

Do you know your customers as well as Target does?



Angry father clutching coupons walks in to Target and asks to see the manager:

"My daughter got this in the mail!" he said.
"She's still in high school, and you're sending her coupons for baby clothes and cribs? Are you trying to encourage her to get pregnant?"

-Charles Duhigg, *How Companies Learn Your Secrets*
NYTimes.com, 2/16/2012

It turns out Target knew something this parent did not

While you don't need to go that far, understanding your customers will improve your enrollment effectiveness

Customer profiling is something that early childhood professionals do instinctively

Location

Where are they?

- Work location
- Home location
- How do they travel to your center? Car, subway, bike?

Demographic

Who are they?

- Income
- Native country
- Education
- Age

Psychographic

How do they think?

- Interests (in addition to child rearing)
- Values
- Conservative or liberal (not necessarily political)

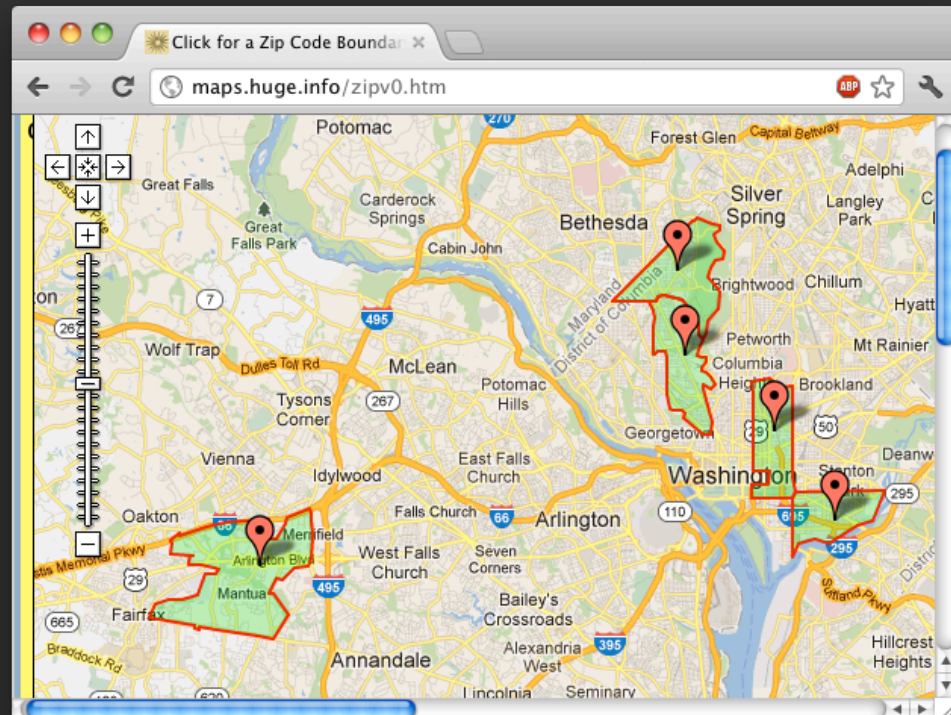
Behavioral

How do they choose?

- Who influences decisions
- How do they research early childhood education?

*"I surveyed enrolled families to figure out how they found out about us.
1 in 5 found us on Google."*

-Director, Maryland



Sites: <http://maps.huge.info/>

Beginner:

1 Fill out 2 or 3 customer profiles for your center

Childcare Center Family Profile

File Edit View Insert Format Data Tools Help All changes saved

Childcare Center Family Profile

Urban Hippies Profile

DEMOGRAPHICS	
Age	33
Estimated Income	75000
Native language	English
Family size	2
Birth Country	US

LOCATION	
Home location	Northwest
Work location	Government Center
How do they commute	Car/Bike

BEHAVIORAL	
How do they research ECE	Use Angieslist, neighborhood list serve, Google
Where are they members	Zoo
What interests do they have (hiking)	Camping

PSYCHOGRAPHIC	
Loyalty	Very loyal to eco-friendly brands
	Willing to switch child-cares from the right environment
	Very open minded, willing to try new things
Open-minded / Pragmatic	Extremely,
Influenced by peers	City Parent Magazine
Information sources	

Profile 1 Profile 2

Available for free download on <http://bumblebeehq.com/blog>

Intermediate:

