



2830 Broadway Avenue #2
Pittsburgh, PA 15216
Phone: 412.885.5172
Fax: 412.545.8378

Email: classes@childcarelounge.com
Web: www.childcarelounge.com



MARKETING YOUR CHILD CARE PROGRAM ONLINE CLASS (6 clock hours)

CLASS DESCRIPTION: This training is designed for program owners and directors. This class features many concrete ideas and will guide participants in developing an effective marketing and promotion strategy for their program.

LEARNING OBJECTIVES: As a result of this training, participants will be able to:

- Identify the four P's of Marketing
- Create a mission statement for a child care program
- Name a child care program
- Create a tagline for a child care program
- Complete a needs assessment for your program
- Identify local competitors
- Create attractive and effective marketing materials
- State ways to share valuable information with Internet marketing
- List specific strategies for promoting a child care program

WHAT OTHERS ARE SAYING:

This class gave me some new strategies and ideas.

– Kim I., NC

I gained new ideas for various ways of internal and external marketing strategies that I had not considered for use in a child care environment.

– Kelly C., ID

All of the info was useful. I found that I'm lacking in many areas and this material will be very useful in helping me market my program.

– Eva J., CO

I really enjoyed this online class and learning all the marketing tips that I intend to try.

– Angela H., GA