I’m more valuable to you if I can DIRECTLY answer your challenges and issues
A Few Words about “Mindset”

- Identify and let go of limiting beliefs
  - Let go of *people* who are naysayers and negative

- Clarity = power in any business

- It’s OK to make money in the business of child care!

- It’s OK to be and look different from the crowd!

- You MUST take action to see results
The 4 Pillars of Effective Marketing

- Media
- Message
- Market
- Metrics

Marketing Action Plan
Set Summer Goals based on Metrics

- # children enrolled vs. capacity last summer
- Average revenue per child/family last summer
- Retention of non-summer kids last summer
Set Summer Goals based on Metrics

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Examples of Metric-Based Goals
- Increase summer enrollment by 20%
- Increase summer revenue or profit by 25%
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Examples of Metric-Based Goals
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Big Action #1: Set Your *Measurable* Summer Goals
Tracking: The Key to Success!

- How many summer inquiries (leads / prospects) are you getting and WHEN?

- What percent of those leads are taking your tour?

- What percent of tours convert to enrollments?

- Big Action #2: Summer Trackers
Sample Summer Enrollment Tracker / Timeline

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Full-time current children</td>
<td>10</td>
<td>18</td>
<td>36</td>
<td>10</td>
<td>5</td>
<td>--</td>
<td>79</td>
</tr>
<tr>
<td>Older siblings of current families</td>
<td>--</td>
<td>5</td>
<td>10</td>
<td>8</td>
<td>--</td>
<td>--</td>
<td>23</td>
</tr>
<tr>
<td>Alumni children returning</td>
<td>--</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>--</td>
<td>14</td>
</tr>
<tr>
<td>New children</td>
<td>--</td>
<td>9</td>
<td>14</td>
<td>5</td>
<td>2</td>
<td>2</td>
<td>32</td>
</tr>
<tr>
<td>TOTAL ENROLLMENTS</td>
<td>10</td>
<td>37</td>
<td>65</td>
<td>25</td>
<td>9</td>
<td>2</td>
<td>148</td>
</tr>
<tr>
<td>% of Total</td>
<td>7%</td>
<td>25%</td>
<td>44%</td>
<td>17%</td>
<td>6%</td>
<td>1%</td>
<td>100%</td>
</tr>
</tbody>
</table>
# ROI On Every Marketing Dollar You Spend...

<table>
<thead>
<tr>
<th>Summer Marketing Effort</th>
<th>Cost</th>
<th># of Leads Generated</th>
<th># Enrolled Families</th>
<th>Avg. Summer Revenue Per Family</th>
<th>Total New Revenue Generated</th>
<th>Return on Investment – Sales</th>
<th>Total New Profit Generated*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Mail 3-step:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Letter #1</td>
<td>$1,000</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Letter #2</td>
<td>$1,100</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postcard</td>
<td>$550</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL Direct Mail</td>
<td>$2,650</td>
<td>30</td>
<td>10</td>
<td>$3,000</td>
<td>$30,000</td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Website / Online</td>
<td>$350</td>
<td>10</td>
<td>4</td>
<td>$3,000</td>
<td>$12,000</td>
<td></td>
<td>$1,800</td>
</tr>
<tr>
<td>Newspaper Ads</td>
<td>$425</td>
<td>5</td>
<td>1</td>
<td>$3,000</td>
<td>$3,000</td>
<td></td>
<td>$450</td>
</tr>
<tr>
<td>Community Event</td>
<td>$100</td>
<td>10</td>
<td>3</td>
<td>$3,000</td>
<td>$9,000</td>
<td></td>
<td>$1,350</td>
</tr>
<tr>
<td>Total Summer Budget</td>
<td>$3,525</td>
<td>55</td>
<td>18</td>
<td>$3,000</td>
<td>$54,000</td>
<td>1532%</td>
<td>$8,100</td>
</tr>
</tbody>
</table>
Know Your Market!

• Your market segments & enrollment timing

• Where do YOU fit?

• What can YOU offer that’s unique and different?

