



How to guide: Marketing

Jo Pringle MBE
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WHAT TO
TELL?

WHO TO
TELL?

WHEN TO
MARKET?



WHERE TO
PROMOTE?

WHAT DO
WE WANT
YOU TO
KNOW



The 3 Ms in marketing



The 3 Ms in marketing

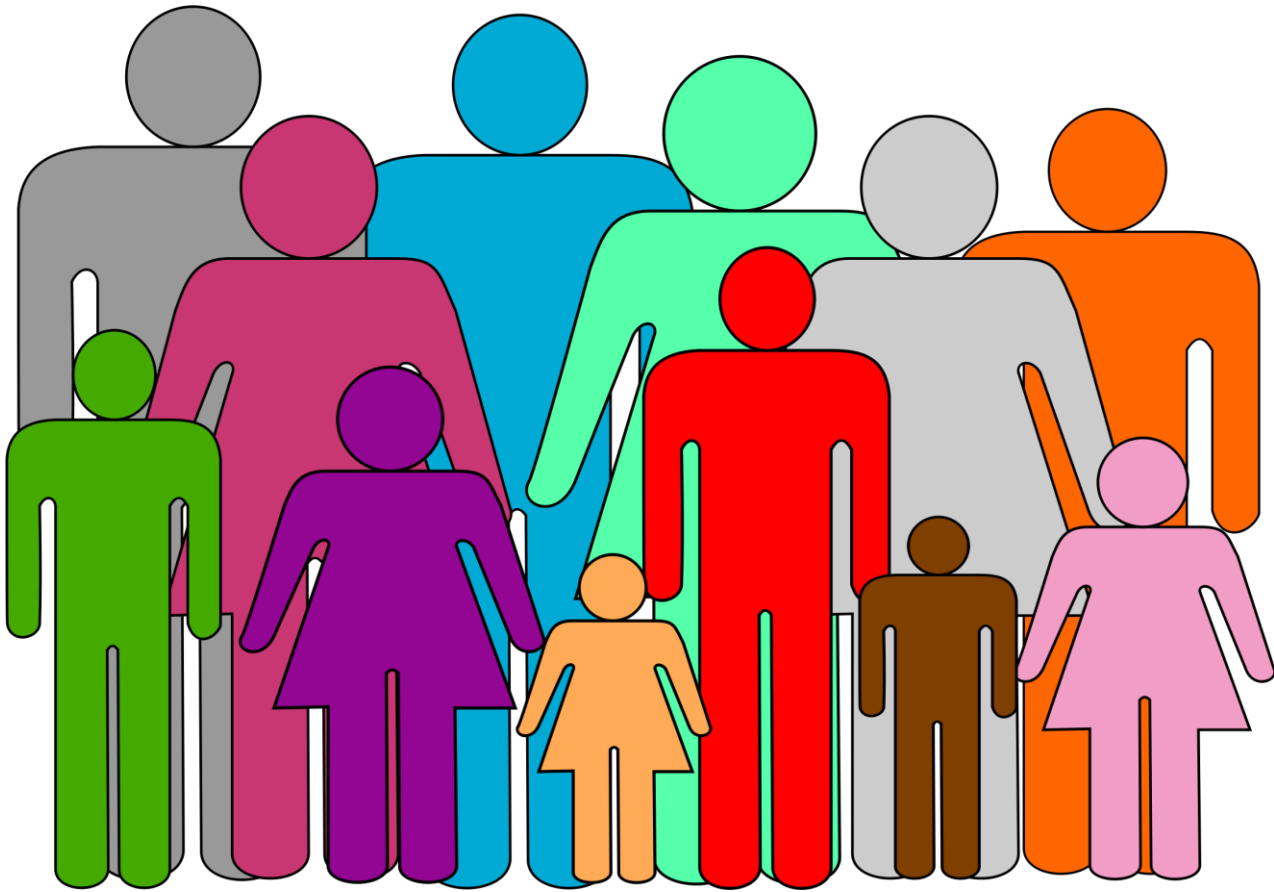


Effective marketing

Effective marketing starts with gathering and analysing research. Using all the 'finding out more' information will identify:

