

STRATEGIES TO REBUILD ENROLLMENT



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EFFECTIVE MARKETING DURING COVID

-
- Making Customers Feel Safe
 - Most exposure for least effort
 - Most exposure for least cost
 - Easy to keep consistent
 - Attracts the right crowd
 - Drives enrollment

WE ARE OPEN

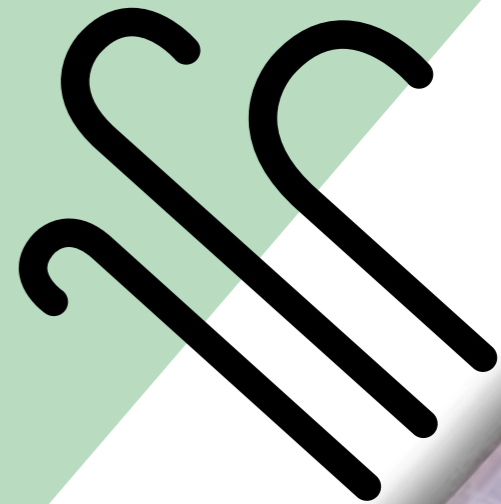
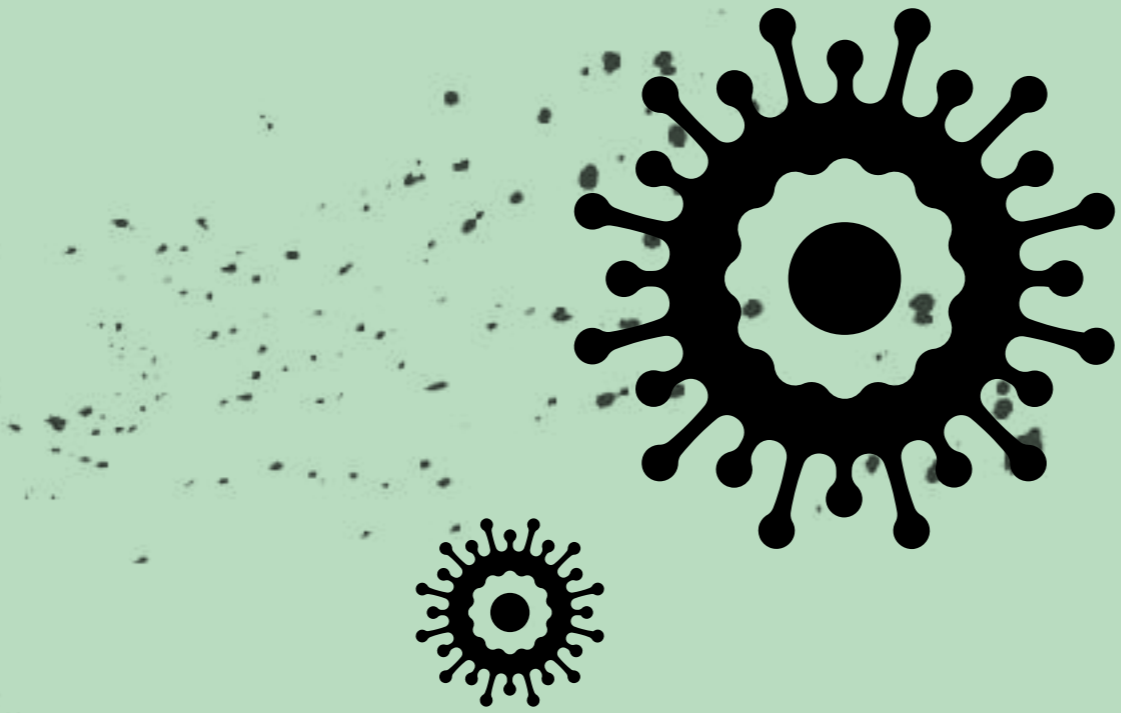
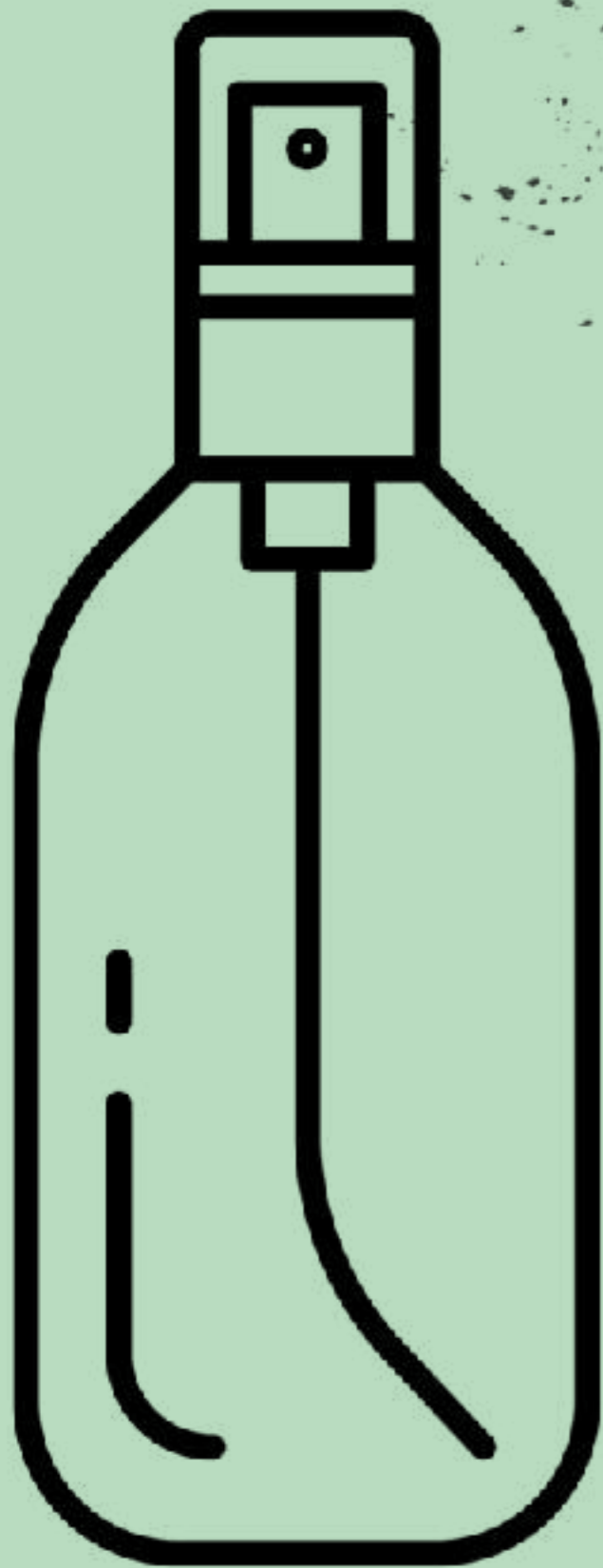


