

## Your 2017 Child Care Internet Marketing Plan

Well good morning everyone today we're going to talk about your 2017 Internet Marketing Plan and we're going to learn how to maximize your web presence using the latest internet marketing strategies. If you stay till the end, we'll be providing you a couple of gifts here just for your staying engaged and involved through the end of this webinar. First we'll be sending it out of checklist on the ten key online marketing steps you need to take for success. We'll also be sending out to this nice little graphic which defines from 1 through 9 exactly the steps that you need to be taking for your overall web presence, to have your name out there everywhere and then finally we'll send you out the top 40 keywords that will help you get your phone ringing both [00:57] for SEO and PPC and that list may be a little bigger than 40 we're still compiling a new list. So really need your attention. Please turn off your cell phones, turn off your Facebook.

If you're a childcare center owner or director and you're serious about getting results in 2017 the next 60 to 90 minutes will change your life. So who am I and why should you listen to me? First I enjoy helping others achieve the dreams. I relate to entrepreneurs because I am one and I have bought, sold and operated over 10 businesses. I've spoken on Kris Murray stage and Julie Bartkus' stage those are both childcare conferences that are out there. I'm a certified online marketing strategist for the local internet marketing association and I also do business consulting when they help businesses both offline and online. So it worked with me in the past you probably have some recollection of when I provided you just general business advice not just on marketing advice but people are saying, my former partner Mike Fitzgerald [02:08] thinks outside the box to facilitate others dreams and reach their potential. So that's one of the people I've worked in the past.

Christine Whitmarsh is an author and has been a business consulting client that can she says there are very few people in the world with skill, division, knowledge, business intuition that makes them worthy of being introduced as a true game changer. So I'm going to stop there you can read the rest. So what are you goals for 2017? Everybody needs a goal and what I like to do is quote Dr. John Maxwell here; your future success depends on your daily agenda. What I like to say is your daily agenda must include action steps to achieve your goals. So, by having goals you're able to set daily actions weekly actions and put those in place so that you can achieve your goals over time. So what we're going to do today is help you start up your goals for 2017. So the first one we want to talk about and in your workbook please write down, what is your revenue target and then if you would in the chat box just go ahead and put some idea what your revenue stream is going to be for 2017 and what your target is going to be that would help me get a sense of how the group shakes out. How much is this monthly? So, you may think of it in an annual basis you may think of it a monthly basis so if that's I think of it please write down. How many tours and

enrollments will that require? So this industry is a little bit unique in that there's really two measures some success that I consider,

[04:00] well it's actually three number of calls but how many of those calls turn in the tours and then how many of those tours turns in enrollments. So how many will you require on a monthly basis to achieve a monthly goal and overall that revenue target and so in your case you should also have broken down enrollments in tours by month. So in January, if you need eight new enrollments for example, and in July you typically only get two new enrollments, make sure you adjust that so you actually are tracking what's reasonable your average enrollment value so you can think about that. That's a combination of before-school, after-school, full-time care part-time care what is your average enrollment and if you really want to get fancy you can break down your enrollments into two goals which is how many full-time enrollments do you need, how many part-time enrollments you need and if you really want to get detailed you can also break it down to before and after school program of how many enrollments you need there.

I'm just going to do a simple example when I get done here just so everybody can see it and it will be on the replay so you can calculate it for yourself later if you struggle with the numbers. The other thing you want to know is what's your lifetime value of a customer. So when a parent comes through the door how many months are they going to stay, can your child care center on average? So you want to know what that number is and then you also want to look at how many staff members you'll need to hit your goal. The reason staff levels are important here is if you have a room that's a partial capacity and all of the rusty rooms are full for example you want to turn it all here marketing to fill up that partial capacity room. Let's say the toddler room and if you have 12 openings in there and your toddler room, you'd be better off the market to fill that up because every other one of your rooms is going to require an additional staff member which is a pretty significant expense.

