

The Three Ms of Marketing for Early Years and Wraparound Providers

Part Two: Message

The 3Ms of Marketing: Market, Message and Medium

1

Market

Who is our target market?

Useful Link

[Marketing for Early Years and Wraparound Providers - Market](#)

2

Message

What are we saying to them?

3

Methods

Where will we say it?

Thinking about your message

What do you want people to know about you?

Why should people
use your provision?

What is your USP*?

*Unique Selling Point

Tips to determine your USP

- 1 Involve your team
- 2 Consider different elements
- 3 Check out your competitors
- 4 Be honest / don't oversell
- 5 What are your strengths?
- 6 Craft your message

Useful Link

<https://childcareworks.org.uk/swot-analysis/>

Support with a USP

Me: Can you write me a USP?

Bing AI: Certainly! A Unique Selling Proposition (USP) is a statement that captures the essence of what makes your product or service better than competitors, and why customers should choose you. To craft a compelling USP, I'll need to know more about your business. Could you tell me about:

- The product or service you offer
- The main benefits it provides to customers
- What makes your offering unique or different from others in the market
- Your target audience

What I entered into AI

Tanya's Nursery is a nursery for children aged from birth until school age and we also cater for children aged 5+ in our holiday club. We are open year-round. We are Ofsted registered. We have a child-centred approach. This is evident in our most recent Ofsted outstanding grading. We embrace cultural differences, and this is reflected in our diverse team. We have been operating on the same site for 25 years and children's children are now using us. Our audience is parents in the Brighton area.

This is what AI gave me...

“Tanya’s Nursery: Nurturing Brighton’s Future, One Child at a Time. Celebrating 25 years of excellence on the same beloved site, we’re proud to be the trusted choice for generations. Our Ofsted outstanding rating reflects our commitment to a child-centred approach that honors diversity and fosters growth. Open year-round, we cater to newborns up to school age and beyond with our inclusive holiday club. Choose Tanya’s Nursery, where every child thrives in the embrace of our culturally rich community.”

When I said...

I don't like this version, please can you give me something more playful. AI said:

“Hop, Skip, and Jump into Tanya’s Nursery! Where little explorers embark on big adventures, and every day is a celebration of curiosity and joy. For 25 years, we’ve been the heart of Brighton’s childhood memories, and now we’re tickled pink to welcome the next generation of bright minds. With our outstanding Ofsted stars and a team as diverse as the colors of the rainbow, we’re more than a nursery; we’re a family that grows together. Join us year-round for a journey of discovery that’s as unique as your little one!”

Thinking about value propositions

A value proposition is a short statement that tells buyers why they should choose your service.

It focuses on the ‘value’ or ‘benefit’ that customers can expect from you.

Key points in a value proposition

1

What is the problem you are solving?

5

Differentiate yourself

2

What are the benefits of your service?

3

Why are these benefits valuable?

4

Connect to buyer's problem

Purchasing decision roles and the problem we are solving

Role	Who	What They Value
Initiator	Parent / carer	Need to work / Job or personal satisfaction / Money
Influencer	Co-workers Co-parenting/family members / Friends Child	Work colleagues / schedules Making helpful recommendations / Reputation among existing users Presence of child's friend at club
Decider	Parents/ Carer	Quality of care Happiness of child Cost Reputation
Purchaser	Individual Parent	Ease of booking
User	Child	Delivery of service

Purchasing decision roles and the problem we are solving

Role	Who	What They Value	What is the problem we are solving?
Initiator	Parent / carer	Need to work / Job or personal satisfaction / Money	Ability to work
Influencer	Co-workers	Work colleagues / schedules	Stronger team
	Co-parenting/family members / Friends	Making helpful recommendations / Reputation among existing users	
	Child	Presence of child's friend at club	
Decider	Parents/ Carer	Quality of care	Removing guilt
		Happiness of child	Assuring of quality
		Cost	
		Reputation	
Purchaser	Individual Parent	Ease of booking	Lack of time
User	Child	Delivery of service	Making it OK to be away from parents

