



CHILDCARE MANAGER'S CLOUD SOLUTION
SMARTCARE

The Quick-Start Checklist to Childcare Center Marketing

When you're managing and directing a childcare center, there just isn't enough time in the day. You became a childcare leader because you're a star with kids and early childhood development, but there are so many other roles you're expected to play.

We're here to lend a hand so you can focus on what is truly important to you: your kids! This Quick-Start Checklist to Childcare Center Marketing will help you get the word out about your amazing center and save you precious time.

1

Tone, Style, and Branding

- Have you picked out consistent fonts for your marketing materials and website?
- Do you have a color scheme?
- Have you decided on a company tone?
- Do you have access to engaging pictures or stock photos to enliven your marketing material?

2

Audience and Outlets

- Do you know where your audience likes to be engaged with most? (Mailers, newsletters, online, social media?)
- Are you tracking new customers to determine which marketing outlets have been the most effective for your center?
- What are the most popular advertising spaces in your community?
- Are you hosting events or partnering with other organizations to increase your center's visibility?

3

Digital Marketing

- Do you have a website that is easy to view on desktop and mobile devices?
- Are you engaging with potential prospects on social media?
- Have you explored the value of inbound marketing?
- Have you created a buyer persona to help develop a personalized understanding of your prospects?
- Are you using a center management program that can offer parents real-time updates about their child, easy online and automatic bill pay, tuition splitting, and more?

Haven't heard of inbound marketing before? You're not alone! We dive more deeply into this vital approach to marketing in our Marketing MicroGuide.

Check it out for more info!

As any top-notch marketer will tell you, a marketing approach can only be as good as the products and services it's offering. Take your childcare center to the next level with a comprehensive software management tool.

Talk to a SmartCare representative today!

CHILD CARE MANAGER'S CLOUD SOLUTION
SMARTCARE

www.smartcare.com | 844-SMARTER | [@smartcare](#)