So here is my example. So, what's your target revenue? 1.5 million. How much is that monthly? Breaks down to a hundred twenty-five thousand a month. What's your average enrollment value? For this example, I'm going to use thousand dollars' average enrollment value. How many enrollments with that require and so it's not a simple math equation here? It's now we have to count how many openings that you have and then multiply it by the transaction value of a thousand dollars. So in this case we have eight thousand dollars or eight openings then what's a lifetime value, in this assumption we're looking at child stays for 24 months and for twenty-four thousand dollars is what the value of one child is and remember every one of your centers will be a little bit different and then how many new staff members will you need to achieve these goals? And in this case of my example you need two. So you need to calculate that out. So this is a really big deal because without knowing these numbers how can you set goals. Oh in a perfect

world like I say you want to how much of this monthly goal you can just use a round figure for every month and remember this one hundred and twenty-five thousand includes the currently enrolled children.

[08:00] so in this case it tells me I've got 125 thousand, I've got eight openings. My current enrollment is \$17,000 or monthly income on average. So you want to take that into account. And then what's the capacity that you need to be out to achieve these goals. So each center is different your cuff structures are different but in my example I'm saying if you need 85% or more to hit your goals then these numbers would work. If you need 95% obviously your numbers are going to be higher because your goal would be closer to nine or ten enrollments every month versus the 8 that we used in this example. So now we need to look at how many leads we'll get. So can somebody tell me how they track their leads, do they use a spreadsheet or are you using some kind of CRM tool, would help me understand this group a little better. So in your chat if you've typed in how you're tracking your leads that come in, how you're tracking your phone calls, how are you tracking your tours and finally how many of us enrollment. So [09:23] spreadsheet we need to look at what your average conversion rate from our tour is. So from a call to a tour you're getting 50% conversion rate at that level you need 24 calls to get 12 tours. And then what's your average conversion rate from tour to enrollment. And if you're at 65 percent that will get you 12 calls per month and it will get you eight enrollments.

Again each month will be different because I know you have higher enrollments here in typically December, January, February even into march and then the enrollments drop-off if children graduate, move on to summer programs only, those types of things. So what you are looking for though is, every month how many call do you need coming in the door? How many walk in tours? If you take walk in tours, how many do you need? I don't have that on this example but you should take that into account and then how many of those as the percentage turn into an actual enrollment. So the more you track these numbers the better you're going to be able to manage and use your marketing plan that we'll talk about here shortly. Well the other one is using PROCARE. So spreadsheets, PROCARE there's a variety of ways in which you can track it out there in the childcare niche. So what is the average conversion called the tour enrollment? If your numbers are from call to 2 or 50% and some tours enroll in 75% and I'm sorry I missed this but should 65%. If you know the numbers, then you are going to be able to start forecasting your income at the highest level on your profit [11:30] it doesn't really impact your expenses other than you have variable expenses that will come up as you have your children but that's something else to consider. If you have openings in every single room, what is what they call your marginal cost at child and so oftentimes that marginal cost is simply their meals, their workbooks and a few dollars towards toiletries and things like that.

[12:05] So oftentimes I work with customers to figure out what the marginal cost is because that will help us define what kind of special to run. So if you are at marginal cost and one new student and you need million teachers or no other significant expense then you can run a four-week free ad because it's going to cost you \$400 maybe max 100 dollars a week for some of you then depends on what your overhead costs and stuff are but typically it's anywhere from a hundred to two hundred fifty dollars per month actually. So you run that first month free and then in the second month and beyond you have the ability to charge your full rate. Much better to do that and give a discounted rate over the whole time. So what are your goals for 2017? Let's look at the fundamentals. So we need to look at your market; who you're going after. Your message; what are you saying and then finally how are you getting that message out there to them. To do that we need to look at your ideal customer and so today we're going to talk about avatars and avatars are simply a description that goes into detail about the demographics which is their age, their race, where they live, amount of income that's your demographics. But then you also get into psychographics; what are their pains and frustrations, what are their fears and implications, goals and desires and dreams and aspirations? And this isn't just about child care, it's about all aspects of what they do.

So let's look at this. So demographics, we're going to do this for dual income earners. So they're both working and they have a child or two in the childcare center. We'd like to see them to be a homeowner 23 to 35 years old is a pretty good age range and remember you're going to have to adjust this how your demographics work out for your dual income or profile typically female making the decision married with two to three children anywhere from 1 to 3 in childcare. Sometimes they can be the head of household. 65,000 plus an annual hustle income. Again if you're on the west coast that may be a low number, if you're in the Midwest 65 thousand is probably a pretty high household income. So you need to work at understanding what their income levels. You want people that are family oriented. They possibly like gardening crafts and arts so they're going to appreciate the different activities that you do to help educate their children. A lot of times they're going to live in the suburbs and they're going to live in an upper-middle-class neighborhood and they have an interest in the community.

