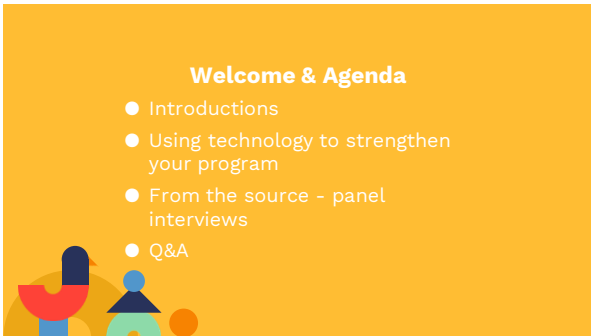
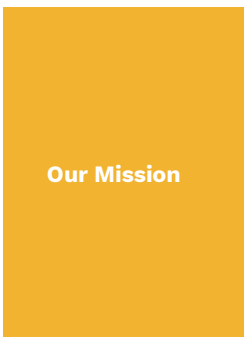




1



2



Ensure every child has access to child care that helps them reach their potential

3

Meet your presenters



Mia Pritts
Head of Early Care & Education



Katy Close
Manager of Partnerships

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Meet your presenters



Lorena Alvarenga
Seeds Schoolhouse



Leigh Reveno
Leigh's House



Shaunte Taylor
Little Urban Farmers

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Overview: Modernization of Business Practices

- Generating awareness in your community
- Building your brand
- Giving strong tours
- Managing parent interest
- Positioning yourself as a knowledge leader
- Hear it from the source!



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Generating awareness in your community

- Website
- SEO
- Marketplace effects



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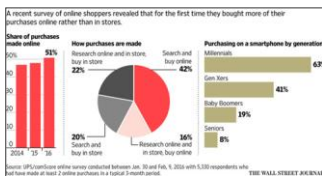
Let's get grounded: why does modernization matter?

- **Generally:** it's how parents are looking for care and communicating
- **Specifically:** During Covid-19 many families are changing how and where they use care



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Why do I need a website?



We know today's generation of parents is going to the internet for everything!

- This includes child care ❤️
- You need an online presence to build awareness and credibility

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What is SEO?



SEO = Search Engine Optimization

Website development and promotion techniques used to increase the number of visitors to a website.

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Websites in isolation



Stock Photos & Standard Copy



- How will parents find you unless they know you?
- Does your website have what parents are looking for?

Paid Advertisements

Stratford Private School | Daycare | stratfordschools.com
Our Curriculum Program Builds Foundational Skills and Readiness. Take a Virtual Tour Now. Download Brochure. Contact Program Director. Stratford Schools, Inc. 1000 Stratford Road, Stratford, CT 06424. (860) 271-1234. www.stratfordschools.com

San Francisco Infant Childcare | Working With All Families
We provide a safe, secure, and nurturing environment for all children. Our programs are designed to support the physical, emotional, and social development of each child. Our curriculum program provides expert teaching and development for your child. Our Programs: Childcare Development, Child Care Workforce Development, Toddler Program.

Day Care | Faces SF - Local Non-Profit | facesof.org
FACES SF Provides Free Resources for San Francisco's Under-Served Children. Our Programs: Childcare Development, Child Care Workforce Development, Toddler Program.

Angel's Place Pittsburgh | More Than Just Child Care
A Supportive Community Of Love, Learning & Discovery For Single Parents & Their Children.

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Building your brand

- Social Media 101
- What accounts should I create?



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Which accounts should I create?



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The why behind social media



There are a lot of benefits

- Create awareness about your business
- Expand your access to potential parents
- Help **the right** parents find you
- Allow existing and former customers to provide public reviews
- Build your digital presence

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"I don't know what to post..."

Ideas for posts:

- New spots/openings at your program
- Open houses or other events you're hosting
- Holidays/Anniversaries
 - "Happy Earth Day from [program name]"
 - "Celebrating [Program Name]'s Five Year Anniversary!"
- General posts about your program (i.e. photos of kids playing)



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Keep in mind



Questions to ask before posting

- Is the information I am sharing relevant?
- If sharing an event or upcoming opening, am I sharing pertinent details?
- Am I maintaining confidentiality when necessary?
- Am I making frequent posts when I am supposed to be caring for children?
- Am I representing my business, myself, and my families in a positive and professional manner?

