

# The Three Ms of Marketing for Early Years and Wraparound Providers

## Part Three: Methods

# The 3Ms of Marketing: Market, Message and Method

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?

Useful Link

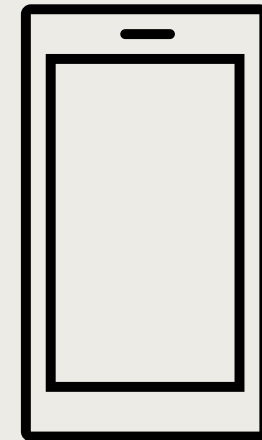
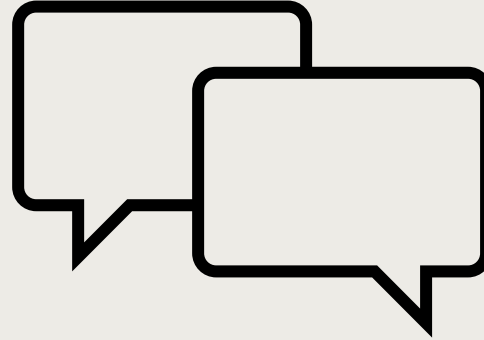
[Marketing for Early Years and Wraparound Providers - Messages](#)

3

## Methods

Where will we say it?

# How do we reach our target market?



# Return on investment: What is it and why is it important?

“What am I getting back compared to what I put in?”

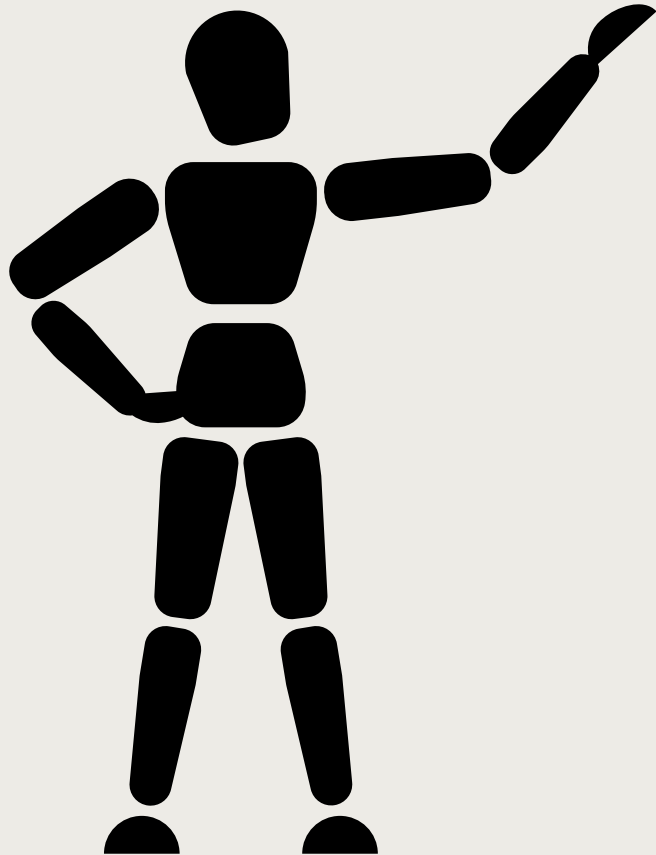
# Marketing methods

## Free (no ongoing cost)

- Websites
- SEO – Search Engine Optimisation
- Social Media Posts
- Reviews and testimonials
- Email marketing

## Paid

- Email marketing
- Print Advertising (magazines, billboards, banners)
- Online ads (Facebook, Google)
- Flyers (schools, festivals, coffee shops)



## Call to Action

- What do you want people to do as a result of your marketing activity?
- Be clear and precise
- Incentivise

# Websites

- Functional and easy to navigate (inc. on a 'phone)
- Clear, easy to read and relevant
- Provide all the information customers require
- Accurate and up-to-date
- Integrate with online booking system



# Search Engine Optimisation (SEO)



SEO helps search engines find your page  
(improves your rankings)