So those are all demographics about the individual but now we need, and so that's do learners so you also need to do a profile an avatar on single parents for example. You need to do an avatar on one income earner where the significant other stays at home during the day. So, they would typically be the ones you're promoting for part-time care because I may not do full-time care and then others that fit into there, which might be grandparents is here in an area where you have others raising children.

[16:03] So grandparents, uncles, aunts, those types of things you want to do a demographic for them as well and why this comes into play, where this comes into play is for example, how you advertise and Facebook would be a great example of how this comes into play because you can actually run four distinct ads there; one for single parents, one for dual earners, one for single earners and the other group which is an older crowd because the ad that you show in Facebook for example, if it's a single mother you're going to want to show an image that relates to a single mom with a child. You're going to do a dual earner, you're going to typically show husband and wife and a child. If you're doing the other group your husband and wife or grandma and grandpa are going to be older and so the age of the picture of the caregiver needs to be not 23 to 35 but probably 45 to 60 so you need to take that into account as you do for example, Facebook advertising. That applies to all other types of advertising that you're doing out there. Then you want to look at their pains and frustrations. They need childcare, that's a pain. They're worried about the quality of the care that they're going to get. They're worried about hours of operation and match their work schedule. They take into account the preferred location. Do they want the childcare center to be closer to their home or closer to the work or do they want to the midway point where both the husband and wife can share the duties of picking up and dropping off the child? And so those are all pains and frustrations that they have to go through and most the time they're too busy to deal with finding a new center. So you have to have some kind of incentive and the bigger the incentive the more likely you're going to draw somebody who's already got a child and care who's frustrated, you're going to draw them out and bring them over your center. So that's pains and frustrations.

Next we look at fears and implications: what's the value of their education [18:33] value of the cost of the education compared to the education actually provided and she's going after children that want to be in the preschool environment versus say a daycare environment you've got to show your value and everything that you do. Their fears are also about new babies. Is that baby going to recognize them when they show up at the end of every day? Safety. Is the center safe and secure and well-being will we get along with other kids and will they enjoy their time at the center? So you need to address these fears and the implications related to those fears and then goals and the hours. Their goal is to find a childcare center that works for them so they don't really care what your hours of operation are or what you provide. The first thing they have to make sure that hours of operation for example, work for them otherwise if your hours are to a limiting factor, excuse me. They're going to move on and find something else. There are other goal or desires or ability to sleep peacefully at night. So is their child in a safe and secure environment and they go to bed not worrying about that.

[20:02] The other thing about this customer avatar is they like to take care of their family. They're very connected, they want to have healthy kids happy and successful children, they're always looking at ways to spend more time with the family and they like to travel and have fun with the

family, they're really respected and approved by friends, family and relatives. Always looking for peace of mind and then on the specifically child care, they're looking to make sure the child care will help reach the developmental milestones out there and then the kindergarten readiness test that exists in some states and what that means is if you can see you learn their parents through their eyes then you can create content that connects with the dual earner parent. So if your [20:50] gets a message match is a good fit for dual earner they feel like you're talking directly to them and that's what you're trying to achieve in your marketing message that you'll put out there. Then you want to craft your message. Why should someone choose to do business with you instead of the competition? Okay, again in the chat box, can you type in just one reason why they should choose you over the competition? Alright, I need somebody to chime in here. Why should they choose you over the competition? We talked about hours of operation. We talked about safe and secure environment that the problem was saying safe and secure environment is that everybody says they have a safe and secure environment. So what specifically are you doing. So Kevin says, they're doing the keystone star floor program. It is the highest grading a preschool program and achieving Pennsylvania. There's another one that says I have earlier most and later than most from 5:30 a.m. To 6:30 p.m. So that's a great example. Another says I have a swimming pool, you know, swimming pool, a gymnasium, those are different differentiators that you can talk about in your message. And then what benefits the offers that our customer that will resonate with the avatar that you defined. So you want to be looking at that as well. Let's see if we are in here.

