

“No More Spaces - How to Attract More Families to Your ECE Program in Our Digital Economy”

Kris Murray

President / Founder

www.childcare-marketing.com



In Partnership With...



Outcomes for Today's Webinar

1. Unique and valuable insights into your new target market - "Millennial Moms" (also known as Gen Y moms)
2. 3 easy steps you can take to be more effective in finding them, attracting them to your early childhood program, and enrolling them
3. How to harness the power of online and digital technology to reach more prospects and customers
4. Summary & Action Steps

If You Want a Copy of Today's Slides

1) If you enjoy seeing the slides for the session before the session, they should be available the morning of the session. You can **download the slides** at:

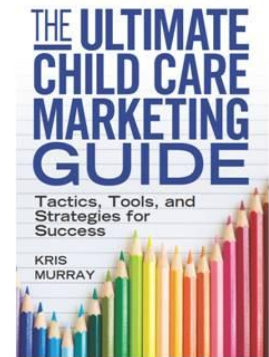
<http://www.earlychildhoodwebinars.org/webinar-resources/>

2) If you need a **certificate of attendance**, you will receive a link to download the certificate in a follow up email that will be sent 24-48 hours after the session. The link is only sent to people who attend the session and stay throughout the entirety.

Question? Type it into the Question area of the webinar dialog box

Who is Kris Murray & Why Should You Listen to Her?

- America's Top Business Coach for Child Care Centers and Preschools
- Taught business success topics to over 1,000 early childhood leaders over the past 4 years
- 9,119 people currently subscribe to my newsletters and trainings
- Over 200 leaders are in a mentoring program with me
- Author of the new book:
"The Ultimate Child Care Marketing Guide"
- Nationally recognized speaker



Where I'm Speaking – Come Say Hello!

April 13: The **Early Childhood Education Association of Colorado (ECEA) Owners / Directors Conference**, Denver, CO

April 14: The **Texas Licensed Child Care Association (TLCCA) Spring Seminar**, Houston, TX

April 16-17: Kids R Kids Annual Conference, Amelia Island, FL

April 19: The **Indiana Child Care Association**, Indianapolis, IN

April 20: The Oklahoma Child Care Association, OK

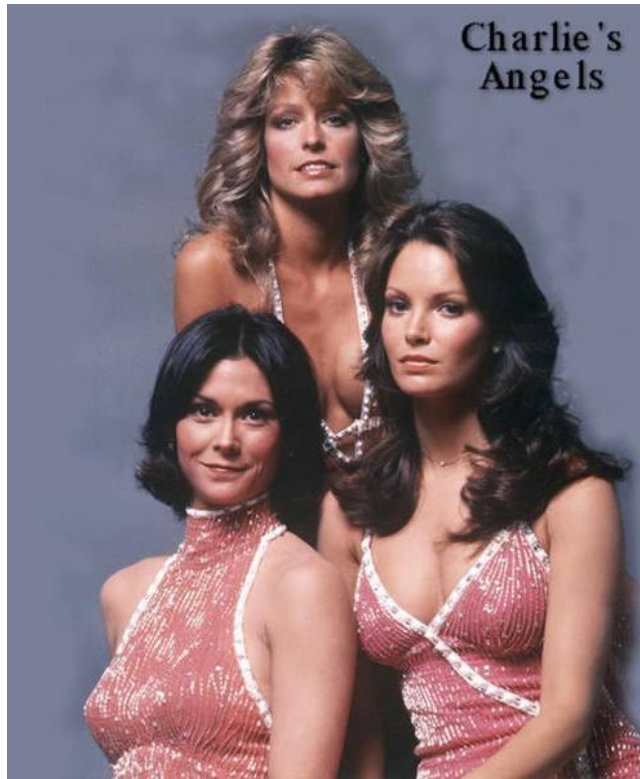
Oct. 5-6: Kris Murray's **Child Care Success Summit 2012**, Denver, CO
Spend two full days with Kris and other leading early childhood management experts!

MY STORY

Born to a modest family in lovely
Cleveland, Ohio...