- The business objectives
- The local area
- The competition
- The customers preferences, needs and wants

Market



Parents and carers are the core customer group



Segments in your market

The 3 Ms in marketing

Market

Message

Methods

Messages

- General messages for everyone – the core customer group
- With messages for segments of customers



- 10-hour days
- All year round
- Flexibility

- Term time
- Flexible/or not
- School hours

- Older children
- School pick-ups
- Whole day/half day

Messages

- Depending upon your aims, messages may need to do a number of things:
 - Inform
 - Persuade
 - Remind
 - Reassure
 - Differentiate



What Is Your
Unique Selling
Point?

The 3 Ms in marketing



Market

Message

Methods

Methods

- Indirect marketing which happens through word of mouth - by people knowing about/using your service and liking what they see.
- Direct marketing happens when you take steps to manage your messages to advertise your business.

Methods

Direct marketing

- Business cards
- Advertising in local papers or newsletters
- Links with local jobcentres/recruitment agencies/employers
- Cards in newsagents, shop windows, doctors' surgeries or on public notice boards
- Leafleting/Mail shots
- Information packs/prospectus
- Branded clothing/accessories
- Open days
- Testimonials from parents and children
- Online and social media

Why social media and having an online presence matter

- Your customers and stakeholders are already there
- So are your competitors
- Minimal cost
- Ability to target
- Conversations
- Easy to measure





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
- Link to online directories and other social media

Search engine optimisation (SEO)



The process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines.

The better visibility your pages have in search results, the more likely you are to attract prospective and existing customers to your business.

**Do it
properly,
or not
at all!**

Using social media: considerations

- Choose your platforms – why?
- Don't overstretch
- Who's going to own/do it?
- Branding/images
- Plan for daily activity
- Automated scheduling

Choose your platforms



24% aged 25-34

44% of users
active daily

Still number
one, but
evolving

Social: friends
and family

Conversations



Two thirds are
under 35

50% from
urban areas

Less personal:
business,
politics,
showbiz

Signposting



31% aged 25-34

20% active daily

Image driven

Mobile focus

Not for hard
information



57% aged
between 25-34

49% of the
population

Parents are on
there in a work
capacity

Good for
building brand
& recruitment

When to post



Once a day



4-6 times daily



Twice a day



Daily activity, weekly posts



When to post



Wednesday 3pm, Thursday and Friday from 1-4pm, Saturday and Sunday 12-1pm



Monday to Friday from 12-3pm and 5pm, Wednesday at noon and from 5-6pm.