So benefits, we provide all means of communication for the family and then also help the children outside the center by providing resources and that also helps the parents. So you want to be looking at basic questions; what do you want to have in your message and constantly refining the question that I like to ask is, helping who do what. So helping parents with safe and secure job care, helping parents achieve preschool readiness, helping children achieve preschool readiness, helping really what always works here to help you define your message as well.

[23:56] other enrichment programs are a good example here, dance, basketball, Spanish sign language, tumbling classes and that's all in the total weekly price. So that's another way to do it as well. We have our exceptional customer service and staff with longevity as a rotation of staff. So you want to talk about that. What's the average you know education level of your staff, what's the average time of your staff has actually been a part of your center because if you can say the, you know, majority of our staff members have been with us five plus years that's going to definitely reduce the stress that the parents going to feel is going to feel as they move forward.

So messaging that works, safe environment, bills and facts, papers provided, convenient hours, kindergarten readiness. Those are all messages as well as the ones I've read off here. Kids that

are healthy happy and successful so those are all and you want to make your case, we need all state requirements or standards. Our nutritional meals are prepared by our certified in house cook or provided by outsourced meal provider. We want to make it as stress free as we possibly can open from 6 a.m. To 7 p.m. For your convenience. So play with your hours, look at, you know, draw a four-mile circle around you and look at the major employers within that four-mile circle and are you open 30 minutes before the start time of that major employer and are you staying at least 30 minutes after the closing time of a major employer. Now all the sudden will allow you to go out to that major employer and talk about the benefit that you offer that we're here so you have plenty of time to drop off your child when you have plenty of time to get there at the end of the day and pick them up. Then we talked a little bit about this with highly trained child care providers. She talked about their training and again how long they been with the team. Those are all things that can make your case for what you're talking about.

Now let's look at media. So we talked about marketing message and now we're going to look at the media. So your website is the hub everything starts and stops through the website. When you're looking at LinkedIn, twitter, Facebook, YouTube and others and so you want to make sure that your website is set up to convert. The two basic rules of thumb is that you want to have your phone numbers in the upper right hand corner and I often hear from multi center locations well it can't be done so I show this example here where we have three different locations that we're able to display the phone numbers for each individual one. You'll also see down here there's an opt-in box for the 12 factors to consider when choosing a childcare center so they're striving to get a childcare center on or two to sign up. Sorry about that. So what we want to do is we want to be able to see if this conversion optimization really has an impact. So in this particular customer that we have and again these numbers will vary depending on the size of your city where you're located and then how much of a web presence are you currently working on.

[28:00] So it can vary but the number we want to look at here is all and in the 30-day window 2600 people came to this website. A big reason this one shows that number of users if they are also doing pay-per-click advertising and I believe Facebook advertising so that gets your visitor count up dramatically. So you want to look at that and then you want to look at, does your website speak to your target avatar. So once you build out these four different avatars you're going to see many things that are common. So does it address their fears and does it speak to why they should choose you and this should be above the whole as plus up above the top of the website as possible. Does your website have real authentic images of your team to the homepage and throughout the website? So we always can start a website with stock photos but over time you want to be adding real images of your center as I walked through the door as a parent with a child what i saw on the website it's what I want to be able to see when I walk through the door. So if you have a slider show the front entry to your child care center, show the reception desk, show some rooms in there in your slider would be examples of how you can do that and get on

the home page. It's really important and this is a new thing we're going to start stressing in 2017 so get that more video on your website. So the new thing we're starting out as adding website welcome videos onto your homepage. Each of your programs pages should have a video discussing how your program works, what's a typical day and that should go on the program pages and then a video explaining why someone should contact you rather than the competition.

So you want to put down on there. So these are all things that will help with your conversion. Do you showcase your online reviews probably on the homepage? So if you have a reviews you have some kind of widget on your website and we'll show those reviews so people can see them. Do you make it easy for them to take action and get in contact with your center that's why you want those phone numbers in the upper right hand corner and you also want the opt-in box and then finally down at the bottom you want to call to action giving them instructions again how to call you, so the basics; phone number in the upper right hand corner making sure that the web form is there and then adding credibility with authority symbols that are business you may see Kevin your four star keystone program any of those credibility things that can show that you're different than your competitor. These are all things that will help with your conversions and then at the call to action on the bottom of each page it should speak to the customer's avatar and tell them exactly what to do next.