Favorite TV Shows



Graduated High School in 1984



Kristen Kocian



1989: First job in big 10 advertising firm (Leo Burnett)

- Ran \$200 million ad budget for McDonald's national
- 1992 – 2002 Worked my way up corporate ladder
- 2003 – 2008 Discovered that working for my younger brother had its own challenges! ;-)
- All told, 24+ years of marketing experience in all types of businesses

2008: As a Mom and marketer, started looking for people who needed my help...

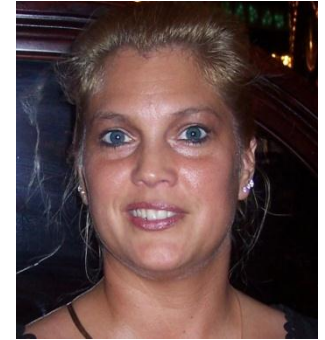


Me with my kids, Owen & Maeve, back in 2008



Alison, my first child care client, with her granddaughters

Soon found dozens of early childhood leaders
who resonated with what I had to teach...



Success Story: Aleta Mechtel

- Aleta Mechtel, Owner of two centers in MN
- January 2010: 49 students enrolled
- April 2010: 73 students enrolled
- January 2011: 103 students enrolled
- **49% increase in enrollment in 3 months**



“After 10 years of operation and the new economy, I was looking for something that I could learn from, increase my enrollment and give me that refreshed feeling with my business. I found Kris Murray and absolutely love what her program has done for my business! She has taught me to look at my business in a whole different light. I have learned so many tools to help grow my business! In just 3 short months, I increased my enrollment 49%! **AMAZING!** Thank you Kris for helping me find that new passion and drive to make my childcare the best it can be!”

Aleta Mechtel, Chanhassen, MN - Owner, Children of Tomorrow

Success Story: Gerry Pastor & Jane Porterfield



- Gerry & Jane became clients in August 2010
- **By April 2011: 15% increase in enrollment**
- **Increased enrollment by over 150 children in 12 months**

"I've been in business for almost 35 years and have successfully run various large companies. For the past 10 years I've worked with my wife and partner, Jane Porterfield who founded our childcare centers 25 years ago. I guess that all I can say is that **working with Kris has been unequivocally the single most successful contribution to my business life that I've experienced. There's not even a close second.** I've long considered marketing one of my strongest assets. In retrospect, I suppose I did know a *few* things about marketing before working with Kris. However I'd have to say that what I knew comprises maybe a quarter of what I know now ... and I'm still learning new things from her."

Gerry Pastor & Jane Porterfield, Owners, Educational Playcare LTD
www.educationalplaycare.com

Success Story: Annette Gentry

- Annette is the Exec. Director at Creative Day School, Greensboro, NC



- **October 2010: 30 children enrolled – down dramatically**
- **May 2011: ~90 children enrolled – TRIPLED!**

“**Superb Training!** In my 25 plus years in the business, I have only once had training of this caliber! Kris has taken marketing to the next level! I feel rejuvenated! I no longer feel like my marketing efforts are fruitless and a waste of money. All of my center management are more motivated than ever. We are Facebooking and emailing and videoing and most importantly of all **ENROLLING new children!** Hats off to Kris and her Enrollment Bootcamp!”

Annette Gentry, Executive Director, Creative Day School
www.creativedayschool.net

I've been blessed to have made a difference, and I feel *very* grateful!



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Millennials: WHO ARE THEY?

- People born between 1981 and 2000 – currently between 11 and 31 years old
- They are the most **ethnically and racially diverse** cohort of youth in the nation's history.
- They are starting out as the most **politically progressive** age group in modern history.

Millennials: WHO ARE THEY?

- More likely to live in **cities** and less likely to live in rural areas
 - (up 7% as city/suburb dwellers compared to Gen X)
- Less likely to be married – more single / unwed parents
- They are the **least religiously observant** youths since survey research began charting religious behavior.
- Now account for 68% of all births and 79% of all first births

Millennial Moms: How Are They *Different?*

- They are “WEB FIRST” seekers. The web is the first GO-TO place for information, entertainment, and communication.
- **Tweeting and texting**, along with websites like Facebook, YouTube, Google and Wikipedia, are everyday parts of their social lives and their search for understanding.
- 35% of Millennial Moms have **smart phones** – compared to 20% of the general population.