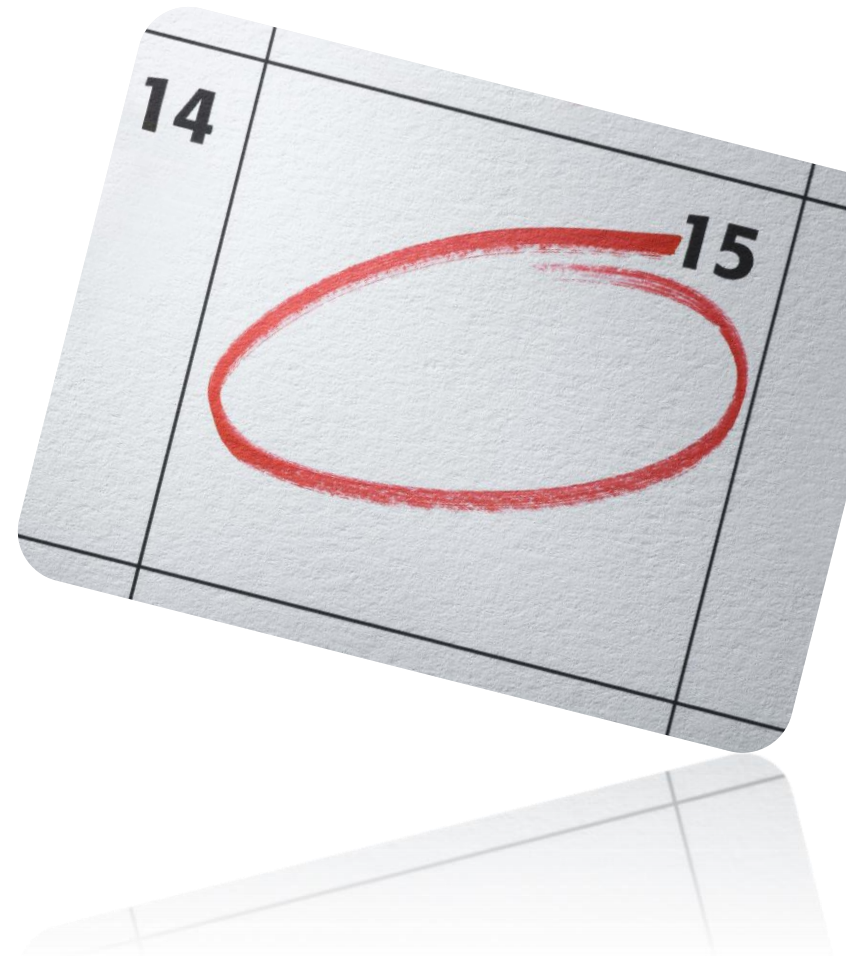
Monday and Thursday at any time other than 3-4pm.



How to post

Build a plan, co-ordinate your content – so same subject across platforms.

This is where scheduling helps.



Creating content

- News, events (before and after)
- Childcare – information and availability
- Information – opening times, Ofsted
- Unique Selling Point (USP) – facilities, philosophy
- Pictures of you and staff at work
- Useful information (child-related)
- Blogs – views, opinions and stories
- Share what's relevant from others
- Thank yous, testimonials
- Pegs - <https://www.awarenessdays.com/>
- Tap into other relevant assets



Creating content

Childcare ChOices

Child under 12? You could get £2 for every £8 you spend on childcare.
childcarechoices.gov.uk



Childcare
ChOices



Self-employed and looking for help with childcare costs?
childcarechoices.gov.uk



Childcare
ChOices



Get a top up to help pay for your childcare – to find out more go to childcarechoices.gov.uk

Childcare
ChOices



HM Government

www.childcarechoices.gov.uk/providers/communications-toolkit/england/

Creating content

- Be human – write as you would professionally speak
- Be useful – signpost, give information
- Be expert – share advice
- Be interesting – know your audience
- Be pictorial – Facebook research:

Photo albums =	180%	} greater engagement
Pictures =	120%	
Videos =	100%	

Memes, emojis, gifs...



Creating content

- Photos of activities are interesting on their own, one or two good ones are better than a camera full.
- Pin a post to the top of your Facebook page
- One post one message
- Use Canva - <https://www.canva.com/>



Managing risk

Data protection

- Ensure social media covered in your privacy notice
- Always ask – should this be in the public domain?

Copyright

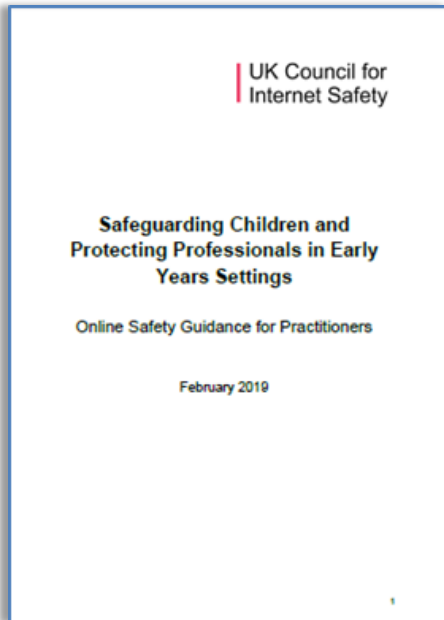
- Beware of cutting and pasting images
- Share/give credit