And then finally do you have tracking in place. Call tracking, google analytics. Do you track the average cost per call and the cost per tour? So if you're spending \$1,500 a month between your different marketing programs are you tracking a number of calls, the number walk-in tours, number of two are set by calls and then finally enrollments and then identifying what is your average cost per call cost per tour because if you know that it costs you \$100 for example on average to go from a call all the way to enrollment.

[32:00] then we know that if you're spending \$1,500 you should be consistently getting fifty new enrollments every single month and again the more you break it down the better but the first thing I recommend is just start the track then create your own simple dashboard to measure these results. So if you're working with a professional group you should be provided these results monthly they won't know the average cost per call but from the other data they provide you, you should be able to figure that out or just grant a simple excel spreadsheet that tracks all in this information. What's set out there oftentimes is what gets measured gets done so you want to be measuring your results and remember it's more important to start tracking today than it is to get it alright initially because if you start the tracking and if the only thing you do track that we're calls that you get every day and how many of those turned into tours, track number walk-in tours that's going to start to get you some numbers do that for a month and then look at your google analytics and you'll be able to fill out the rest of the information and again there is a seasonality

of child care so make sure you take that into account for your best season and your worst season and if it's too hard to track every single month and you might consider just tracking quarters. Figure out what your average enrollment is going to be for the first quarter of the year the second quarter or the third quarter or the fourth quarter and work out those numbers but you got to have some numbers here to tell if your marketing dollars are achieving the goals.

So call tracking can tell you a lot of things so here in this particular case in this window of time here there was a hundred and twenty-nine calls. Ninety-nine of those were unique and of these calls twenty-one came in between nine and ten 7:00 a.m. Had seven team calls but interestingly enough six a.m. Have nine calls. So the question I would have there that would be they're called tracking numbers these are unique numbers that only show up when they search for your website so in perfect world these are people looking for child care. So the question I am just based on these numbers and this particular instant do they have a dedicated phone person for lead for at least 7 a.m. Maybe even 6 a.m. Maybe that person just needs to come in lock themselves in the building and enter the phone for that first hour today before you let people come in but this kind of tracking is what can help you decide to be a dedicated person from 6 or 7 a.m. Till phone calls start to drop off which is typically noon or one o'clock. Everybody's profile is going to be different depending on where you're at in the country.

So, so far we talked about getting a clear goal and harder for 2017. We've got some clarity around the basics which are market message and media and those all have to match up on our line so that when somebody goes on for example, your pay-per-click ad and read the ad about taking care of your child as a grandparent, when they click down that they should land on a specific page that talks about things the grandparent is concerned about if you break it down that way. You also can break it down just by programs that's perfectly fine to do that as well especially until you get your avatars worked out and I should add local chakra marketing next year 2017 is really working with our customers to get those avatars developed and provide those to our customers.

[36:01] and we make sure that our website is optimized for conversions and then we set up a simple results tracking dashboard excel spreadsheet is a minimum and if you use some software that provides that data, take your time and learn that software. It's an interesting thing about different kinds of software applications. Oftentimes when we buy and we're all excited about all the things that the software offers and then all of a sudden we get bogged down and we stop trying to implement a hundred percent of our top one a couple years goes by and then I would suddenly decide to track for example, tracking instead of going back and reviewing what upgrades and changes with been made in the software and the testing detracted they're like PROCARE for example, we just go out and we build another system buy another software.

So I always try to use the systems and processes you have so you're not sure if your system will do that take the time to check and figure it out. So now we've got this diagram here to help you understand where you need to start in your marketing and where you need to go. We have nine specific blocks and if you're already doing some of this then you may want to go back and fill in the gap on the parts that you're not doing. So we start here with our foundational. So you need to make sure our copy on our website is strong it's written for the target avatar and it's ready to convert. Then we need to do the on-page SEO. So the title tags on you website? Are they correctly set up? Is there an upward town on each and every page? So work count always comes into play and why it comes into play is typically our customer doesn't have a big enough budget to be able to just have a fancy homepage with no word but we depend on google to rank those keywords and so we say your homepage needs to be at least 350 words and lots of absolute minimum. So make sure that your home page has content on it and then it's well optimized as well. Building links: so there's a lot of ways to build links from building your link from your yelp back to your site, from your Facebook back to your site and I'll discuss a few others and others another slide here. Are you blogging? Are you fitting the blog posts out there at least twice a month and then are you working on their reputation? Are you sitting down once a month and asking your customers to give you a review? If you don't proactively answer this, it's just not going to happen. So that's the SEO component can we look at social engagement.

