
The Ultimate Guide to Growing Enrollment in Your Childcare Center

Discover how you can grow enrollment in your childcare business in 2021 with our ultimate guide to marketing, technology, and other best practices for childcare center owners and directors.



Daily Connect

Hi 🖐️

We're Daily Connect, and we're here to help you grow enrollment in your childcare center in 2021 and beyond 🚀

COVID-19 had a huge impact on the childcare industry. Childcare centers around the world were forced to close for months at a time. Government support may have helped many stay afloat, but as we head into the future, growing enrollment is a major focus for childcare center owners and directors.

Enrollment will increase naturally as the world opens back up. Many parents will be going back to the office, and families are becoming more comfortable with dropping their children off at childcare centers again. The future is bright for the childcare industry, and 2021 and beyond will be a time of exciting growth.





We're sure we don't have to educate you on the benefits of increased enrollment. The more children enroll in your childcare center, the better for business. You'll grow your reputation, attract new families, and ultimately, make more money.

But as with any business, there'll be winners and losers. The winners will embrace our new world and launch exciting strategies to boost enrollment. The losers will stand still and watch their business dwindle to nothing.

Here at [Daily Connect](#), we're passionate about helping childcare centers grow by building better relationships with parents. So, we've put together this guide of the Top 10 Ways to Grow Enrollment in your Childcare Center in 2021 and Beyond.



Work with Partners 🤝

Think about your local community. We bet there's plenty of people out there who could recommend new parents to your childcare center.

This is called word-of-mouth marketing, and it's a practice as old as time. People trust recommendations from others – particularly those they know well, like friends, family, or professional contacts.

Consider who these people are in your community. They may be realtors helping new parents buying homes, teachers at local schools, or local pediatricians.

Sometimes, people will want to help, but other times, you'll need to offer them some type of incentive. Some ideas: a gift basket, a voucher to a popular local restaurant, or even a free month of childcare for their own children.

Make sure people know about your incentive, but only pay them out when someone they refer enrolls as a paying customer. That way, you'll avoid wasting any money, safe in the knowledge that you'll only have to spend money when you've already got a new customer on board.

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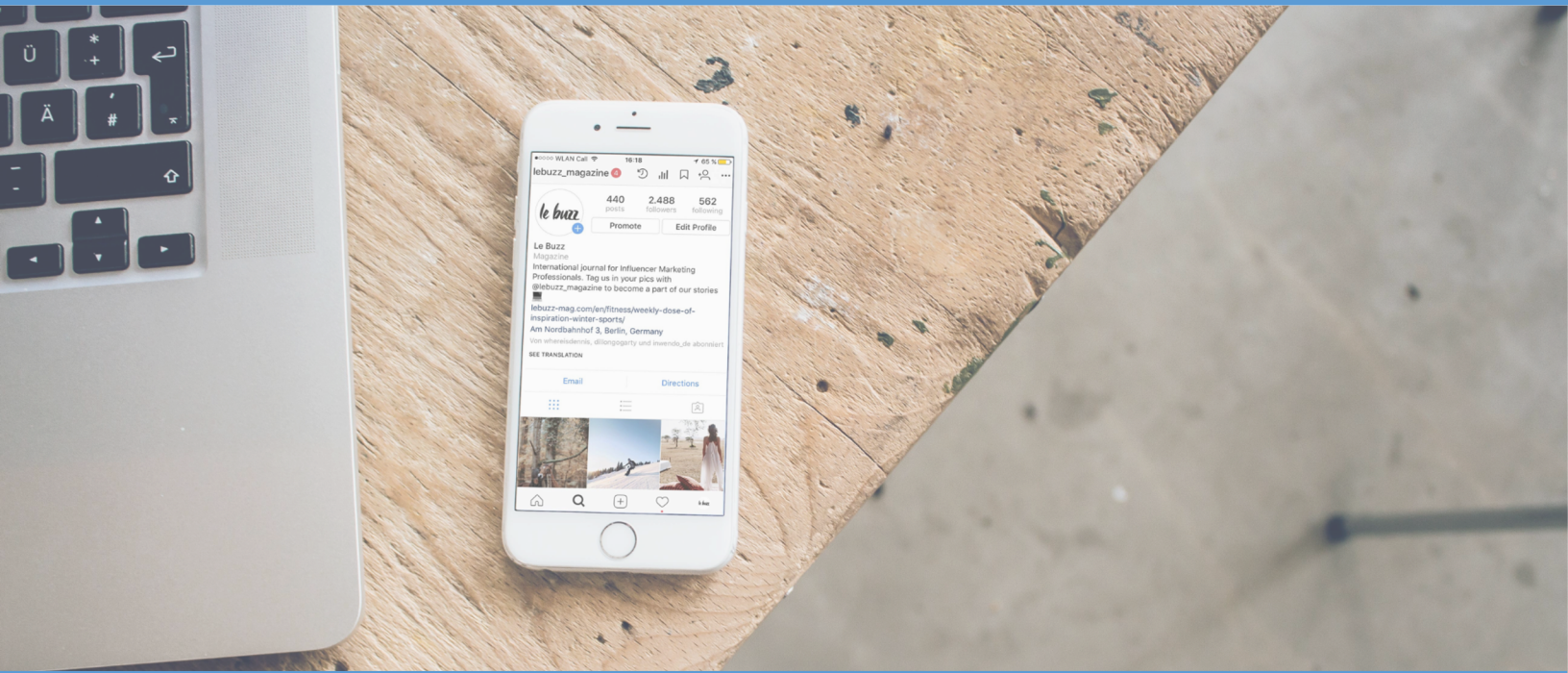
Community Advertising

