Marketing Your Child Care Business

Marketing is an ongoing process in which you communicate the benefits and features of your program.

Benefits and Features

Benefits tell clients how their needs will be met. Examples are:
- Experienced caregivers
- Promotes development and creativity
- Small group size
- Extended operating hours
- Spacious play areas
- Healthy meals
- Responsive to needs of children
- Open communication with clients
- Safe and healthy environment

Features describe what the program offers. Examples are:
- Licensed child care
- Standard hours of operation
- Enrolled in food program

Best Practices for Child Care Business Marketing

- **Describe your service**
  - Hours, location, and type of care that you offer.
  - Special features

- **Define your market**
  - Ways your business stands out
  - Community need
  - Targeted customers

- **Develop specific strategies for your market**
  - Project a professional image
  - Evaluate your facility as if you were a customer seeing it for the first time
  - Consider printing business cards and promotional materials
  - Have policies, contracts and other forms ready for clients to examine
  - Receive referrals from satisfied clients and post on social media
  - Updated social media presence
  - Create a logo
  - Visible signage including contact information and logo

- **Market now**
  - Don’t wait for vacancies
  - Develop a marketing schedule (summer openings, back to school openings)
  - Build marketing into your budget

Revised 6/2020

Child Care Aware® of North Dakota is a program of Lutheran Social Services of North Dakota.