

Online Marketing Secrets: The #1 Key to Growing Your Enrollment

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President & Founder



What We'll Cover Today

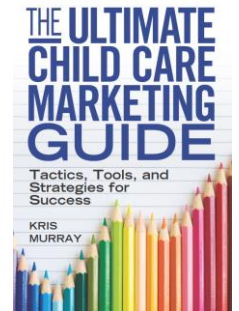
- Why this stuff is so darn important
- The Top 5 Online Marketing Mistakes
- The 2 Things You Should Focus On
- Easy Steps to Get Online Reviews
- Summary
- Open Q&A

Who's Kris Murray?

Coach – Speaker – Author – Mom



- America's Leading Expert on Child Care Business Success
- Founder of the Child Care Success Academy
 - Over 225 child care leaders currently in mentoring program with me
- Author – 5-star book on Amazon, published by Redleaf Press
- Personally coached over 137 owners & directors who've increased enrollment 15-100% in 6 months or less
- National speaker and host of The Child Care Success Summit conference (Las Vegas, October 27-29)



Meet Alison

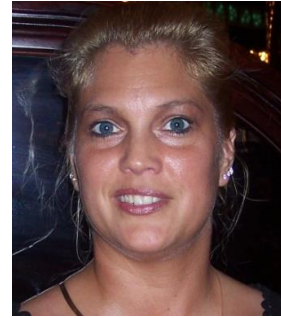


Me with my kids, Owen & Maeve, back in 2008



**Alison, my first child care client,
with her granddaughters**

Just a few of the hundreds of early childhood leaders who've gained massive results



**Why is this “online marketing”
stuff so important anyway?**

Can't I just put out my "now enrolling" sign and get full?



Welcome to the Millennial Generation!

People born between 1981 and 2000 – currently between 14 and 33 years old



Millennials: WHO ARE THEY?

- More likely to live in **cities** and less likely to live in rural areas
- Less likely to be married – more single / unwed parents
- They are the **least religiously observant** group since survey research began charting religious behavior.
- Much more interested in “green” issues and environmentally conscious
- Now account for **80% of all births and 91% of all first births**

Millennials vs. Gen-X in Technology Use



	Millennial (14-34)	Gen X (35-49)
Overall Population	86 Million	66 Million
Use Internet	94%	89%
View Digital Videos	83%	75%
Use Social Media	81%	75%
Have a cell phone	97%	95%
Have a smart phone	67%	60%
Use Facebook	76%	66%
Use Twitter	20%	15%

Source: eMarketer.com Study, 2012

55% of Millennials have shared a “selfie” online!

Compared to just 24% of Gen-X ers

(Source: Pew Research March 2014)



The Top 5 Mistakes I See Child Care Leaders Making with their Online Marketing

Mistake #1

**Not claiming and/or optimizing your
Google+ page**

(formerly Google Places / Maps)

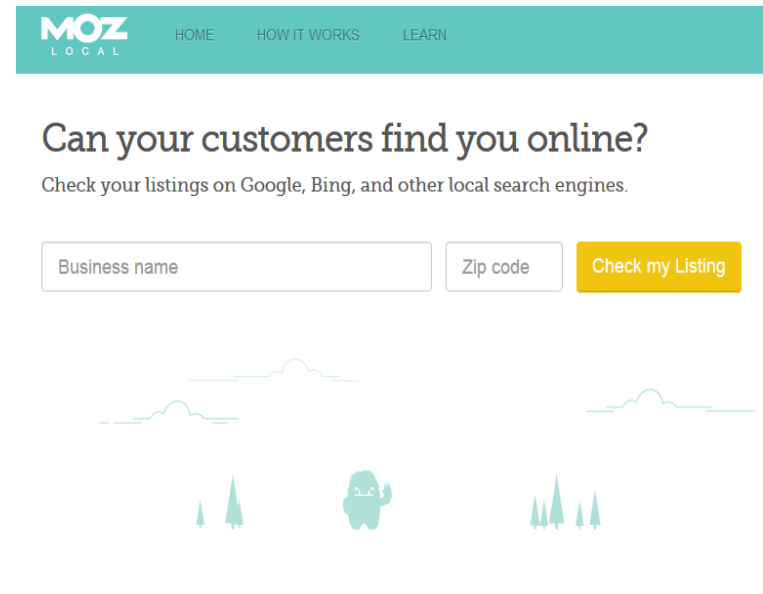


How to Claim Your Page(s)