While it seems like digital marketing is the future, sometimes there's no substitute for getting out in your community and meeting parents.

Attend local events, particularly ones that attract children. If you can, consider running a booth at some events, so that parents and children can meet you and learn about your childcare business.

Make flyers and send them to parents with young children. Run a fun competition that gets people excited. The possibilities are endless – the only limitation is your imagination.





Be Active on Social Media



Like it or not, social media is the town square of the 21st century, and it's crucial that your childcare business has a presence on key platforms like Facebook and Instagram.

Social media is a great place to show off the strengths of your childcare center. Share fun images (with permission!), video tours, and special events on your social channels.

Be responsive to any questions or comments that come into your page. These days, parents will directly message the social media page of a childcare center instead of picking up the phone or sending an email, so make sure your notifications are turned on.

Provide a high level of customer service on social media and watch the likes, shares, and new customers start to come in.

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Digital Advertising

Lots of childcare center owners are wary of digital advertising – it's easy to spend a lot of money on Google and Facebook without seeing any real results.

But that's not to say these platforms can't be worthwhile. Use Facebook to run low-cost ads that retarget people who already visited your website, or limit your ads to your local area. Use Google Ads to make sure your business shows up alongside other local childcare businesses in search results. Both platforms let you set budget caps to keep spending to a level that works for you.

If someone tells you you need thousands of dollars and a team of expensive consultants, don't listen to them. Anyone can run ads online, and the major platforms have straightforward, easy-to-use platforms for first-time users. Make sure you only show your ads to people who are relevant: parents aged 25 - 45 in your local area.

For a low budget, effective campaign, experiment with new community-based platforms like Nextdoor, which are a great, low-cost way to engage with your local community.

