

# Marketing Campaign Overview & Suggestions for Ongoing Management

Creating a project marketing campaign can ensure Staffed Child Care Networks establish a brand for their project, recruit the number of providers needed for now and in the future, and run a successful pilot.

## Step One: The Marketing Campaign Brief

To align all parties of the project and ensure we're creating a solution and messaging that matches all expectations, a marketing campaign brief should be built, and buy-in should be received from all parties involved. It's suggested that the lead consultant take this on, creating an outline that the other parties of the project can make edits to and provide feedback on.

### **The marketing campaign brief should include:**

- An overview of the project to help align the team, including:
  - the end goal of the marketing campaign
  - the problem programs are facing
  - the services being offered and the benefits
  - the target audience of the campaign
  - key messaging points
  - reasons why a program would say yes or no
  - expected campaign channels
  - the expected FAQs
- The expected user flow, from the point a provider shows interest to the point a provider has been selected
- The recruiting timeline
- Campaign collateral, including:
  - Website outline
  - Emails
  - Newsletters
  - Application
  - Social graphics and other visual collateral
  - Information Sessions (via Zoom or other webinar tools)
- Welcome & rejection emails

***Suggested recruitment timeline in Appendix.***

## Step Two: Create the Application

The application should be created based on an applicant scoring rubric or other guidelines established in partnership with project owner and project partners.

***Sample Scoring Rubric in Appendix.***

### **Suggested tools for application collections:**

You want to use a tool that not only allows you to collect data easily but allows you to sort and manage results easily as well. These two are great options to help you get started quickly:

- **Typeform:** Typeform offers beautiful and simple survey pages, asks for information one question at a time (proven to have higher completion rates), saves the providers' information if they pause halfway through the application, allows for logic jumping (if/then questions), and automatically sends confirmation emails to both you and the provider once completed.

Typeform saves information in a digestible way, but you will need to export the data to a spreadsheet to weed through the results easily.

**Price: \$35-50/month**

- **Airtable:** Airtable is a project management tool that provides enhanced spreadsheets in what's called a "base", or a spreadsheet template. In that base, you can also create survey forms. The form isn't as beautiful as Typeform's (similar to Google Forms), but is simple, allows for logic jumps, and can send confirmations to you and the provider.

Airtable's major pro is the management of the data. The results are kept cleanly in a spreadsheet that you easily edit and filter results. You can also export this sheet into CSV or Excel format.

**Price: Free - \$20/month, depending on if you want to add your brand to forms.**

## Step Three: Create the Website Page

While you can add a new page to your Shared Service Alliance or your partner's website, it's best to have a separate website for this initiative that you can link to from your website. This website will have its own branding and search-engine optimization (SEO), which is helpful if you

plan to recruit more programs in the future. This website will usually get built faster when it's on its own platform as well.

There are many website tools that allow you to build a website within a few hours, but we suggesting choosing one that's simple to use and offers well-designed templates such as [Squarespace](#) or [Wix](#).

Once the website is created, don't forget to:

- Link the application
- Update the information session

## Step Four: Launch Marketing Campaign!

When it comes time to launch your marketing campaign, it's best to the partners who are closest to programs or have an established relationship with the community execute the digital marketing campaign. This should entail:

- Publishing a newsletter.
- Sending general and targeted emails.
- Sharing graphics on social media, especially Facebook.
- Launching Facebook ads (if budgeted).
- Outreach to local organizations with relationships in the community; and/or
- Hosting unrelated webinars or trainings for target audience and sharing the pilot at the beginning

You should also have marketing material translated in languages that are most present in the community.

## Step Five: Host Information Sessions

Hosting information sessions can take programs from “wary” to “ready!”. This is your chance to share more about the program, get providers excited, and answer any lingering questions they haven't found answers for.

**Your information session should be recorded, and consist of:**

- An introduction to the leads of the project (including ones that programs are familiar with)
- Why this project exists and what you hope programs walk away with. For example:

- Make more money
- Save time
- Grow your business
- What will being a part of the pilot entail?
- Who's eligible to be a part of the pilot?
- Brief introduction to technology, showing programs simplicity of tools offered
- Guest speaker – have a program who has been a part of a Staffed Network elsewhere offer their insights
- What the application process looks like
- Q&A

Once completed, be sure to have emails for individuals that programs can reach out to for answers to additional questions.

