



100 Ideas To Market Your Childcare Business

Taffy Gallagher

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100 Ideas You Don't Have to Think Up. . .

Between staff calling in sick and balancing the bank account, you don't have time to sit around dreaming up new ideas to promote your program and increase enrollment.

In this follow-up publication to Program Full - Your Guide to Successful Childcare Marketing, the author takes the work out of brainstorming by offering a selection of ideas that inspire owners of preschools and early learning centers to create their own marketing campaigns. This book features 100 ideas that are easy for administrators of early learning programs and childcare centers to incorporate into their current marketing activities.

Each of the 100 ideas in this book was selected to make marketing a childcare center or preschool a little bit easier. The ideas range from simple to complex, and vary in budget and knowledge requirements, making it a useful reference for both family childcare and center-based programs to customize them to fit unique situations.

Whether you own a small in-home childcare business, administer several child care programs for a large corporation, or are the director at a single location, you'll certainly reference this book many times during your marketing planning.

Celebrate your anniversary (Idea #3)

Work with local employers (Idea #68)

Call them by name (Idea #14)

Telephone etiquette (Idea #62)

Fundraiser promotion (Idea #32)

Catch the eyes of passersby (Idea #94)

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