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Build a Great Website

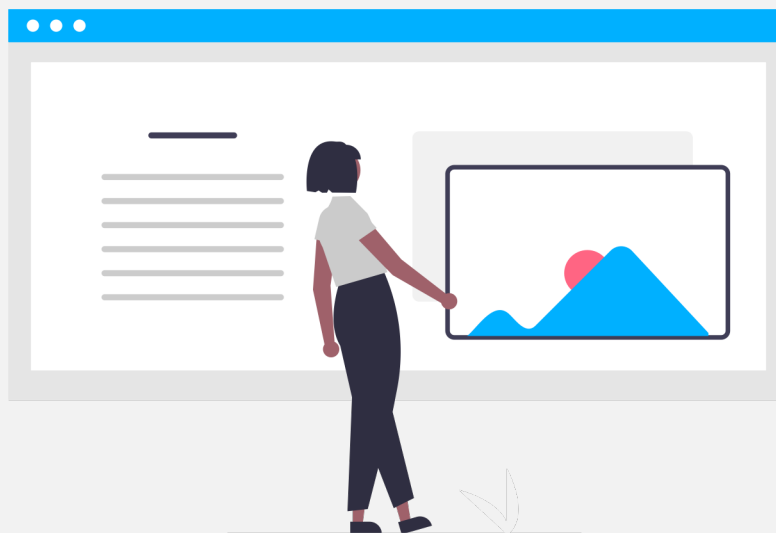


Potential parents will judge your business on your website. But these days, creating a website that looks—and works—great is much easier than it ever has been in the past.

Use your website to showcase the strengths of your childcare business – your staff, facilities, and relationships with children and families. Include pictures and videos, testimonials from parents, and a summary of the services you provide.

Your website doesn't have to be all singing, all dancing. Focus on keeping things simple and telling parents the information that they want to know.

If you're not sure where to start, checkout easy DIY website builders like [Squarespace](#) and [Wix](#). A lot of the time, they'll have built-in templates for childcare businesses, so for you, it's just a simple case of writing about your business and uploading some pictures.





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Partner with Local Businesses



Pretty soon, parents who've spent the past year or so at home with their kids will be heading back into their office jobs. As soon as offices start reopening again, there's going to be a big surge in the demand for childcare.

One way to take advantage of that? Partner with local businesses to offer their employees (slightly) discounted rates on childcare. For them, it's a nice perk for their employees, and for you, it's great access to parents who you know need childcare services.

Look up the biggest employers in your area, or take a drive around some local business areas. Once you've figured out what companies to talk to, pay them a visit, or find out who their HR Manager is and contact them. Ask if they can send out an email to employees on your behalf, or if you can put some leaflets in the breakroom.

You don't have to limit this to offices who are just starting to reopen – this works with any business!



Create a Referral Program



One of the best sources of new customers are your existing customers – you just need to give them a reason to recommend you!

Remember, the parents of children already enrolled in your childcare center will know plenty of other families in the area – from school, work, or just playdates. Give parents special vouchers that entitle new customers to a free day of childcare, and encourage them to hand these out to their friends.

Sometimes, parents will recommend your childcare center naturally, but you can encourage them to do it more often by creating an incentive program. What that incentive looks like depends on your business and how much you want to spend, but here's some ideas:

- ✓ A free week of childcare for their child
- ✓ Amazon vouchers
- ✓ A gift card for a local restaurant

This strategy works well because you'll only ever spend money when you already have a new customer signed up. Unlike some other types of marketing, there's no risk of wasting your money.



Host an Open House Event

The best way for people to get to know your childcare center is to come and see it for themselves. Throw an open house event so that potential families can see your facilities and meet your staff.

Add in some special elements that will entice people to come – children’s entertainment, food, etc. Advertise your event on social media, with flyers, and by asking current parents to invite their friends. Host it on the weekend so as many people as possible can come.

At the event, spend as much time as possible talking to potential new parents. Give them a tour of your childcare center, introduce them to your teachers, and be available to answer any questions they have.

Make sure you grab contact details so that you can follow up after the event. Make sure to include a special offer that gives families a reason to try you out – a few free childcare sessions for example.





Create a Video Tour

It's important for parents to be able to get a feel for your childcare center when they find you online. That's not always possible with pictures alone, so consider creating a video of your childcare center.

You'll want to include a tour of your facility, a quick hello from your teachers, and an explanation of your philosophy towards childcare. You could also include some video testimonials from happy customers (parents and kids!). Done professionally, you can expect this to cost a couple of thousand dollars, but it's easy enough to put together your own version using your phone and some free video editing software.

The video should be no more than a couple of minutes long. Make sure you add captions so people can watch it without sound, and make sure the video looks good on mobile devices.

Feature the video prominently on your website homepage, use it on social media, and share it with potential new parents.



