

for Early Childcare Providers



Amberly Bucci

DIGITAL MARKETING



Agenda

- The Importance of a Strong Online Presence for Early Childcare Providers
- Top 7 Digital Marketing Channels
- Tips to to Boost Enrollment
- Creative Content & Video Storytelling Ideas



The Power of Digital Marketing

- Boost your visibility
- Build credibility
- Laser target your ideal customer
- Connect with your audience
- Boost enrollments and revenue
- Measure data and make improvements

Website Design Social Video Media **Digital Marketing** Email **SEO** Marketing Content PPC Marketing

The 3-Step Process

for Digital Marketing Sucesss



What's Your Story?

Build out content to share your story.

- Photos of your center
- Testimonials from parents, educators, and staff
- Video tours
- Photos showcasing your curriculum



The Founder's Journey





A Message From Our Founder



Parents and community members,

For more than 25 years I have had the privilege to serve students and families in education. As educators, we are given the opportunity to impact change, shape young minds, and help mold our future leaders. I believe there is no more noble a profession than education and no greater responsibility than developing young minds.

It was with this heartfelt commitment to see students reach their fullest potential that Sun Valley was launched in 2009. We opened our first site with a vision to be a place of love, learning, and leadership for all students. Today, these basic pillars continue to guide our interactions with each child, family and community we serve. Sun Valley Academy is a school that students and families are proud to be a part of. It is a place where love is at the center of what we do and defines who we are. I recognize that this is not a term typically associated with education, but I am certainly a believer that we need more love in our world today and our children need to feel safe and have a sense of belonging. Through our heartfelt efforts to educate the whole child, we find that students thrive through positive



Busy Professional Parent - Emily:

- Demographics: 35-45 years old, working professional.
- Pain Points: Limited time, seeks convenience.
- Goals: Quality education for child, convenient location, after-school care.

Website Design

A way for parents to contact you to learn more – Contact forms, phone number, email, and address.

Your enrollment process - What does your enrolment process look like?

A window into your center – Photos of the classroom, highlights of your curriculum so that parents who access your site can get a feel for what it's like.

Pricing and services offered – An overview of what services your center offers.

Highlights that make you stand out – Tell your story on what makes you stand out. (Parent testimonials, quality rankings, childcare software you've implemented, etc._

Unique Selling Points

5 Reasons to Choose Open Doors Preschool

ESTABLISHED HISTORY

L_R_0_______

With over 16 years in the Lehigh Acres community, Open Doors Preschool has a proven track record in early education.

QUALITY CURRICULUM

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The school uses the Funshine Express program, a comprehensive curriculum promoting early development and academic readiness.

GOLD SEAL ACCREDITATION

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Open Doors Preschool is a Gold Seal Accredited Facility, indicating high-quality

standards in early education and childcare.

TRUSTED CERTIFICATIONS



UNIQUE EXPERIENCE











Fun 4 Sarasota Kids https://fun4sarasotakids.com > Education-Childcare

Preschools and Child Care Centers Non-Faith Based

This page lists preschools and child care centers that are NOT faith based in the Sarasota and Bradenton. Florida area.



Target Keywords



The Jop Best Preschools in Sarasota, FL 2024 | View Prices

55 Sarasota Preschools · Find quality preschools in Sarasota, FL. Compare prices, read parent reviews, view photos, and more.





TOP 10 Preschools in Sarasota, FL | Compare Prices

Preschools in Sarasota, FL; The Learning Chest Inc. 447 N Lime Ave Sarasota, FL 34237.

Starting at \$165/wk; School Ave Child Care Center. 823 S School Ave

> ★ ★ ★ ★ Rating: 4.6 · 7 reviews



Fun 4 Sarasota Kids

https://fun4sarasotakids.com > Education-Childcare

Preschools and Child Care Centers Faith Based

This page lists **preschools** and **child care centers** that are faith based in the **Sarasota** and **Bradenton**, **Florida** area.



Yelr

https://www.yelp.com > Yelp > Education > Preschools

THE BEST 10 Preschools in SARASOTA, FL

Top 10 Best **Preschools** Near **Sarasota**, **Florida** · Learning Academy of Sarasota · Forty Carrots Family **Center** · Lakeside Academy and **Preschool** · Bright Beginnings ...



Childhood Learning Center | Sarasota, FL | Shining Stars







Post

Video

Story







CONTENT MARKETING

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DIGITAL MARKETING

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