

Marketing

4-C's Mission is to promote children's well-being by advocating for quality, affordable child care. We support parents and those providing child care by offering information, education, resources and services.

*Serving Carroll,
DeKalb, Lee,
McHenry, Ogle and
Whiteside Counties.*

4-C: COMMUNITY COORDINATED CHILD CARE

DeKalb
155 North Third Street,
Suite 300
DeKalb, IL 60115
Phone: 815.758.8149
Fax: 815.758.5652

McHenry
667 Ridgeview Drive
McHenry, IL 60050
Phone: 815-344-5510
Fax: 815-344-5520

website:
www.four-c.org

Funding provided in whole
or part by Illinois
Department of Human
Services



Every child care provider can benefit from marketing their services. Remember that this is **your** business, you always want to remain welcoming, professional and courteous.

Create a Business Identity

- Create an original business name and logo and register it with your local County Clerk's office.
- Use your business name or logo on promotional materials to be distributed in your community; including flyers, business cards, and newsletters.
- Open a business checking account for your child care and order business checks using your logo.
- Create children's t-shirts with your logo for the children to wear when out in the neighborhood or on field trips. Not only will you be able to identify the children in your care quickly, but it is also great advertising for your business.

Promote the Benefits of Your Program

- Embrace your originality. Look at the needs in your community and market the reason that your child care is different (evenings, weekends, later hours, special curriculum, etc.).
- Market your credentials to families looking for child care; including any classes you have taken, certifications earned and Quality Rating System (QRS) star level.

Community Resources

- Connect with 4-C and keep your profile updated for child care openings and information. Talk to 4-C staff about how to attract new families.
- Attend local family child care association meetings. Get advice and encouragement from other providers.
- Become a member of the local elementary school PTA and other organizations to make your name and face recognizable.

Special Offers

- Create coupons or offer discounts for your services.
- Offer a free day of care or free night out to families who refer clients your way.

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Utilize Technology

- Create a separate email account for your business using your business name.
- Set up a web site to promote your business using your business name. Free domain names are available through GoDaddy.com or pay sites such as Smallbusiness.Yahoo.com.
- Maintain a Facebook page advertising openings, showcasing activities and special events.
- Leave a short, professional, and friendly message on your voice mail. First impressions are lasting.

Promotional Materials

- Print up business cards to hand out wherever you go. Keep them with you at all times.
- Hang flyers advertising your child care program in libraries, book stores, grocery stores, resale shops etc.
- Distribute your flyer and business cards to local real estate agencies and apartment complexes to hand out to new clients and those who are new to the area.

Make your home appealing to potential families

- Clean your home inside and out. Maintain your home and landscaping.
- Make the entry of your home welcoming for children by putting children's items at a child's level.
- Showcase photos of children (with parent or guardian permission), and your daily activity schedule.
- Take families on a tour of your home. Show them what makes your home a safe, fun, and creative place for their children.
- Compile a photo album or scrapbook of your child care home. Include typical, everyday activities as well as special events.

Provide Quality Care

- Provide quality child care. Positive “word of mouth” from families using your care is the very best advertising.