

WRAPAROUND CHILDCARE MARKETING CHECKLIST

helping providers promote places, reach families and grow sustainable childcare provision

THE BASICS

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|---|---|
| ☐ CLEAR DESCRIPTION OF PROVISION | ☐ PRICING EASY TO UNDERSTAND |
| ☐ HOURS STATED CLEARLY | ☐ FUNDING OPTIONS INCLUDED |
| ☐ AGE RANGE SPECIFIED | ☐ UNIQUE SELLING POINT |

SCHOOL PARTNERSHIP

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| ☐ INCLUDED IN SCHOOL WELCOME PACKS | ☐ SHARED VIA COMMUNICATION APPS |
| ☐ LISTED ON SCHOOL WEBSITE | ☐ ATTEND OPEN/PARENTS EVENINGS |
| ☐ FEATURED IN SCHOOL NEWSLETTERS | ☐ ON-SITE SIGNAGE |

MARKETING MATERIALS

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| ☐ LEAFLETS | ☐ FAQS DOCUMENT FOR PARENTS |
| ☐ POSTERS | ☐ BRANDING CONSISTENT |
| ☐ SIMPLE ENROLMENT/ENQUIRY FORM | |

ONLINE AND SOCIAL MEDIA

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| ☐ SOCIALS ACTIVE AND UPTO DATE | ☐ HOLIDAY CLUB PROMOTIONS |
| ☐ POSTING REGULARLY (2 PER WEEK) | ☐ POST IN LOCAL GROUPS |
| ☐ SHARING PHOTOS | ☐ GOOGLE BUSINESS PROFILE |
| ☐ AVAILABILITY UPDATES | ☐ WEBSITE WITH KEY INFO |

WORD OF MOUTH AND REPUTATION

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| ☐ REFERRAL SCHEME | ☐ STRONG RELATIONSHIPS |
| ☐ ASK FOR REVIEWS (FACEBOOK/GOOGLE) | ☐ CONSISTENT, FRIENDLY EXPERIENCE |
| ☐ TESTIMONIALS COLLECTED AND SHARED | |

PROMOTING THE EXPERIENCE

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| ☐ ACTIVITIES PROMOTED | ☐ CONFIDENT STAFF |
| ☐ PHOTOS/VIDEOS SHOWING FUN | ☐ MESSAGING FOCUSES ON - FUN, |
| ☐ THEMED DAYS OR SPECIAL EVENTS | SOCIALISING, RELAXED ENVIRONMENT |

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SEASONAL PROMOTION PLANNING

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|---|---|
| ☐ SEPTEMBER PROMOTED (JUNE/JULY) | ☐ WEEKLY SLOT ON NEWSLETTER |
| ☐ NEW STARTERS TARGETED EARLY | ☐ REGULAR REMINDERS SENT |
| ☐ HOLIDAY CLUBS MARKETED 4-6
WEEKS IN ADVANCE | ☐ WAITING LISTS MANAGED AND
CONTACTED |

ENQUIRIES AND BOOKING

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| ☐ EASY BOOKING PROCESS | ☐ FRIENDLY, HELPFUL COMMUNICATION |
| ☐ CLEAR CONTACT OPTIONS | ☐ FOLLOW-UP SYSTEM FOR ENQUIRIES
NOT YET BOOKED |

TRUST AND SAFEGUARDING

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| ☐ OFSTED REGISTRATION SHARED | ☐ CLEAR COLLECTION ARRANGEMENTS |
| ☐ SAFEGUARDING INFORMATION VISIBLE | ☐ PARENT REASSURANCE MESSAGING |
| ☐ STAFF QUALIFICATIONS HIGHLIGHTED | |

LOCAL VISIBILITY

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|---|---|
| ☐ POSTERS IN COMMUNITY LOCATIONS | ☐ PRESENCE AT COMMUNITY EVENTS |
| ☐ LINKS WITH FEEDER NURSERIES | ☐ PARTNERSHIPS WITH LOCAL
EMPLOYERS |

TRACKING AND IMPROVEMENT

- ☐ ASK EVERY PARENT: "HOW DID YOU HEAR ABOUT US?"
- ☐ TRACK MOST EFFECTIVE CHANNELS
- ☐ REVIEW MARKETING EVERY TERM
- ☐ ADJUST FOCUS BASED ON UPTAKE
- ☐ MONITOR OCCUPANCY AND WAITING LISTS