So are you engaging with Facebook, Pinterest, twitter, google+, Instagram, snapchat wherever you find your customers around looking about are you engaging every single day on Facebook and at least three times a week and all the others. So you, step one difference foundation correct then and socially the engagement but look at doing social media ads on Facebook and Instagram. This is the most targeted advertising you can do for child care center and again as you develop your avatars you can do multiple different ads where, you know, you have a budget for each one individual one and your management fee will be a little bit higher but if you've got individual ads to each of the avatars that'll be great.

[40:08] then we want to step you up into doing google AdWords and Bing search the PPC specific ads that are out there and then in 2017 we recommend that you're starting to do retargeting. So retargeting is just also known as soccer ads so you all signed up some place for what the home depot's website or whatever and now you're seeing Home Depot and your Facebook and you see Home Depot on every other search that you go to. So you want to put into place for targeting, once you've got your SEO up and running, once you're doing good social engagement pushing through good social media advertising on Facebook and doing pay per click advertising because all of that information is gathered here is people coming to your website is used to do this reputation, I'm sorry, this retargeting. So this is easier so now we up in the fifth step we're going

to look at reputation marketing so we've done reputation over here monitoring in our foundational stuff but now we need to look at repurposing and distributing the content. So if somebody put up a great online testimonials or review or whatever we want to capture that review and then for example, if it's a good review on google so it captures our image and you want to take that image and go out and put on all your social media accounts. Hey look what somebody said about us this week. So that's the next thing you want to do you all got less of emails of your existing customers and you also have a list of anybody that's opted into your form or ever signed up for any kind of waiting list or whatever so you want to be emailing everyone at least once a month as a minimum and preferably twice a month [42:07] tool turnout if you using childcare CRM it works get response works constant contact and there's many other ones out there. Just gather your left and start emailing and as you start emailing you will start to get responses back and you can have email surveys you can ask parents questions about their services do they like your hours of operation for example, that would be a great email to send out to your entire list both existing customers and also those would have just signed up on your email list and find out if 5:30 a.m. Is important or if six o'clock would be just too good so you're not paying staff members to be open when almost no one uses the service. I mean, we take offline for a minute here and we do referral programs you send out gift cards to parents that sign up the agenda gift cards to people that refer you so some kind of rewards program pretty sending out a newsletter every single month and again if you did nothing else but generated a one-page newsletter about what's going on some talking eight-and-a-half by eleven front and send that out once a month to the parents and then on your second email simply enough for a referral you know we have this great with rewards program if you could refer for this event of another parent who has a child between the age of them and this is where you want to put in the ages of the openings that you have in effect. So if you want, you know, three and four year olds because that's what you need in your center that's what you would put in that much.

[44:00] we're currently looking to enroll children between three and four years of age or we're currently looking to fill two positions in our infant one begin started. So this is again mostly done through email but this is also done by posters and banners inside your center. So you're explaining your rewards program up on the wall you're putting a newsletter up on a bulletin board or some side so they can see it we also have it laying by the front door or on the front desk so they can grab it if they're not in their opening up the email and reading a newsletter they can also go just about anybody who you've printed out and left by the front door on the registration desk where every thread. Then last but not least is if you've done all of these things and you're looking for another way directory adds a gallon so yelp for example, yp.com figuring out how to sign up for care those are all directory listings were there page. So here we're doing a lot of citations which are directory listings that are free so google+, Facebook, Pinterest, those are all that hot frog left for the web those are all these citations up here that are free down here you want to be looking at ads but show up so you can rank on the highest possible one. Yelp for example, so your SEO strategy needs to include your website, you're on an op page stuff, getting

traffic how are you ranking taking the time analyze how you ranking, indexing for keywords are keywords that you're going after even getting indexed if they're not are you adding content to the website are you changing the architecture of your website and adding content so that you can get keywords to index again creating content to blog posts a month are preferred and then finally background.