## Step Six: Close Applications & Update Website

Once the application window ends, you'll want to close the applications but use the website to continue collecting interest. Be sure to:

- Change the call-to-action button from saying "Apply Now" or similar, and instead say "Submit Interest"
  - Have the button link to an interest form where you can collect information on programs for the next phase of the rollout.
- Remove any language about the application deadline
- Add the video recordings to the website

## Step Seven: Send Acceptance Emails

Once you have chosen your first cohort of programs, it's time to send the acceptance emails. You'll want to make sure you have enough programs formally accept and sign the program agreement before sending out rejection emails.

Once you have agreements signed, send out a rejection email that lets programs know that you hope to expand the program in the future and be able to accept more programs.

**Sample acceptance and rejection email in Appendix.**

## APPENDIX

Suggested recruitment timeline:

### Week 1:

- Launch website
- Update partner websites with a banner announcing the project
- Send out newsletter
- Send out a general email to programs announcing the project launch
- Schedule first social media posts (Facebook suggested)

### Week 2:

- Send targeted emails to programs in partner's networks that they think would be a good addition as an applicant
- Schedule at least 2 social media posts from all partners' accounts
- Send a general email follow up to provider community

### Week 3:

- Host at least two info sessions in English and target audiences' native language(s).
- Send a final email follow up to provider community
- Close applications on final day

## Sample Scoring Rubric

<b>Applicant Scoring Rubric</b> <i>Green shading indicates a minimum for that criteria</i> <i>Bold is preferred score</i>				
Criteria	1	2	3	4
<b>Quality Rating Participation</b>	Provider is not enrolled in quality rating program and unwilling to enroll	Provider is not currently enrolled in quality rating program but is willing to enroll	<b>Provider is a Level I in quality rating program</b>	Provider is above Level I in quality rating program
<b>Proof of willingness to engage</b>	Leader has never participated with CCR before AND is not engaged in any associations/coalitions.	Leader is currently active or has been active in the past with CCR/other Child Care associations.	<b>Leader is active with CCR AND other child care associations.</b>	

<b>Technology Access</b>	Does not have a device they can use	<b>Has a device they can use</b>		
<b>Internet Access</b>	Does not have internet access	<b>Has internet access</b>		
<b>Total score potential = 12</b>	<b>Minimum Score Needed = 8</b>	<b>Preferred Score = 11</b>		
<b>Diversity requirements</b>				
<b>Years of experience in the locality</b>	<ul style="list-style-type: none"> <li>• 10 with less than 5 years</li> <li>• 10 with 6 or more years</li> </ul>			
<b>In what language do you conduct your program</b>	seeking both English and Spanish			
<b>Race/ethnicity</b>	seeking a diverse mix of participants			

### Sample Acceptance Letter:

[First Name],

Thank you so much for applying to our project -- we're so excited to share that we have chosen you as one of the first Providers to be a part of this program! We are thrilled to support as you grow your business and reach your professional goals.

#### Here's a reminder of what you'll receive:

- Access to a professional network of Child Care Owners and Directors
- Free Child Care Management Solution Tools to help you eliminate paperwork, increase capacity, collect tuition online, streamline record keeping, and more.
- Free Business Coaching and training to help with tax management, bad debt reduction, etc.
- and more!

#### FAQs:

- **How often do I need to participate?** ANSWER
- **What's the schedule look like?** ANSWER
- **Do I have to use the provided software?** ANSWER
- **How long is this program?** ANSWER

#### What's next?

1. **To accept this offer**, please respond with "I'm in!" by [date].

**If you have decided that you would like to not move forward** with this program, please let us know by [date] as well so we can offer this to one of the programs on the waiting list.

2. **Please review and sign this agreement by [date]**. If you have any questions, please don't hesitate to reach out.
3. Our first meeting is on [date]! Please see the attached calendar for more details on upcoming meetings over the next x months.

Afterward we receive your signed agreement, we'll be in touch with next steps.

Thanks again for applying! We hope to see you soon.

### Sample Rejection Letter:

Hi [First Name],

Thank you so much for applying to our project! We received x more applications than we expected, but we could only launch this pilot with x programs to start with. Unfortunately, we cannot move forward with your application at this time.

Please note that we hope to launch this program again in the coming year, expanding to another xx-xx. Because you applied first, we will reach out to you first to gauge your interest in joining this program again in the future.

In the meantime, please know that your local CCR still provides amazing support for programs across the county, from business coaching to providing advice and resources. We hope you'll reach out to them if you need any help with your program.

Thank you again for your interest, and for all of the amazing work you do. We wish you luck in your business journey.

Take care,