

Marketing

Family DAYCARE

It's all about the stories...

Sometimes the true message of marketing can get lost in our quest to identify the 'right' target market and to craft clever marketing messages about the features and benefits of family day care.

But in truth, really good marketing is all about telling stories.

According to well known marketing guru Seth Godin, great stories succeed because they are able to capture people's imagination. He says:

- Great stories are true – they are consistent and authentic
- Great stories make a promise. For family day care stories should promise security, learning, fun or community
- Great stories are subtle – the fewer details spelt out, the more powerful the story becomes
- Great stories happen fast – first impressions are far more powerful than we give them credit for

- Great stories are rarely aimed at everyone. If you need to water down your story to appeal to everyone, it will probably appeal to no-one
- Most of all, great stories agree with what we already know – the best stories don't teach people anything new. Instead, they agree with what your audience already believes and make them feel smart and secure when reminded how right they were in the first place!

There are a million stories in family day care – about the children, the carers and their relationships. Use the stories you have to connect with your audience. Make it real, make it personal and be passionate when you tell your stories!

New marketing team

We are very pleased to introduce Kerry Hatton in the newly created role of National Marketing and Communications Coordinator. Kerry

joins Danielle Musicka and Melanie Ryan to form a talented team whose collective responsibilities include:

- marketing and promotion of family day care to prospective families, carers and the general public
- media and public relations
- communication, including JiGSAW, e-messages and the e-newsletter
- FDCA's website and internet strategies
- marketing FDCA products and services

Kerry commenced a career in media and advertising with the 7 Network in 1990, working up to the position of senior advertising manager. Later she was the NSW sales manager for Pacific Publications whose titles include Home Beautiful, Your Garden, That's Life!, New Idea and TV Week, and a sales consultant for Radio 2KY in Sydney. Her most recent role was as Fundraising and Marketing Manager for the Lifesaver Rescue Helicopter Service, before relocating to the Central Coast and

The marketing team



Kerry Hatton

- strategic marketing planning and promotion of family day care
 - media and public relations
 - fundraising and sponsorship
 - marketing FDCA products and services
- Direct line: 02 4320 1104



Danielle Musicka

- national design service (ads, banners, brochures etc)
 - JiGSAW sub-editor and production coordinator
- Direct line: 02 4320 1101



Melanie Ryan

- FDCA's website and internet strategies
 - national e-list (e-bulletins; e-messages; e-news)
- Direct line: 02 4320 1102
(currently on maternity leave)

- ▶ working with a local recruitment agency before being snapped up by FDCA.

Kerry has literally 'hit the ground running' and has already compiled a database of all television stations and affiliates so she can forward requests for them to run the two family day care television commercials as community service announcements.

To enhance our national marketing initiatives, Kerry has introduced a 'cost sharing' structure based on number of carers to encourage schemes to get involved with national advertising opportunities as they arise. The first, the Parenting Paper in WA, achieved success with local schemes coming aboard for a well placed advertisement with free editorial. The second is a 12 month national web-based advertising campaign involving Kidspot.com.au, a website with high parent traffic.

Links and editorial have also been placed with childcare sites findyourchildcare.com.au and CareforKids.com.au; and with online magazine MotherInc.com.au. We are tracking relevant websites for possible link opportunities and search engine words have been increased to drive more traffic to the FDCA website. A plan has been developed to update the website's home page to make it even easier for prospective families and carers to find their nearest schemes. The scheme locator is also undergoing a major overhaul and we are working in partnership with Care for Kids to ensure that information on both sites is as up to date as possible.

Kerry is working closely with the local scheme in Gosford, NSW to build a marketing strategy that will increase carers and families. This will be used as a test market for possible later roll out to other schemes, and it will also help Kerry to become quickly familiar with how family day care operates.

Radio is another strategy that Kerry will work on. She hopes to get carer/family radio advertisements produced free of charge and will approach all radio networks to run them as community service announcements. We continue to work with large expos such as Parenting Australia and Educational Expo. Kerry is also compiling a database of cinemas to target for community service announcements.

This is just the beginning. Kerry is full of enthusiasm and wants to provide smart, cost effective marketing and advertising support and guidance to all schemes to help raise the numbers of carers and families nationally.

She says, 'Marketing is always about the stories...if people can identify with what you're saying then you've got a captured audience!'

On a more personal note, Kerry is mum to Toby (28) and Taryn (19) and two Shar Pei dogs, Tia and Ice, and temporary grandmum of their four gorgeous puppies!

Logo products



Square brochures

Recently updated, the 'square yellow brochure' is perfect for marketing at the scheme level.

The brochure uses a conversational tone and clearly outlines the benefits of family day care to prospective parents looking for quality care. The brochures carry generic information directing readers to the FDCA website and the national hotline 1800 621 218, and can also be overprinted with local scheme information.

DL flyers

We offer two DL (envelope) size flyers – one for attracting parents (red) and the other for attracting carers (green). Both use simple language, bold colour and an image of a real carer reading to children, all of which helps deliver the message in a simple and professional way.

The flyers include white space on the reverse to stamp in local scheme contact



information, or they can be ordered with the scheme name and telephone number professionally overprinted – there's space for up to 10-12 schemes to band together to lower the cost!



Outdoor all weather stickers

Turn your car, letterbox or windows into

a promotional tool with our new outdoor stickers!

Navy and white polo shirts and blue bucket hats



Adult sizes perfect for promoting the national brand in your community

Car magnets



Car magnets which safely adhere to the side of a car (and are easily removed) are printed with the national family day care logo and include the tag line – *excellent childcare ... at home*. Magnets can be customised with the scheme name and phone number. Great for carer and scheme vehicles.

Marketing website

Don't forget our new marketing website which you can find under the Family Day Care button on the left hand side of the home page.

You need to have registered your email address with us to access the marketing downloads from this site. Simply send an email to melanie.ryan@fdca.com.au.



http://www.familydaycare.com.au/marketing_resources.html