2

Survey your
parents



- + Free, online, Normal
- Limited Qs & responses



- + Free, unlimited
- + Excel results
- Not Typical



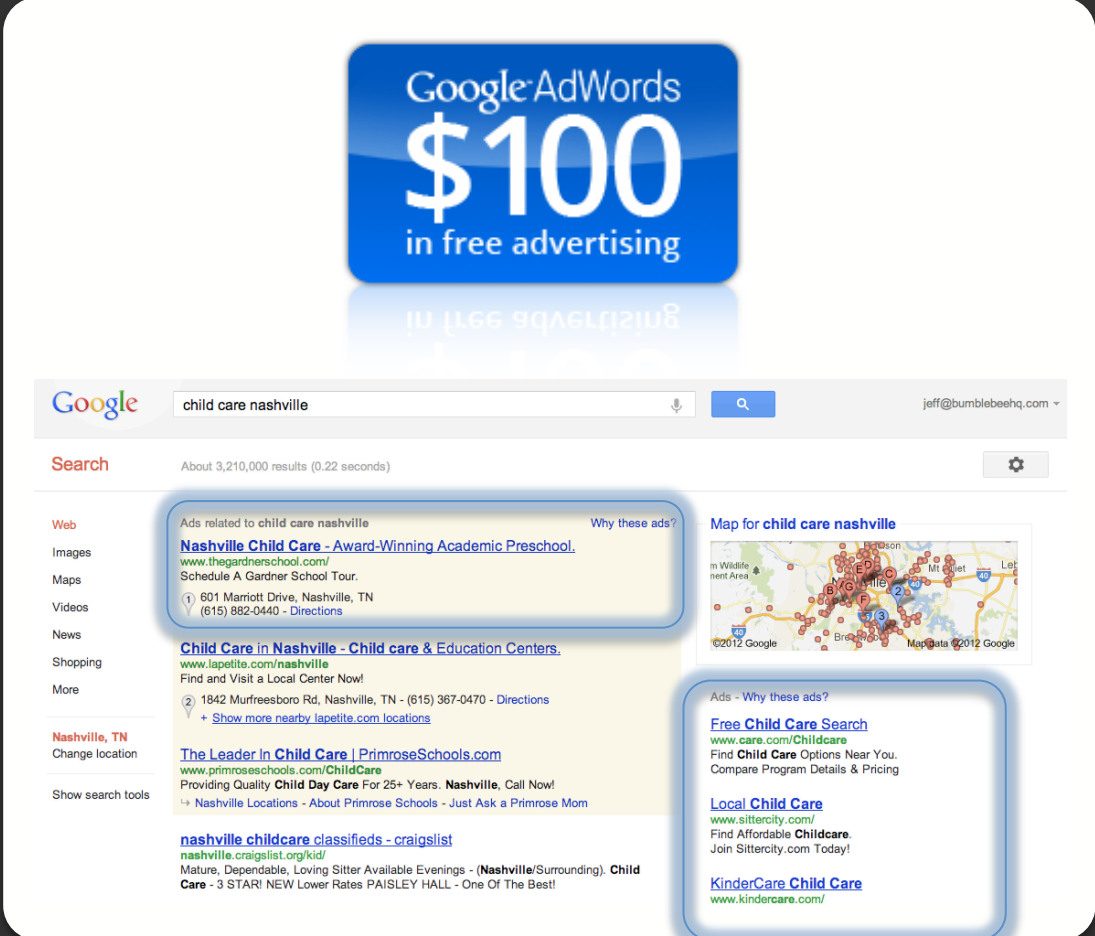
- + On your site
- Requires WordPress

Sites: surveymonkeys.com, docs.google.com (drive.google.com) Create -> Forms, WordPress users recommend plugin ContactForm7

Advanced:

3

Google Adwords Campaign – Use profiles to generate keyword for parents (e.g., “dual language child care”)



The screenshot displays a Google AdWords interface. At the top, a blue box indicates a '\$100 in free advertising' credit. Below this, a search bar shows the query 'child care nashville' with approximately 3,210,000 results. The search results page is divided into several sections:

- Web:** A list of search results including:
 - Nashville Child Care - Award-Winning Academic Preschool:** www.thegardnerschool.com/ Schedule A Gardner School Tour. 601 Marriott Drive, Nashville, TN (615) 882-0440 - Directions
 - Child Care in Nashville - Child care & Education Centers:** www.lapelite.com/nashville Find and Visit a Local Center Now! 1842 Murfreesboro Rd, Nashville, TN - (615) 367-0470 - Directions + Show more nearby lapelite.com locations
 - The Leader In Child Care | PrimroseSchools.com:** www.primroseschools.com/ChildCare Providing Quality Child Day Care For 25+ Years. Nashville. Call Now! Nashville Locations - About Primrose Schools - Just Ask a Primrose Mom
 - nashville childcare classifieds - craigslist:** nashville.craigslist.org/kid/ Mature, Dependable, Loving Sitter Available Evenings - (Nashville/Surrounding). Child Care - 3 STAR! NEW Lower Rates PAISLEY HALL - One Of The Best!
- Map for child care nashville:** A map showing the location of child care centers in Nashville, TN.
- Ads - Why these ads?:** A section highlighting specific ads:
 - Free Child Care Search:** www.care.com/Childcare Find Child Care Options Near You. Compare Program Details & Pricing
 - Local Child Care:** www.sittercity.com/ Find Affordable Childcare. Join Sittercity.com Today!
 - KinderCare Child Care:** www.kindercare.com/