Millennial Moms: How Are They Different?

- 60% of Millennial Moms let their children use their smart phones, and 40% download apps for their children to use
- They are the most socially and environmentally conscious group ever.
 - Millennial moms are interested in sustainability ethics. They notice and respond to responsible environmental, social, and corporate citizenship practices.
 - Green and global issues are highly important to this group.

Millennials Outpace Older Americans in Technology Use

	Millennial (18-29) %	Gen X (30-45) %	Boomer (46-64) %	Silent (65+) %
Internet behaviors				
Created social networking profile	75	50	30	6
Wireless internet away from home	62	48	35	11
Posted video of themselves online	20	6	2	1
Use Twitter	14	10	6	1
Cell phones and texting				
Use cell to text	88	77	51	9
Texted in past 24 hours	80	63	35	4
Texted while driving	64	46	21	1
Have a cell phone/no landline	41	24	13	5
Median # texts in past 24 hours	20	12	5	--

Source: Pew Research Center, **2010**.

What This Means for You as a Child Care Business Owner or Leader

- More single moms & unmarried couples living together as your clientele
- Consider adding an “app” that allows them to participate in their child’s day and/or integrate the learning from the classroom in the home environment
- Partner with a curriculum company that provides iPhone / SmartPhone learning apps, as a free service for your learning center customers
- Provide an online members-only library of parenting resources for an additional monthly fee (or complimentary as a value-added resource to differentiate yourself from competitors)
- Consider aligning with **Environmentals / “Greens”** and/or adding a **holistic / wellness** aspect to your program

What This Means for You as a Marketer

- Trust & Rapport are Even More Critical
- Your Program MUST Be Found on Google
- Your Website MUST Have Credible Testimonials
- Negative Reviews Online Should Be Taken Seriously - Guard Your Reputation!
- Online List-Building and Marketing will Be Even More Critical Next Year, in 5 Years, in 10 Years, etc.
- Social Media will Grow – Claim Your Facebook Page and Twitter ID Now Before Someone Else Takes It

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3 Easy Steps to *Attract* Them More Effectively

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- 3) Make sure your website has credible testimonials – preferably **VIDEO** testimonials

3 Easy Steps to *Enroll* Them More Effectively

- 1) Train your staff to focus ***more*** on the prospect and less on what YOU provide
- 2) Improve your phone & tour process to build rapport and trust with your prospects
- 3) Focus on success stories & testimonials from “parents just like them”

Which Testimonial is More Credible (and Powerful)?

TESTIMONIAL A:

“My daughter and I love this school! The teachers are wonderful.”

- Jane S.

TESTIMONIAL B:

“To say that we are pleased with the care our children have received at TLC would be a huge understatement. Our children have **thrived** as a result of being with teachers who are truly devoted to creating a fun environment of learning for **each and every child** in their classroom. TLC’s staff even went above and beyond to make sure we knew how much they would love to care for our youngest daughter who has **special needs**. Since starting at TLC, Eva has made remarkable progress, and I attribute her recent milestones to her wonderful teachers. Their guidance and encouragement have been invaluable. **Sending our children to TLC has been one of the best decisions we've ever made.**”



- Susan & John Smithson, Tampa, FL

Parents of Ethan (7), Eleanor (4) and Eva (15 months)

“Prep Academy gave our daughter a tremendous foundation...”



Taylor J. at Prep Academy, 2008.



Taylor J. at Columbus Academy, today!

“Moving from another state we relied on our best judgment to find a Preschool for our daughter that was close to our home. We decided to enroll her in one of the “popular brand preschools.” After two months of frustration from this school’s basic play-based environment with very little academics, we decided to research and find a school that met ALL our expectations.

Wow, what a *goldmine* we found in Prep Academy. From an accelerated learning curriculum, to small class sizes, spacious gyms and awesome teachers. With computer lab, art, music, Spanish & gym classes all included in their moderate price, this great school exceeded ALL our expectations! Prep Academy gave our daughter a *tremendous foundation* for excelling in academics but also developed *positive character growth* in her, which has enhanced her level of confidence.