Your contacts can refer or NOT refer potential families to you, based on what they see online

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Giving strong tours

- Tour manners
- Virtual tours



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Before the tour



- Send a quick text message!
- Remind them of their tour time
- Make sure they know any logistics of how to find you or enter your program
- Let them know you're excited to meet them



- Quick clean up/space spruce
- Check in on family's names
- Rehearse 30 second personal introduction

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Prepare your answers



Things you know they'll ask:

- Do you have availability for my child and our preferred schedule?
- What are the ages of the other children you have enrolled?
- What is the ratio of adults to children?
- What are your hours? How much do you charge?
- When and how do we pay for tuition?
- What type of curriculum do you follow?



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During the tour



Set out an activity for the child

- Parents love seeing their child interacting with the space.
- This allows them to see what it will be like if they enroll their child

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Virtual tours



Keep your pipeline of families strong throughout Covid-19

- Limit extra visitors to your program
- Limit time spent on families who are not ready to enroll right away
- Coordinate with parent what platform you will use for the tour
- It might feel awkward at first, but we're all getting used to doing all sorts of things virtually

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Following up



Within 24 hours you should:

- Send a personalized thank you message
- Send an enrollment application
- Personalize your follow-up as much as possible

Wait, what if they're not a good fit?!

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Some "dos"



- Do keep on top of your tour calendar so you're ready
- Do greet families warmly
- Do respond to all inquiries about tours and availability
- Do show off your best ECE / child care practices with your own child
- Do tidy up your program ahead of time
- Do put your best, most professional foot forward

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Managing parent interest

- How to stay organized
- Ways to demonstrate professionalism



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A lead funnel

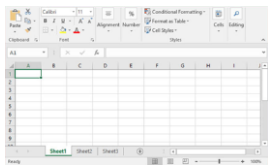


Don't forget: you are a business too!

- All small businesses use some sort of Lead Management Process
- Helps you stay organized and ensure most efficient track to increasing your income

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Make sure you have a system!



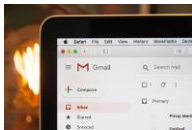
Spoiler alert - Wonderschool provides this!

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How to use your stages?



Invite Interested families to an event or open house



Send a mass email to interested families when a space opens up



Directly text parents who were a good fit previously

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Demonstrating professionalism



While communicating with families

- Try your best to use proper punctuation & capitalization - even when texting
- Always respond to parents - even if the answer is that you don't have space
- Actively communicate during the "sales" process - yes, you are a salesperson
- Make sure they feel wanted and supported!

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Position yourself as a knowledge leader

- Communication with parents
- Maximize your social media presence



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The why



I'd like to better understand the body of knowledge or developmental achievements the team intends to help my child achieve.

-- Wonderschool parent

30

The why



We would like to have more feedback on what our child does on a daily basis (ie: tummy time).

-- Wonderschool parent

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The why



We have not received a monthly status update of our child's progress. Not sure how this would be measured at this stage in their lives.

-- Wonderschool parent

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Parent research



We know what parents are looking for...



Communication: the more, the better

- Set yourself apart by following up
- Make communication seamless
- Meaningful communication
- Respond even if the response is that you can't respond
- ^^ this is super important!


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Meet the experts

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Lorena Alvarenga



Seeds Schoolhouse
Los Angeles, CA

Feature highlight:
Using technology to open and operate her program after 20+ years working as a teacher and center director


How did you decide to start using technology and new tools to help you run your business?

How has technology helped you in growing your child care business?

What has been the hardest part of using new tools/systems? The best part? The most surprising part?

35

Leigh Reveno



Leigh's House
Piedmont, CA

Feature highlight:
Using technology to help streamline tuition billing/collection, and stabilize enrollment

When did you realize you needed to start using different tools to help run your child care business?

How has technology helped you grow your business?

What has been the hardest part of using new tools? The best part? Any surprises?

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Shaunte Taylor



Little Urban Farmers Learning Space
Los Angeles, CA

Feature Highlight
Using technology to modernize communication with parents

What led you to start using new tools in your communication with families, as opposed to continuing to do everything by paper or face-to-face?

How did families handle transitions to app-based or online tools?

What have you gained by modifying how you communicate with families?

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Q + A

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