So that's your whole SEO strategy there and then you want to look and see if your optimized to rank on the google map listings. So these are the listings a b and c ABC academy [46:32] is showing up and all of these different things it's hard to see down here but these are all different ways that you can help to get ranked on this getting the citation work done is critical to that but more important than even that you're never going to rank, let's see getting reviews. So if you've got 100 reviews if you are not receiving their review in the last 90 days you will drop off this width so we need to take that into account as well so are you ranking on google maps or citations for citations so rehears foundation strong again organic SEO is where you start then put into place your social media then your pay-per-click and then up here retargeting reputation email etc. so this is the way we want you to work up from your foundational features of organic SEO. Are you active on social media? Social media is all about referrals and getting your name out, there people sharing content and then also making recommendations.

[47:47] in your social media feeds you need to be showing what a day in the life is like at your center and you also need to be showing how you provide care, how you make it fun, why, all those reasons why a current should be coming to your center for example, local child care marketing we are for daily posting service where we take care of the jokes and articles and stuff that need to be read but the center director or center owner has to be putting up at least twice a week pictures again a little Johnny standing on his head the martin Luther king day party if that's what you just had whatever the case may be.

Pay-per-click advertising, it really helps with Facebook ads, AdWords something to see pain pay this pay mail. So these are all ways that you're paying to get your name up at the top of the list wherever it may be or show up in a feed. So what you do for pay-per-click advertising and how are you taking advantage of that. So you want to build your custom plan. So this is one of the things that i promise as a gift we'll send us out so you can walk yourself through we have a website how many phone calls are getting is it properly optimized? Does your website ring and it goes on down to this list and so this is your checklist go through and check what you are doing you put a big red x on the things you're not doing and then add these things to your plan for 2017.

You want to achieve online domination so here's ABC academy Jackson, they are PPC, they're in the maps and they're showing up on organic so this is when you type in child care Jackson Michigan or preschool or daycare or after school. This is what you want it to look like when you get done so if you're showing up here but not here you need to work harder on your organic. If you show up here but not here, you need to work harder on your citations and then up here if you don't have a listing here you need to start to pay-per-click advertising campaign. So what are the three internet marketing initiatives that you need to implement to hit your 2017 goal.

So in the chat box if you could find me one thing, what initiative you're going to take on so you'll see what webinar has simulated for you thinking about your marketing plan you oh come on somebody here and when we talk going on. Kevin is going to start tracking calls, Kevin that will provide you amazing information especially the track calls to tours to enrollments and then again track walking and walking towards as well and see what your pattern looks like. Andrews going to start some Facebook marketing that's great so that's going to get you some new calls and people opting into your stuff, [51:42] experienced our tracking calls insurers and enrollments and you know start doing some more in internet marketing so that's great. So what I'm offering everybody is a 2017 online marketing plan review.

[51:52] So if you worked on your plan what I will do or what one of my team members will do is will analyze your online visibility will make sure your custom keyword lists for your most important searches. So for example, if you do not provide infant care we'll remove those and look at other keywords we can add in. Well how are you ranking showing how you rank and currently on the different keywords, analyze your online directory listings and with consistency because consistency is key out here. I have a question here sorry, do postcards work? Yes, postcards work. The key thing about postcards is first thing you want to do is you want to get a list of where all your current parents are coming from by zip code. So you can see a pattern and if you once you identify that pattern when that's the area that you want to put in your postcards. If for example, you've got a low-income neighborhood that you pull a few people from you're going to not send postcards there and you can put more postcards into the higher income areas. So yes, postcards still do work. The biggest mistake is people are proud. I sent about five thousand postcards and you get no response so you really want to send out thousand postcards three times so on day zero you got to send out postcards number one. On day ten you change it up a little bit, the post card you send it out again for the same list we'll say a thousand and then the twenty or twenty-five you send out the third time.

Three-step postcard campaigns are the men on standard to defend some work so don't think you just send one postcard out and it works doesn't it doesn't work that way. We'll also analyze your online reviews and reputation and your social presence. We'll look at your website conversion

effectiveness. If you're interested much you can either call this number or in the email that you'll get shortly you can go ahead and click there and you'll have a calendar link where you can go ahead and sign up for a 60-minute review. Again we'll look at your online visibility look at your keywords, we'll see how your ranking, we'll look at your directories and look at your reviews or look at what you're doing socially and we'll see if your website is set up to convert. So that's a free online marketing plan for everyone who attended this seminar .so that's what we will be providing it no charge to do so if you're interested please click the link or call the number that's also in that email.