Prep Academy is truly the Harvard of Preschools and the BEST investment my family has ever made.”

- Garnett J.
A Prep Academy Alumni Dad

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Digital Communication is KEY

- Programs that embrace digital marketing technologies will stay fully enrolled
- Programs who lag behind will struggle or even close their doors

You Must Work Towards Building these “Digital Assets” for Your Program

- A strong, up-to-date website that puts your best face forward AND ranks high on Google
 - A “Welcome Video” with personality
 - Video testimonials from parents & teachers
- A way for prospects to learn more about you without having to pick up the phone
- An updated & engaging Facebook Fan Page
- An online tool just for parent communication

Objections I Commonly Hear from Owners & Directors

- “I’m not tech-savvy” / “I am lost”
- “It takes me too long to do it myself”
- “I’m scared of Facebook”
- “How do you get parents to agree to give testimonials and VIDEO testimonials?”
- “I don’t have time”

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Summary: Top 3 Points

- Millennials are “WEB FIRST” seekers. The web is the first GO-TO place for information, entertainment, and communication.
- You **MUST** be found on Google for your keywords – be on the MAP
- Make sure you have credible parent testimonials on your website (and Google reviews) that include benefits & results

Now...Take Action!



- 1) Regularly audit your Google & Yahoo rankings for your top search terms (keywords)
- 2) Make sure your website tells your story and clearly communicates why you are UNIQUE and DIFFERENT than other programs in town
- 3) Make sure your website has credible testimonials – preferably VIDEO testimonials
- 4) Set up a Google Alert for the name of your program
- 5) Work on building trust & rapport on the phone and in person with your prospects
- 6) Create your Facebook Fan Page & keep it updated

My GIFT to You



- If you got **value, insights, or A-HA's** from this webinar, you will love being a member of my Insiders Circle for Child Care Success
 - Join our community of nearly 200 members (owners and directors just like you!)
- **How would you like TWO free months of membership to check it out?**



Benefits You'll Receive as a Silver Member



- Live monthly **group training call** with me
(My Power Topic of the month plus open Q&A)
- **Support** from me & other members to *hold you accountable* to take action
- Monthly Success **Newsletter**
- Monthly **Audio Training CD**: “Ask the Expert”
- Access to **Members website** with over 30 hours of archived content & audio training
- Special **members-only gifts and discounts**
- Complimentary **ad listing** of your child care business in my DaycareHotline.com directory
 - 20,000 Unique Visitors per month from all over the US & Canada

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- All for the low monthly investment of **\$49.97!**

What People are Saying about KMIC Silver Membership

“Back in March of 2011 I joined your Insiders Circle. As I received newsletters and CD's you **gave me hope when I felt hopeless**. I was inspired and started implementing small things.

If anyone is struggling with your business I strongly recommend that you become a member of the Insiders Circle. Within a few short months our **enrollment grew from about 50 to 70** a day. You have helped us to market our program differently and in turn our program is growing. Thank you for caring Kris. We really appreciate you and your team! ”

Darlene Bartlett
Childrens' Kastle, Lancaster, NY



What People are Saying about KMIC Silver Membership

“Dear Kris - Your trainings and teleconferences provide so much useful material. They really are a gold mine! God bless you! By the way, your suggestions for our school bulletin will be incorporated. You gave us great ideas for our newsletters!”

Sister Caridad, O.C.D
Little Flower Missionary House
Los Angeles, CA
www.littleflowerla.com



Become a Silver Member Today

Only \$9.95 Shipping & Handling



You Will Receive:

- 2 Free Months of Silver Membership
- BONUS: “Free Amazing Gift” package of training resources valued at \$554
- Go here to claim your free gifts and 2 month free trial:
www.childcare-marketing.com/freetrial
- Cancel your membership anytime and keep the bonus gifts
 - You have nothing to lose and *everything* to gain!

Email Me with Your Progress and
Success Stories!

kris@childcare-marketing.com



thank you!