Consent

- Standard form – use it!
- Understand levels of consent



Boundaries



Staff should:

- Always be clear if they're on social media as employee or private individual – never both!
- Heed policy on contact outside work – refrain from having parents as social media 'friends'
- Only communicate with parents/carers and colleagues via official channels
- Ensure personal posts are always appropriate – “Would I want my manager to see this?”
- Never use social media to refer to your organisation, colleagues, parents, visitors or children
- Work within policies related to non disclosure of business information and confidentiality

www.gov.uk/government/publications/safeguarding-children-and-protecting-professionals-in-early-years-settings-online-safety-considerations

Dealing with negative issues

- Always monitor your social media channels – NB weekends and holidays
- React quickly
- Always engage with online content – but try and take it offline
- Correct inaccuracies
- Be proactive to tell the story you want
- Stay calm, carefully use humour

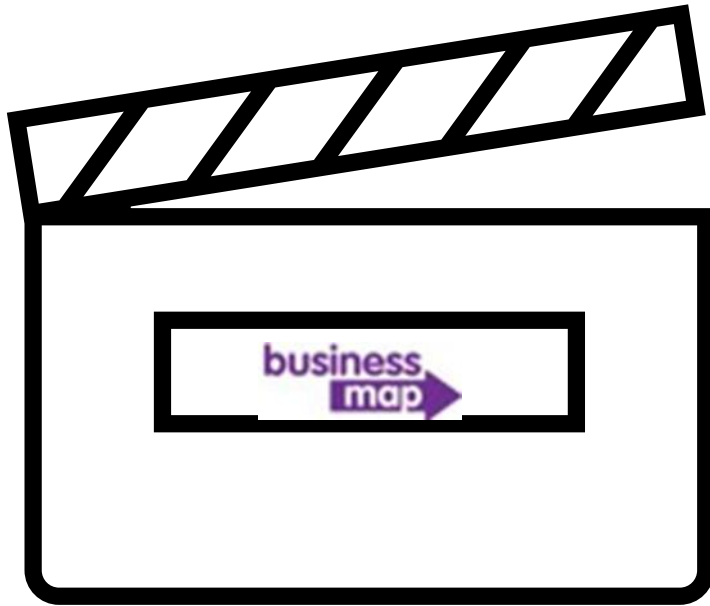
Summary

- Social media are a crucial communications and marketing tool
- Do it properly, or not at all
- Stay useful and interesting – encourage others to share your content
- Be aware of the risks and manage them
- Consider what matters most to parents NOW
- Understand your USPs and push them

A marketing plan

Service	Market	Messages	Method
Full-time baby places	Working families Families with children 0 – 2 Students	Extended days Childcare All year round Flexibility Tax-free childcare. Universal Credit/ Care to Learn	Website Social media – Facebook, Twitter. Families Information Service Online directories Online parent forums Banners and posters Colleges/ schools/local employers
15-hour funded entitlement places	All parents of three and four year olds. Eligible parents of two-year-olds Full-time, part-time working, studying or training and non working.	Childcare Reducing costs Early Education and preparing for school Meeting friends and socialising Local /on transport route Flexible models for working/studying/training families Access to outdoor play Can buy more if needed	Website Social media – Facebook, Twitter. Families Information Service Online directories Local newsletters Online parent forums Banners and posters Parent groups

Action



- Use your SWOT analysis to identify your strengths and unique selling points.
- Use the 3M model to develop your marketing plan.
- Monitor every enquiry to understand where your business comes from.
- Make sure your on social media – future/potential customer are already there.



**business
map**

Using the Business Map in Wirral

Toolkit contents

- Six video presentations
- Four 'how to' guides
- Downloadable tools
- Additional resources from the original DfE funded Business Map programme can be accessed here:
<https://foundationyears.org.uk/2021/01/hempsalls-business-map-for-early-years-providers/>