-> Go to www.getlisted.org to get a full free scorecard



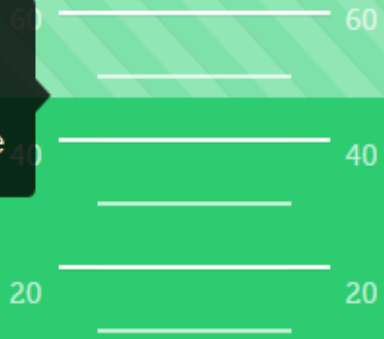
Step 1



Step 2

47%

Current Score



47%

Complete

44%

Incomplete

8%

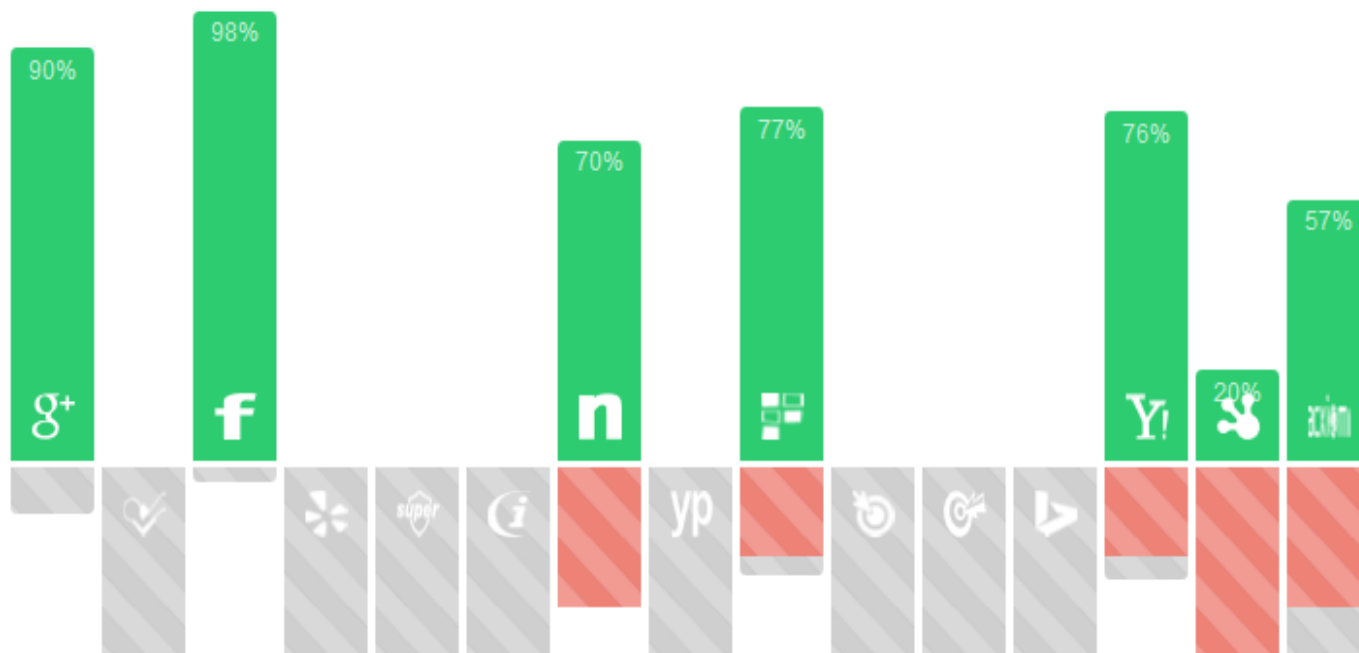
Inconsistent

0%

Duplicates

See how complete your listing is on each search engine.

Explore the graph below for more information about a specific engine



OR...go directly to the site you want
to claim

<http://www.google.com/+business>

(Google Plus for Business)

Claim it, then ADD CONTENT!