1) Pay per click 2) ~\$2-\$5 per click - <http://www.google.com/ads/offers/adwordsoffer.html>

Here's what you will take with you when we finish today

- ✓ Marketing to the stages of a family
- ✓ Know your families
- ❑ The telephone is critical
- ❑ Email and newsletters are not dead
- ❑ Pricing is hard, but there's help

"THE SALES FUNNEL"

"SEGMENTATION"

"INSIDE SALES"

"DEMAND GENERATION"

"PRICE ELASTICITY"

Inside Sales

THE TELEPHONE IS A CRITICAL PART OF YOUR BUSINESS



Image by 85mm.ch via Flickr, 6-2011, downloaded 6-25-2012

LICENSED UNDER CREATIVE COMMONS 3.0

Calling Zappos is an enjoyable experience that the company feels is an investment in Marketing



All of “our customers telephone us at least once at some point, and if we handle the call well, we have an opportunity to create an emotional impact and a lasting memory. We receive thousands of phone calls and e-mails every day, and we view each one as an opportunity to build the Zappos brand into being about the very best customer service.”

-Tony Hsieh, How I Did It...
Harvard Business Review, 7/1/2010

You don't have to become a robot to handle calls well

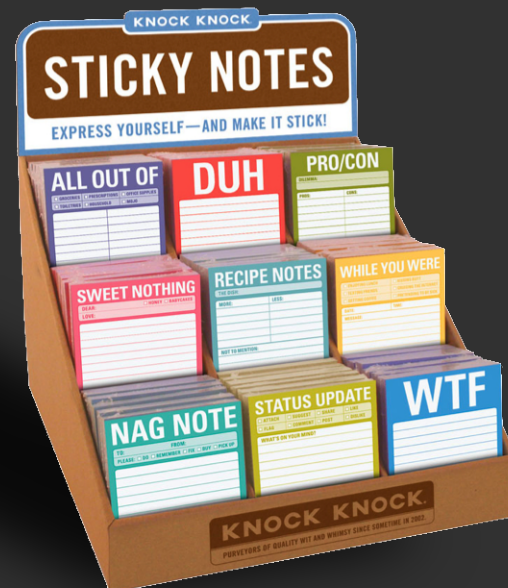
You can divide your phone “sales” into two components:

1 Receiving Calls

Unplanned inquiries that you get inside your center, including the calls you take from enrolled parents

2 Making Calls

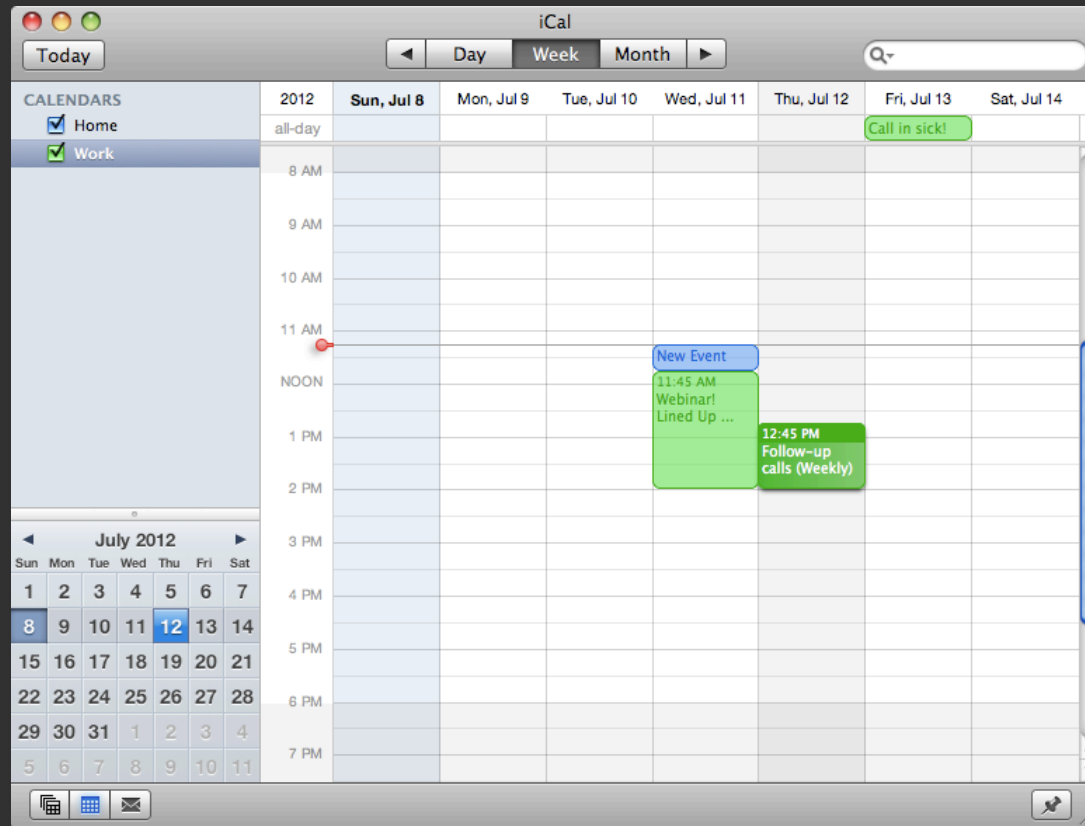
Usually in response to in an inquiry (email, voicemail) but could also include “cold calls” to local employers



