

Maximising existing marketing and promotional materials

Marketing and promotion are important tasks for all providers, especially as the expansion of early education and wraparound childcare continues.

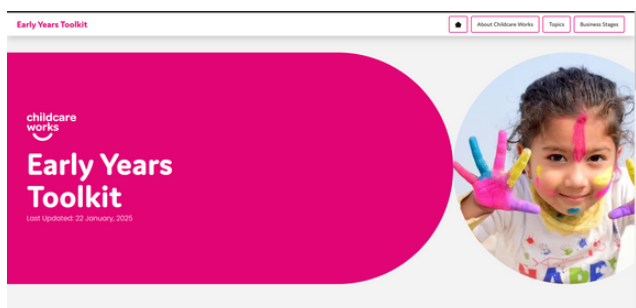
We have seen early demand from existing families, and then a gradual increase of interest from new families. In some areas demand has exceeded expectations, whilst other areas may still be growing.

In a growing and changing childcare market, schools and providers must understand how to market their services to attract and sustain customers.

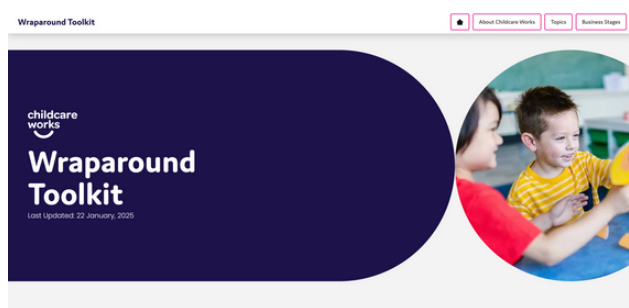
The Childcare Works HUB has been developed to support group childcare providers, childminders and schools in the expansion of the early years entitlements and implementation of the wraparound programme.

On the HUB you will find videos, tools, documents, links, helpful suggestions, and training, including real life case studies, and the voice of the provider.

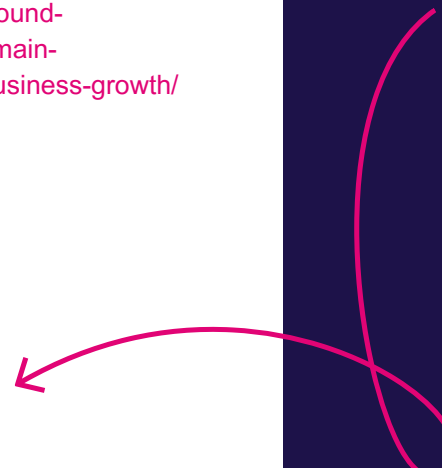
There are two useful toolkits. Use the QR codes or links to go straight to the marketing sections in the relevant toolkit.



childcareworks.org.uk/early-years-toolkit/main-topic/business-growth/



childcareworks.org.uk/wraparound-toolkit/main-topic/business-growth/



On the HUB you will find a series of recordings to assist you with marketing and promotion.

1 - Marketing for Early Years and Wraparound Providers - Introduction

Aimed at those who are new to marketing, or who want a bit more knowledge to support and improve their marketing efforts. It explores what marketing is, introduces the concept of the marketing mix and explains how price, product, place, and promotion all fit together

2 - The Three Ms of Marketing for Early Years and Wraparound Providers - Part 1

Introduces the 3M model and examines who is the target market, considers identifying different segments of this market and explores different purchasing roles to help you reach and engage new and potential users.

3 - Marketing for Early Years and Wraparound Providers - Part 2: Messages

Explores how to bring all the market information together to create messages for those involved in buying your services. It examines what makes you unique, value propositions and selling the benefits to ensure clear marketing messages that are focused on what parents want and need.

4 - Marketing for Early Years and Wraparound Providers - Part 3: Methods

Examines how marketing activity reaches your target audience in a way that is affordable.

5 - Marketing and Promotion - Finding and Keeping Customers

Combines practical and theoretical insights into some of the challenges providers and schools have raised. It considers strategies to attract new families and retain existing ones.



Promoting government support for early years and wraparound

Marketing activity is sometimes perceived as telling parents and carers what it is you do. But successful marketing and promotion sells your setting, sells your services, sells your uniqueness and also ensures parents know what support they can access to assist pay for your services (alongside the government funded hours if you are an early years provider).



The Childcare Choices campaign aims to raise awareness of the benefits of early education and the financial support available for the cost of childcare, including wraparound childcare. [Childcare Choices](#) is a one stop shop for parents to understand the different offers and check their eligibility at a glance.

It also has a dedicated space for providers with resources that will help you to support the campaign. The [Childcare Choices partner communications toolkit](#) features new leaflets, posters, and social graphics, as well as newsletter/blog copy that you can incorporate into your communications. The toolkit suggests a number of ways your school or setting can promote childcare support and Childcare Choices to families:

- Use your channels to encourage parents to visit the Childcare Choices website and use the eligibility checker to find out what support they're entitled to.
- Encourage parents to sign up to the Childcare Choices newsletter to receive updates, including more information about the support coming from September.
- Use the templates and resources included in the toolkit to promote the campaign across your channels and/or in your childcare setting. Share the social media posts about the campaign from the @DfE accounts

www.childcareworks.org.uk

HAVE YOUR SAY

Tell us what you think and about the resources you want and need. We're always open to new ideas.



Childcare Works is made up of Mott MacDonald, Coram Hemsall's, and Coram. Together we have extensive experience and expertise in early years and childcare provision, with a track record of delivering contracts of national importance for local authorities such as: Childcare Works Holiday Activities and Food (HAF), 30 hours childcare, and Achieving 2 Year Olds (A2YO) contracts. We specialise in providing expert advice and guidance to Local Authorities and working with the central government to deliver successful programmes. In January 2024, we were appointed by the Department for Education as the Delivery Support Contractor for the Early Years Entitlements and Wraparound Childcare expansions.

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