- Photos
- Videos
- Posts (copy-paste your FB or blog posts!)
- Use a consistent address across the web
 - 132 S. Cherokee Ave.
 - Not 132 South Cherokee Avenue
- **REVIEWS**

Actual Search Results for “Child Care Prescott, AZ”

Christian Academy of Prescott

www.cap-prescott.com
2 Google reviews · [Google+ page](#)

Cedar Tree Montessori Preschool

www.cedartreemontessori.com
[Google+ page](#)

Cornerstone Christian Preschool

www.prescottcornerstone.org
[Google+ page](#)

Head Start

www.nacog.org
[Google+ page](#)

Prescott Child Development Center

plus.google.com
3 Google reviews

YMCA

www.prescottymca.org
1 Google review · [Google+ page](#)

Primavera School

www.primaveraschool.org
4.7 ★★★★★ 5 Google reviews · [Google+ page](#)

Map results for **child care prescott az**

A 148 S Marina St
Prescott, AZ
(928) 445-2565

B 130 S Penn Ave
Prescott, AZ
(928) 771-8786

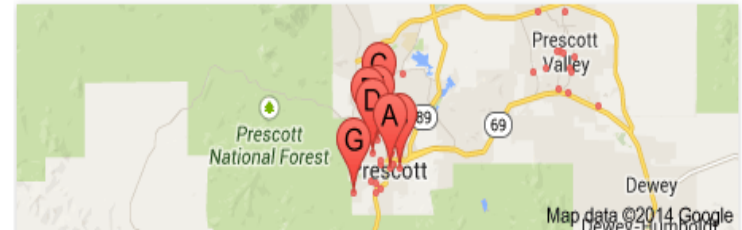
C 700 W Rosser St
Prescott, AZ
(928) 771-2754

D 828 Rodeo Dr
Prescott, AZ
(928) 445-8534

E 1045 Whipple St
Prescott, AZ
(928) 778-1840

F 750 Whipple St
Prescott, AZ
(928) 445-7221

G 1446 Moyer Rd
Prescott, AZ
(928) 445-5382



Map for **child care prescott az**

Little People's Landing

www.kidslovepl.com/ ▼

Fun anchored by education. Come see why we sail above the rest!

Childtime Daycare

www.childtime.com/ ▼

Developing Secure Relationships as a Basis for Growth and Learning!

[See your ad here »](#)

Mistake #2

No online reviews



The Trouble with Online Reviews

- 57% of online shoppers trust online reviews as much as a personal recommendation
- 31% of people believe online reviews aren't posted by real customers
- 96% of people read online reviews, but only 6% write them

Mistake #3

A bad website

(Old, not enough copy, hard to navigate)

Adele's website



KidBiz

[Find a Location](#) [Virtual Tour](#) [Programs](#) [Philosophy](#) [Company Overview](#) [Feedback](#)

- Home
- Parent's Corner
- Our Team
- Consulting
- Career Options
- Contact Us
- WebMail
- Teacher's Corner

Just Us Kids

HAPPYFACE

Who said that learning and fun can't go hand in hand?



Well-Designed Sites



Tuttle

5700 Blazer Parkway
Dublin, OH 43017
(614)792-2220

[Directions](#)



the oxford school
of dublin

Muirfield / Tartan

6055/6065 Glick Road
Powell, OH 43065
(614)761-6400

[Directions](#)

[Home](#)

[Why Oxford?](#)

[About Us](#)

[FAQ](#)

[Our Blog](#)

[Parent Testimonials](#)

[Contact Us](#) ▾

You and Your Child Grow with:

- **Flexible scheduling options** including part time, full time and drop-in care
- Schools rated as **Star Schools** by the *Step Up To Quality* initiative
- The only early childhood program in Central Ohio focused on **health and wellness**



FREE REPORT



Welcome to The Oxford School!

Child Care Dublin Ohio and Powell Ohio

Well-Designed Sites



ABC early learning academy

IT'S A GREAT DAY

naeyc ACCREDITED

Atlanta : 404-541-0700
Stockbridge : 770-389-9393
Stone Mountain : 770-465-3434

Home | ABC News | About Us | Programs | Testimonials | Locations | Careers | Contact Us

You are here: [Home](#) / Parent Testimonials

Parent Testimonials

I hope you enjoy these video testimonials from our ABC Early Learning Academy parents!

If you are already an [ABC Early Learning Academy](#) parent, we would love to hear what you think of our center!

Please go to our [Contact Us](#) page, and leave your thoughts, ideas, comments and suggestions.

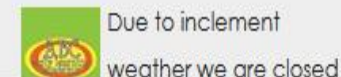
Thank you!



ABC FB Fan Page News

Due to inclement weather we are closed today Wednesday February 12, 2014. Be sa...

Like One person likes this. Be the first of your friends.



Mistake #4

No testimonials on your website



POLL TIME!