• Big Action #3: Competitive Analysis of Summer Day Camps & Programs in Your Area
Example Competitive Analysis

- Niche / program
- Age ranges served
- Fee structures / rates
- Bus / Field trips?
- Other “unique benefits / differences”?
## Sample Summer Competitive Analysis

<table>
<thead>
<tr>
<th></th>
<th>Your Program</th>
<th>Competitor A</th>
<th>Competitor B</th>
<th>Competitor C</th>
<th>Competitor D</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ages served</strong></td>
<td>Infant – 8 yrs old</td>
<td>Ages 3-12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Days / times open</strong></td>
<td>M-F 6:30 to 6</td>
<td>M-F 8 to 5</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Theme(s) / niche</strong></td>
<td>Around the World</td>
<td>Sports Camp</td>
<td></td>
<td></td>
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<td><strong>Unique benefits</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Field trips offered</strong></td>
<td>Yes - walking</td>
<td>Yes - bus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Rates</strong></td>
<td>2-3 days/wk: $120</td>
<td></td>
<td>5-day am: $115</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4-5 days/wk: $185</td>
<td></td>
<td>5-day full: $175</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pay monthly, get 10% off</td>
<td></td>
<td>Pay week at a time</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Registration fee</strong></td>
<td>$50</td>
<td></td>
<td>$65</td>
<td></td>
<td></td>
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<tr>
<td><strong>Offers / specials</strong></td>
<td></td>
<td>Early enrollment special: Sign up by March 31, get $100 off</td>
<td>None found</td>
<td></td>
<td></td>
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<tr>
<td><strong>Google Presence / Rank</strong></td>
<td>Not found</td>
<td>#3 for Summer Camp, Dayton, OH</td>
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S-W-O-T Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats
What Are Your **Strengths** in Summer?

- **Program / operational strengths**
  - Nicest, largest outdoor playground in area
  - Only program with a bus
  - Known for special field trips like Science Museum, arts, etc.

- **Marketing strengths**
  - Longevity in community
  - Excellent return rate among alumni families
What *Weaknesses* are Holding You Back from Gaining More Kids?

- **Programmatic weaknesses**
  - Lack of bus for field trips
  - Age / sibling limitations
  - Lackluster program / nothing unique

- **Marketing weaknesses**
  - Low awareness in the community
  - No Google presence
  - No follow-up with prospects
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Your Key Opportunities for Summer?

• Promote walking field trips – partner with local businesses
  ▫ “Make your own pizza” day
  ▫ Tour the post office
  ▫ Visit the local music store
  ▫ All tied into new theme of “When I Grow Up”

• More enrollment offers sent out earlier

• More marketing – direct mail, signage, events, press releases
Your Key **Threats** for Increasing Summer Enrollment?

- Competitors cutting their rates
- Increased competition among chains & franchise centers
- Inability to expand to school-agers, older siblings, or other new market segments
- High proportion of existing parents are teachers or professors
- Hard to forecast enrollment = staff planning issues
Ways to Research AND Get Feedback from Your Market

- Survey existing and/or past summer clients
  - SurveyMonkey.com
- Informal focus groups
- Parent board discussion
- Wine & cheese event with current parents
- Facebook “polls” or contests
- Staff feedback session(s)
- Host a booth or table at a local community event
  - Conduct a brief survey to win a prize
Innovative Ideas from Across the Industry

- Themes...
  - Nature - science
  - Art - music - dance
  - Sports - fitness - yoga
  - “When I Grow Up” themes with occupations each week (Astronaut / Chef / Artist / Athlete)
  - “Around the world” themes with other languages
    - Kids complete a scrapbook and get passport stamp for each country they “visit”
Innovative Ideas from Across the Industry

- Each child receives a CD with digital photos and footage from summer camp, so they can treasure their summer memories

- Charge a $175 activity fee upfront for all field trips to help your cash flow
  - Could even allow you to lease a bus for summer

- Walking field trips if you don’t have a bus
Pricing / Fee Structure Ideas

- One week at a time, any week
- Full-summer commitment required (no discounts)
- If you commit for the summer, 5% discount
- 5 full-days or 5 half-days

- Buy 4 weeks, get one free
- The more weeks you commit to, the lower the weekly rate
Summary / Action Steps

- Set measurable goals based on metrics
- Track your summer “enrollment funnel”
Summary / Action Steps

• Set measurable goals based on metrics
• Track your summer “enrollment funnel”
• Gain clarity on your market
  ▫ What’s your competitive advantage?
  ▫ What can you CREATE as your advantage?
  ▫ How do you stand apart?
  ▫ S-W-O-T’s

Communicate early & often with customers, alumni, and prospects

Implement some new, innovative ideas

Have fun with it!
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• Communicate early & often with customers, alumni, and prospects
• Implement some new, innovative ideas
• Have fun with it!
OPEN Q&A with Kris

Type Your Question in the CHAT Window...
Next Week: Program & Messaging Phase

Monday April 4th, 2:00 EST

• How to Differentiate Your Program from Competitors
• How to Add Fun, Pizzazz, and INTEREST to Create Community Buzz!
• How to Create Marketing Messages that Will GRAB the Attention of Your Prospects!

• Examples of Ads & Websites
• Enrollment Special Offers