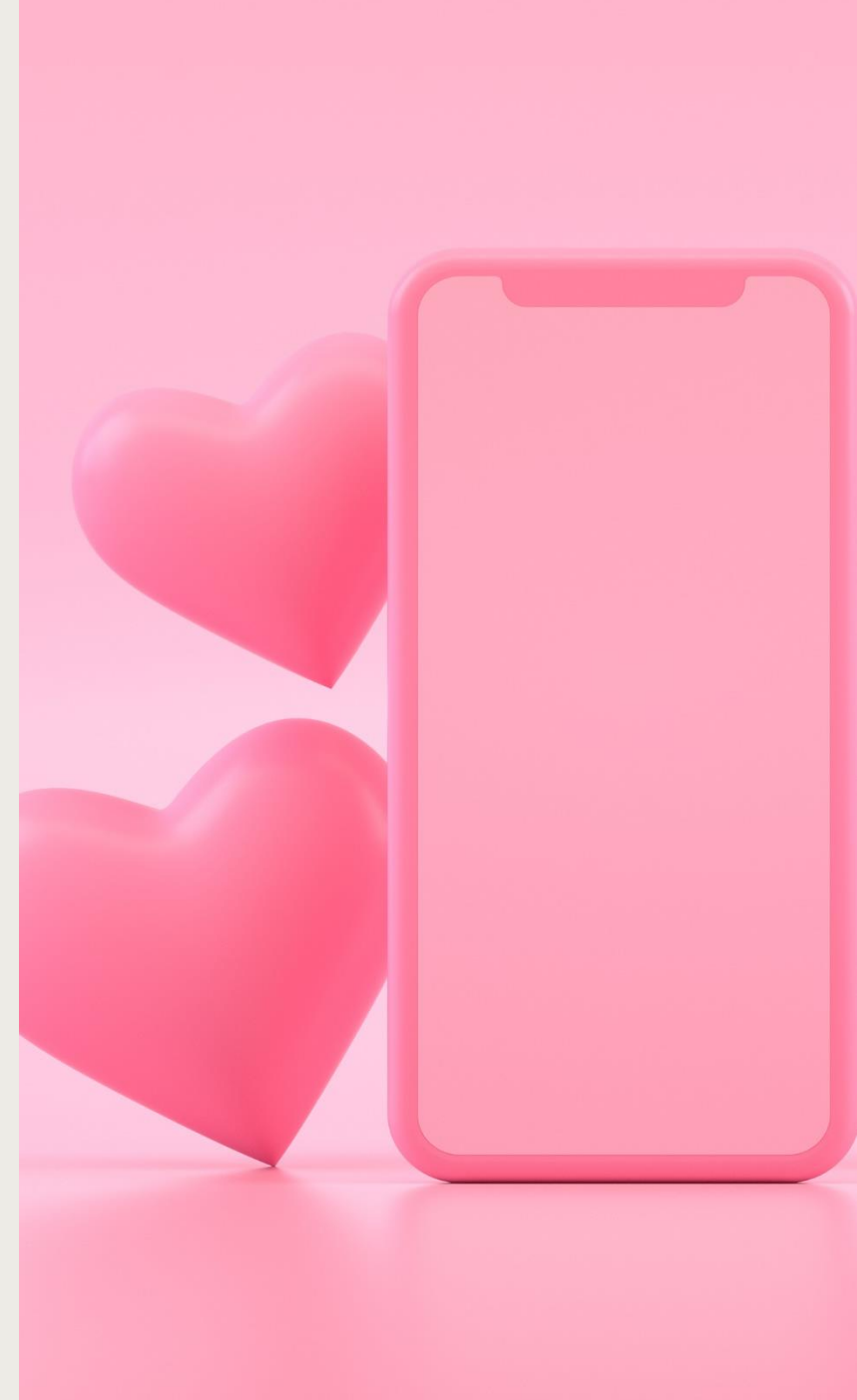
You can make it easier for them

If people can't find you, they won't use you!



# Social media

- Love it or hate – you need to be where your customers are
- Don't rely too heavily on Facebook
- Showcase what you do
- Inexpensive
- Measurable
- What's the purpose of your social media?



# Reviews and testimonials



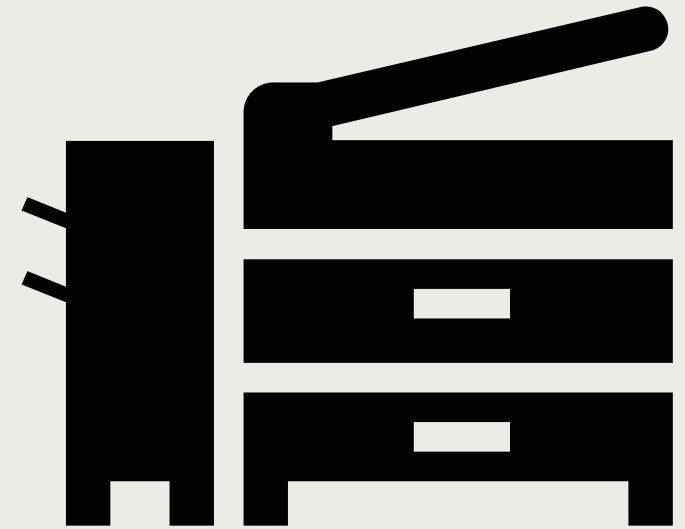
# Email marketing



- Keep in touch with existing customers and contacts
- Use email platform (e.g. Mailchimp)
- Keeps you at the forefront of people's minds
- Keep content short

# Print advertising

- Flyers where your customers are likely to be
- Clearly defined market
- Parents are quite easy to reach
- Remember Call to Action and to sell benefits



# Online advertising



- Effective
- Can be very expensive
- Do training before you start

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## Methods

Where will we say it?

# Next steps

**1**

**Check (or create) your website is clear and has a logical flow**

**2**

**Check your website is appearing in rankings – if not review SEO**

**3**

**Align social media activity with your customers'**

**4**

**Review your marketing activity – decide which actions are most relevant for you to take**