Kick-Butt Testimonial Tips

- Don't bury them on some back page
 - Feature one or two on every page
- Video, audio, written
- Use photos and full names / towns
- Benefit-driven language
 - “XYZ School helped my child be more confident and ready for Kindergarten.”
- Highlight your “differences”
 - “XYZ School is unique in how they....”

Which Testimonial is More Credible (and Powerful)?

TESTIMONIAL A:

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

- Jane S.

TESTIMONIAL B:

“One of the Best Decisions We’ve Made as Parents”

“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. TLC’s staff even went above and beyond to make sure we knew how much they would love to care for our youngest daughter who has **special needs**. 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)

Mistake #5

**No Facebook page for your program
(or doing nothing with it)**



Summary – Don't Make these Mistakes!

1. Claim your Google+ page (and add fresh content)
2. Get online reviews
3. Have an updated, effective website
4. Use parent testimonials (esp. videos)
5. Have an active Facebook presence

The TWO Things You Should Focus On

1. Being FOUND

2. Building TRUST

Be FOUND

- Near the top of the Map Listings for your keywords
 - Child care
 - Daycare
 - Preschool
 - After school
 - Infant care
 - Summer camp



Be FOUND

- On Social Media (in this order)
 - Facebook
 - Google+
 - YouTube
 - Pinterest
 - LinkedIn
 - Twitter
 - Instagram



Build TRUST

- Have an updated, user-friendly, attractive site
- Online Reviews
 - Video
 - Written with name and photo
- Testimonials
 - Video
 - Written with name and photo
- Proof that other moms are happy
 - Engaged with you on social media



Use “Benefit” Language in Your Message (online & offline)

Feature

- Web-based Video Cam surveillance system →
- Extended hours →
- Lowest ratios in town →
- Organic meals →
- Nature-based play spaces →

Benefit

- **Peace of mind** for parents / Share in your child’s day
- Flexible hours to meet your schedule
- The highest level of **individual attention** for your child
- Your kids will learn to **love healthy food** choices
- Reduces stress and keeps kids calm & focused outdoors

Easy Steps for Online Reviews

2 Methods:

- 1) Do it Yourself
- 2) Done-for-You

“Do It Yourself”

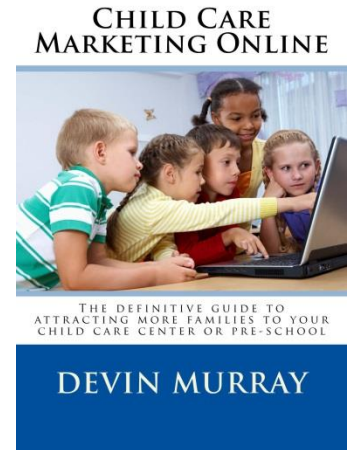
- Set a goal to ask 5 parents every week to write a review
- Ask via email with a link to the review page
 - Or set up a “kiosk” tablet at the front desk
- Give them guidelines: “write about your favorite teacher or in-school event” or “write about what your child loves most here”
- In just a few months, you’ll have 10-20 glowing reviews!

“Done for You”

- Many companies exist to manage your online reviews and “reputation management”
- My clients and members have used:
 - ReviewBuzz
 - Local Child Care Marketing
 - CustomerLobby

Summary

- Focus your efforts on...
 - Being found
 - Building trust
- Know enough to guide your online vendors
 - “Child Care Marketing Online” by Devin Murray
- Fix the 5 mistakes if you’re making them
- Where to start?
 - Get some video testimonials
 - Optimize your site so it’s on the “map” for your keywords



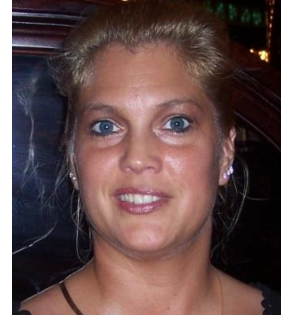
Write down 2 actions you **commit to implementing** in the next 30 days

1)

2)

(implement to completion!)

I want YOU to join these folks (and many others)
and be my next **success story**.



Get Started Today

Go to www.Childcare-Marketing.com/fran

And sign up for my **free report**:

“6 Ways to Improve Your Child Care Tours and Secure the Enrollment Every Time”

Win 2 Tickets to Child Care Success Summit 2014!

Facebook Contest ends today at midnight

Go to www.facebook.com/childcarebusiness

Click on the “Enter to Win” box



Thank You!

Claim your Free Report at...



www.Childcare-Marketing.com/fran

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