Purchasing decision roles & benefit of service

Role	Who	What They Value	Problem we are solving?	Benefit of the Service
Initiator	Parent / carer	Need to work / Job or personal satisfaction / Money	Ability to work	Earn money / Have a fulfilling career
Influencer	Co-workers Co-parenting/family members / Friends Child	Work colleagues / schedules Making helpful recommendations / Reputation among existing users Presence of child's friend at club	Stronger team	Companies are more economically viable Both parents can work / share childcare and home responsibility
Decider	Parents/ Carer	Quality of care Happiness of child Cost Reputation	Removing guilt Assuring of quality	Child is happy and safe.
Purchaser	Individual Parent	Ease of booking	Lack of time	Book once, we save details
User	Child	Delivery of service	Making it OK to be away from parents	Learns through play

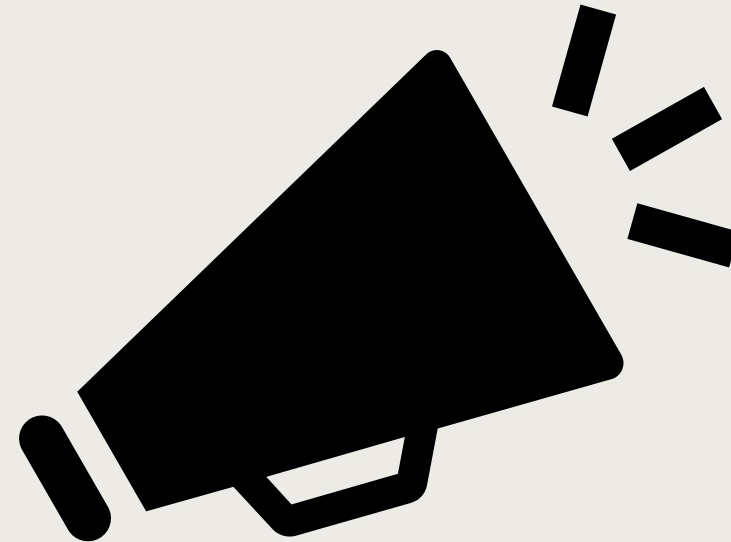
Decider role – In detail

Role	Who	What They Value	Problem we are solving?	Benefit of the Service	Why are these benefits valuable	Connect to Buyers problem	Differentiation
Decider	Parents/ Carer	Quality of care Happiness of child Cost Reputation	Removing guilt Assuring of quality	Child is happy and safe.	Happy children = happy parents.	Parents can work free of guilt knowing their children are happy, safe and fulfilled.	Ofsted outstanding Fully qualified team of incredible workers

Using value propositions and purchaser roles

- Create clear marketing messages
- Your messages are focused on what parents want and need
- This is not necessarily the same as what you want to tell them

**Is what you are
selling the same
thing as your
customers are
buying?**





Not about ingredients

A KitKat is not marketed as...
Layers of light wafer formed into four sticks, covered in dairy milk chocolate, sealed in a red airtight wrapper

It's all about the emotions and how a product (or service) makes you feel

Have a break...

...relax, take five minutes,
stop working, have time to
yourself, peace and quiet,
hold the diet, reward
yourself, treat yourself, you
deserve it, you are worth it,
have some luck, have a real
break, breathe out, quality...



Market the outcomes and desired emotional responses



What is the
benefit of that?

Wraparound provider 'ingredients':

Ofsted registered, breakfast club, term-time only, after school, all-year round, 8.00am to 6.00pm, holidays, childcare, safeguarding children...

Early years provider 'ingredients':

Ofsted registered, qualified staff, EYFS, all year round, term-time only, after school, 8.00am to 6.00pm, holidays, childcare, safeguarding children...

Ingredients

- Wraparound care 8.00am to 6.00pm/after school/ breakfast club
- Ofsted registered
- Term-time only/all-year round/holidays
- Safeguarding children...

**What is
the
benefit
of that?**



Outcomes and emotional responses

- Extended hours so you can get to work and back within opening hours (no rushing even with traffic)
- We are regulated and of a specified quality
- We offer flexible models as not everyone works the same pattern
- We keep your children safe.

Next steps

Consider how your organisation meets the needs of each purchaser role by following these steps

1

Determine your USP

2

Review how you meet the needs of each purchaser role against each of the key points in a value proposition

3

Ask yourself 'What is the benefit?' of all your 'ingredients'

4

Watch our next session – which is all about 'methods'
Marketing for Early Years and Wraparound Providers - Methods