

Marketing and Promotion - Finding and Keeping Customers

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Agenda

1

Identify key marketing strategies

2

Explore the use of social media platforms

3

Discuss the importance of customer feedback and testimonials

4

Provide practical tips for creating compelling marketing content

5

Understand the role of events and open days

Customer Journey - Objectives



02 Business Planning

Key Activities:

- Define business goals, target market, and unique value proposition.
- Create financial projections and budget planning.
- Develop policies and procedures for operations, safety, and compliance.



01 Market Research

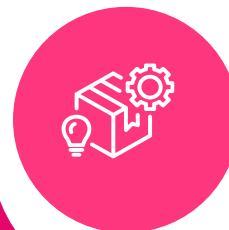
Key Activities:

- Conduct surveys and focus groups with current and prospective parents.
- Analyse local demographics and competitor offerings.
- Gather insights on parental priorities such as safety, curriculum quality, and flexibility.

04 Product/Service Development

Key Activities:

- Develop a comprehensive curriculum and daily schedule.
- Ensure all staff are trained and qualified.
- Create a welcoming and safe physical environment.



03 Marketing and Sales

Key Activities:

- Develop a marketing plan that includes online and offline channels.
- Create promotional materials such as brochures, social media posts, and website content.
- Implement sales strategies such as open days, referral programs, and tours.



06 Evaluation

Key Activities:

- Collect and analyze feedback from parents and staff.
- Monitor key performance indicators (KPIs) such as enrollment rates, retention rates, and satisfaction scores.
- Implement improvement plans based on feedback and performance data.



05 Operations

Key Activities:

- Oversee staff scheduling and classroom management.
- Maintain cleanliness, safety, and compliance with regulations.
- Communicate regularly with parents about their child's progress and any updates.



Key Marketing Strategies

Understanding Your Ideal Customer

- **Demographics:** Age, gender, location, family size.
- **Psychographics:** Values, interests, lifestyle, and parenting style.
- **Pain Points:** Challenges and needs that your nursery can address.

Key Marketing Strategies

Understanding Your Ideal Customer

Example

- **Ideal Customer:** Working parents aged 30-45, living within a 10-mile radius, seeking high-quality early education.
- **Values:** Emphasis on safety, educational development, and community.

Example of a Marketing Strategy for a Nursery

1

Goal

What is it you want to achieve?

2

Target Audience

Who is your target audience?

Who is your ideal customer?

3

Value Proposition

What is it your offer?

What makes you unique?

What are you selling?

4

Marketing Channels

Where are you going to put your information?

5

Content

What are you going to share?

Key Marketing Strategies

Digital Marketing:

Website Essentials

- Well-designed
- Easy to navigate
- Mobile friendly

Email Campaigns

- Keep families informed
- Engage potential clients
- Share events/tips/special offers

Using Social Media to Gain Clients

Strategies for Social Media Marketing

- **Good Quality Photos**
- **Reflecting Nursery Values**
- **Call to Action**
- **Consistency**
- **Engagement**
- **Hashtags**
- **Platforms**
- **Scheduling**



Customer Feedback and Testimonials

Collecting feedback

Collecting feedback

- Surveys/QR codes
- Suggestion boxes
- Follow up emails

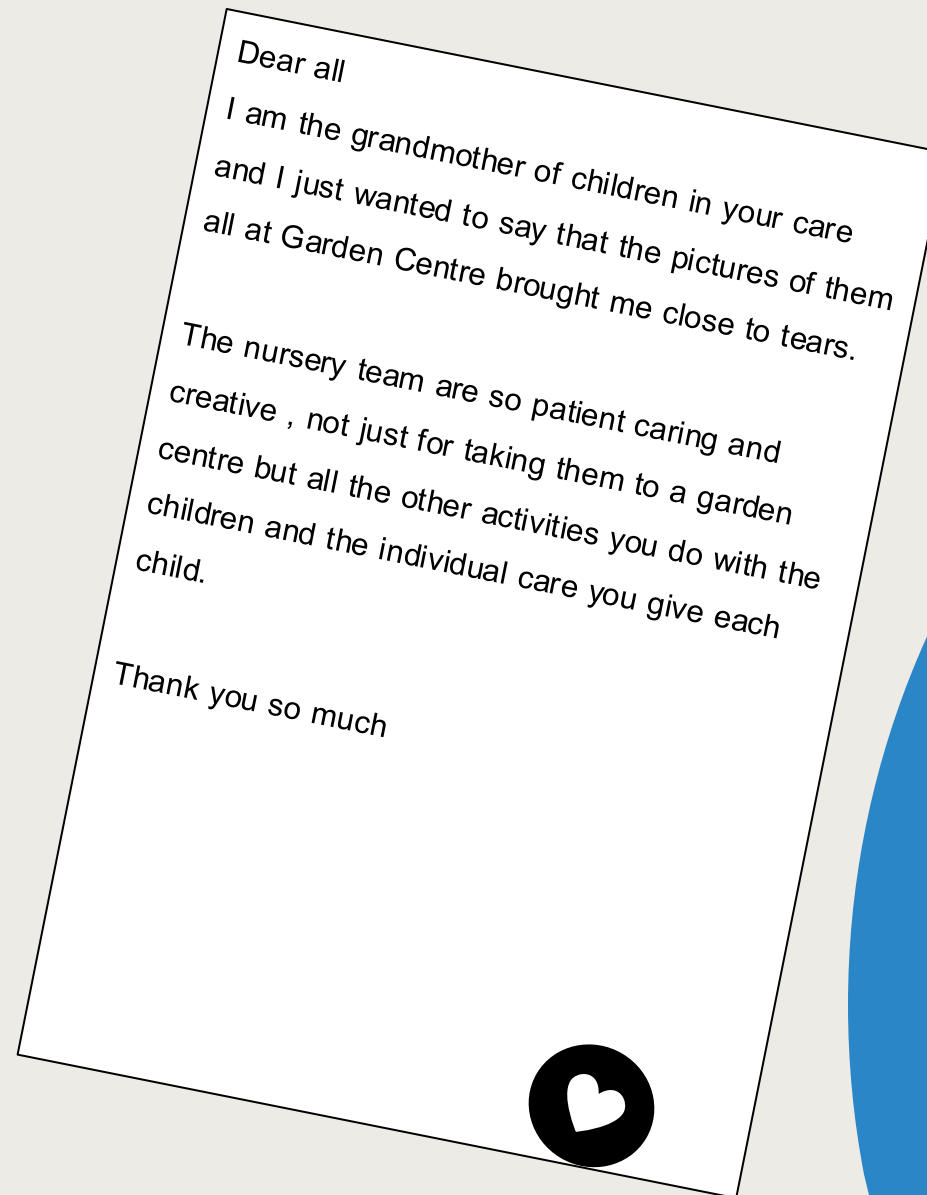


Customer Feedback and Testimonials

Importance of Testimonials

Where to share

- Website
- Brochures
- Social media
- Website



Creating Compelling Marketing Content

- **Visual Content**
- **Story telling** – Crafting resonant messages
- **Practical tips:**
 - Use Canva
 - Be consistent
 - Reinforce the brand



Role of Events and Open Days

- Builds trust
- Increases visibility

***“Are you curious or serious?
Come and take a look!”***

Conclusion

- **Marketing strategies**
- **Digital and community-based marketing**
- **Leveraging social media**
- **Using customer feedback**
- **Creating compelling content**
- **The importance of events**

Thank you