Learn how we are keeping safe at nookdaycare.com/covid

PROGRAM GUIDE



Update marketing materials with QR codes at local shops and businesses



Health-conscious promotional products

A-FRAME SIGNS

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- People don't look to the side when driving they look ahead
- People can see better at street level
- Tons of free daily exposure
- Ask other businesses for permission too
- Health & Safety Info + Marketing Info



GOOGLE ADS



- Use search terms customers use - i.e. daycare
- Include Covid protocols
- Hire a pro
- Call rail tip

Highest Rated Infant Daycare | For Ages 6 Weeks To 8 Months

Ad nookdaycare.com/Infant-Daycare/Bucktown

Our daycare center offers everything you could ever want for your child and so much more. Reduced class size, masks worn, increased sanitation and indoor air ventilation. Call now!

[Our Philosophy](#)

[Enrollment Inquiry](#)

[Bucktown's #1 Daycare](#)

[First Day Needs](#)

ONLINE REVIEWS

- HIGH level of trust
- Ask clients for them (& to mention covid protocols)
- Celebrate them with staff!
- Put on your website
- Print them in your center
- Put on your website

The Nook Daycare - (New) 23 Photos & 13 Reviews ...

<https://www.yelp.com/biz/the-nook-daycare-chicago>

★★★★★ Rating: 5 - 13 reviews

13 reviews of **The Nook Daycare** "It's not easy dropping off your baby somewhere for the day, so it really helps when you can be assured he/she is in good ...

The Nook Daycare 2 - 11 Reviews - Child Care & Day Care ...

<https://www.yelp.com/biz/the-nook-daycare-2-chicago>

★★★★★ Rating: 5 - 11 reviews

11 reviews of **The Nook Daycare 2** "Our daughter has been at Nook since she turned 1 and she loves it! The teachers and the Director, Kayleigh, are all great!

The Nook Daycare, LLC. - Home | Facebook

<https://www.facebook.com/Places/Chicago, Illinois>

★★★★★ Rating: 5 - 5 votes

The Nook Daycare, LLC. ... Rated 5 based on 5 Reviews "Our son is two now and has been going to The Nook... Pure Barre (Chicago Bucktown Wicker Park).

STAFF COMMUNICATION



- Provide clear expectations
- Meet regularly & be present
- LISTEN FIRST
- Build rapport and respect
- Appreciate them



- ✓ Be clear, consistent and timely
- ✓ Celebrate (everything)
- ✓ Build the loyalty fence
- ✓ Specific Examples

PARENT COMMUNICATION



COMMUNICATION WITH PROSPECTIVE PARENTS

- Effective tours
- Lead tracking
- Social media is your friend

SURVEYS AS A TOOL FOR COMMUNICATION

- ★ Staff surveys
- ★ Parent surveys
- ★ Classroom surveys
- ★ Checklists & follow up

"If you cannot measure it,
you cannot improve it."

- Lord Kelvin

BIGGER PURPOSE AND VISION

- Know it
- Believe in it
- Make it contagious



THE END GOAL IS TO MAKE EVERYONE A FAN

F - First impressions

A - Always be engaging

N - Now and forever



PUT TO PRACTICE

- Individualized gratitude and value
- Each person on your team brings something special every day
- Specific examples



BE FLEXIBLE...

- Listen for demand for more flexible types of care in today's economy (our Hopping In Story)
- Your inventory is valuable.
- Consider current customers who may want more days of care
- Allow waitlisted families to book days



BE FLEXIBLE...

- Consider allowing drop in for an increased fee
- Many people who start on a small basis with you will increase their trust and business with you
- Let parents mark themselves absent to create even more inventory





THANK YOU!

FILL EVERY NOOK & CRANNY IN YOUR CHILDCARE WITH...

Hoppingin.com