Upgrade Your Technology



These days, parents expect childcare providers to be easy to work with. From signing up, to receiving updates, to billing, families now anticipate a digital experience that they can manage from their phone.

For childcare providers still using paper for everything, that's bad news. But upgrading to be digital-first isn't the big investment you might think it is.

There are many different childcare technology providers that can help you upgrade your technology game (we're one of them!). When looking for the right partner for your childcare center, focus on finding a solution that meets your needs, is easy to use, and doesn't break the bank.

Schedule product demos to get a walkthrough of how the features work and ask questions. Some providers will even allow you to have a free trial to make sure that it's a good fit for your business.

Going digital not only helps you stand out from your competition and attract new families, it also makes your life easier. From communicating with parents to ensure you're meeting licensing requirements; childcare software can save you a lot of time and money on a daily basis.

How Daily Connect Can Help

[Daily Connect](#) makes it easier than ever for childcare providers to build great relationships with families. Thousands of childcare centers around the world use Daily Connect to build stronger relationships with families, streamline operations, and stay compliant with local regulations.

Use Daily Connect to digitize patient relationships and operations at your center

Parents install a free app on their phone and receive a steady stream of updates as you log their child's activities throughout the day – from what they eat for lunch to a picture of their latest masterpiece in art class.

They'll also receive automatic daily summary emails – replacing the time-consuming Daily Sheet at your childcare center.

For Childcare Center managers, Daily Connect has a range of features that make your job easier

From backing up attendance logs and administrator reports automatically to tracking child development against widely-used learning frameworks, Daily Connect is packed with features that make the life of a childcare director that much easier – freeing you to spend less time on paperwork and more time with the children.

The best part? Daily Connect is customizable to the needs of your childcare business, and starts from just \$4.99/mo, with no long-term contracts.

Meet Daily Connect 🖐️

Your essential childcare app

Join thousands of childcare centers around the world using Daily Connect to build better parent relationships, streamline operations, and stay compliant

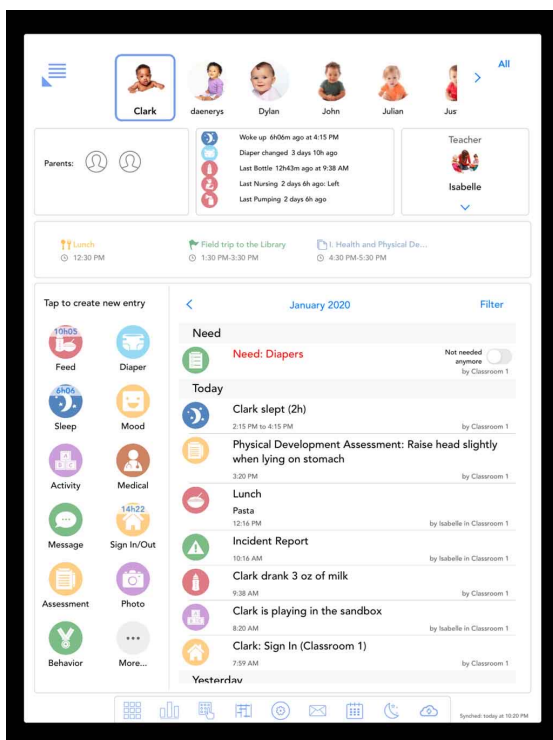
★★★★★
Over 4,000 reviews



1.3 Billion
Events Logged

Used by 90,000
Child Care Professionals

60 Million
Photos uploaded



You can [schedule a free demo](#) of Daily Connect today to discover more about the app and how it can help take your childcare business to the next level.

Alternatively, we offer a free 14-day trial – no credit card required. Just [sign up](#), download the app, and start using Daily Connect today.



Thank You to All Childcare Providers

We're a proud partner of childcare centers the world over, and we're so proud of the work you do every day. The past year has been a real challenge for the childcare industry, but together, we're excited about building towards a brighter future.

We're confident that this guide will help as you get back on your feet, ramp up enrollment, and plan for the future of your childcare business. You'll find more helpful resources on our blog, news.dailyconnect.com

Best Wishes,

The Daily Connect Team