So we have a clear goal and target for 2017 that's a quick recap card eval, market message, immediately using making sure your website is optimized for conversion you've got a results dashboard now go out there in 2017 and market your online plan and make it your best year ever. So yeah we'll be providing everyone on stay tuned the whole seminar will be 10 [55:32] marketing sets will provide you the top 40 keywords and will provide this graphic so you can hang it up on your wall fan out hanging up on your wall and use it in the check sheet as you're getting all of these things done but remember this foundation includes a lot strong copy on page SEO link building citations which is directory listings blogging and reputation.

[55:58] so we're not doing all of these right now that's where you need to start and get your foundation built out. So again just a quick review again free online marketing plan review, we look at your visibility of keyword list when you're ranking report, your online directory listings, your online reviews, your social presence and your website conversion [56:23] let's call 888-354-6196 or again click on the link and an email that will come up here shortly and go ahead and set up online marketing plan review. So any other questions please drop them in the chat box and I'll stay on here and answer any questions also please leave a comment. Was today worth your time anything you'd recommended proving I really always try to keep my webinars at one hour because what I recommend once we send out the replay go back and watch this and just 10 or 15 minute segments and then improve on your notes and your work, think about things that you need to do and spend another hour to really working on the workbook to get good plan sorted out. I've got a question do offering daily report a half so. Absolutely I think that's a great benefit but you can offer by offering daily reports apps again it's something you need to test in your center it's always worth getting the application and educating the families and once they start to see how they can better interact with you and the children on a daily basis it should be a great thing for them. Question is, do we provide service where you do all the marketing stuff and then so will be everything on there, except for the referral program we can take care of you if that's what you like to do

So number eight you need to take care of yourself we can help you design newsletters what the actual sending of like gift cards and stuff you have to do yourself as far as recommendations of daily communication apps my kids [58:26] kids report, they're all good was I would look at my kids day as a starting point and use that as kind of your reference. I know Aj's been out there for quite some time and they're very responsible working with customers and improving their systems and processes so [58:49] all right any other questions?

Okay I have a question of our reputation so just a lot of business that was already established came in finding bad reputation that was declining, there's no social media presence and we're not tech savvy. So as you slowly pick up the pieces worry what you want to look at is get on your social media platforms every single day and the more you show what you do and how you do it in your center it's going to start to build confidence in your parents and that's the first step is giving you parents confidence that they've made right buying decision and then start to ask those parents for reviews and at the same time also ask them to refer somebody or share your online social media so that's where I would start and make sure you're going out to existing parents asking for those reviews because what happens is over time the good reviews push down the old reviews.

[59:56] And then the question, other question I have, your branding strategy did you stay with the same business name and phone number or did you change them because if you change them then there's some other things. If you go ahead and sign up for an online marketing plan review. We can discuss those things in detail. Alright if there are no more questions we're going to go ahead and wrap this up. We'll send out a replay link sometime tomorrow after we get everything uploaded onto the website and then we'll also again be looking forward to helping you with your marketing plan. Again 888354616 give that number a call or use the link in your email to go ahead and sign up for a review. Alright thanks, appreciate the thank-yous and look forward to talking to you soon. With that we're going to wrap it up. I have been working in online marketing since 2009 and I've also been doing business coaching and consulting for over thirty years. So this is what we do. Our team members specialize in all aspects of online marketing.

This is just a few members of our team and if you haven't met them yet this is Charles he's in customer care, Leonard does our online marketing, garret's in web development, sherry is the one who manages an update your website the call is everything administrative and also helps with updating websites. This is bay. Bay is the that works on our servers and security to make sure that we don't get hacked and if we do to get a quick fix as soon as possible and Aj who works on math listings for those in the companies to this just an example, our team we've also helped others with child care centers multi center locations. So you see a few appear who's also help single center owners and we also help Montessori owners. So we've help several hundred

childcare centers and we consider ourselves experts in the field. So let's move on to your internet marketing plan. First of all, make sure you got the workbook downloaded and if you don't have a chance to do that's fine there will be a recording of this and a replay and we will get that out to you as well.