“We keep a customized sticky note pad by everyone’s phone that has space for them to write vital information”

-Director, Oregon

Beginner



1

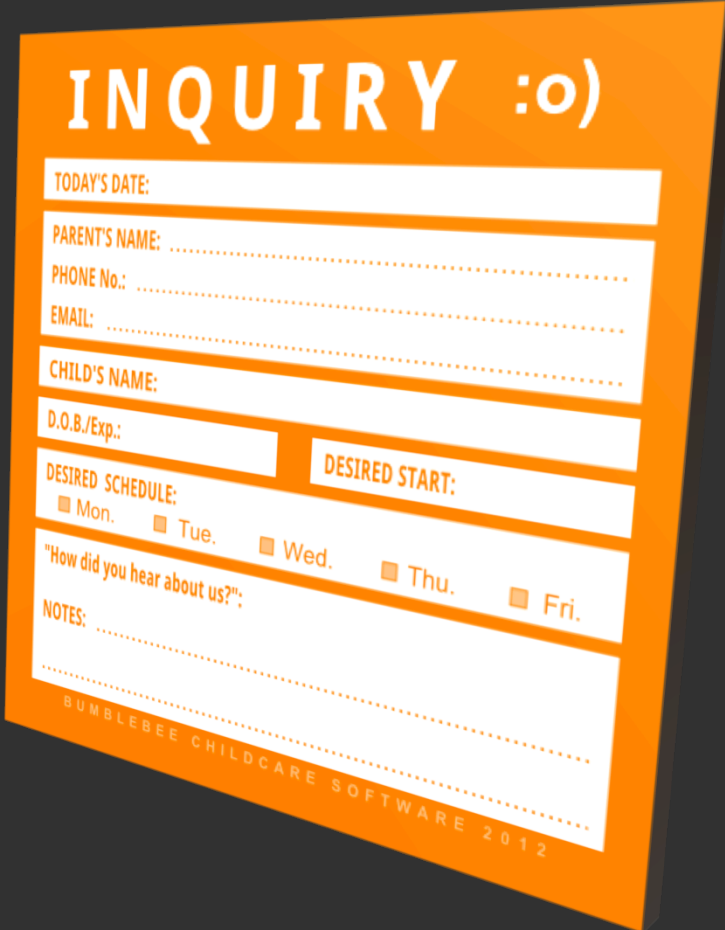
Schedule time to
make and return
calls

Other advice from Zappos: Don't hide your phone number. Make it prominent on the first page
Common tip from telemarketers: Smile on the phone! People can hear it.

Intermediate

2

Customized sticky pads



INQUIRY :o)

TODAY'S DATE: _____

PARENT'S NAME: _____

PHONE No.: _____

EMAIL: _____

CHILD'S NAME: _____

D.O.B./Exp.: _____

DESIRED START: _____

DESIRED SCHEDULE:
☐ Mon. ☐ Tue. ☐ Wed. ☐ Thu. ☐ Fri.

"How did you hear about us?": _____

NOTES: _____

BUMBLEBEE CHILDCARE SOFTWARE 2012

Ready to print inquiry sticky pad: bumblebeehq.com/blog

VistaPrint Sticky Notes: <http://goo.gl/DM0sV>, \$5/50 sheets, look for coupon codes

LICENSED UNDER CREATIVE COMMONS 3.0

Advanced

3

Call to confirm appointments



Here's what you will take with you when we finish today

- ✓ Marketing to the stages of a family
- ✓ Know your families
- ✓ The telephone is critical
- ❑ Email and newsletters are not dead
- ❑ Pricing is hard, but there's help

"THE SALES FUNNEL"

"SEGMENTATION"

"INSIDE SALES"

"DEMAND GENERATION"

"PRICE ELASTICITY"