



Marketing Your School: Building Relationships & Reputation

Community and Family Engagement
& Reputation Building

Introduction

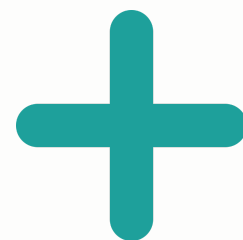
Every Interaction Matters

Objective: Understand how each one of us contributes to the center's reputation, family satisfaction, and enrollment growth.

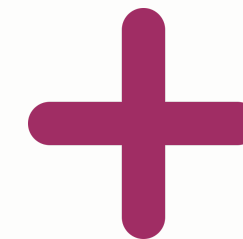
Build
Relationships



Provide
Exceptional
Experiences



Engage with our
Communities



Support Our
Families



A strong reputation, increased enrollment, and help more children thrive.

Why this Matters

Our Reputation Drives Growth

Families often:

Read Online Reviews Before Touring

Ask Friends and Neighbors

Follow Social Media Pages

Attend family/community events

Every interaction influences a family's decision to choose our center
and to stay with us.

Our Ambassadors

Marketing is Everyone's Responsibility



Employees Influence Reputation

Daily interactions with families

Welcoming prospective families

Community involvement

Event participation

Online reviews

Living our values will influence interactions inside and outside our center every day.

The Family Experience Journey

Every Touchpoint Matters



First Phone Call



Daily drop-off & pick-up



Center Tour



Parent Conferences



First Day of School



Special Events



Graduation



The Power of Small Moments

Creating Memorable Experiences

Sharing a child's accomplishment

Help a nervous parent feel comfortable

Celebrate milestones

Follow up after concerns



Small moments create lasting impressions.

The Formula for Growth

Exceptional Experiences Lead to
Growth

Great Experiences=
Trust + Referrals + Reviews

Happy Families

- When families feel welcomed, informed, and confident in their child's care, they are more satisfied and engaged. Small moments such as a warm greeting, proactive communication, or celebrating a child's milestone create lasting positive impressions.

Positive Reviews

- Families who have great experiences are more likely to share them online. Authentic reviews help prospective families see the quality, care, and trust that define our centers.

Word of Mouth Referrals

- Parents trust recommendations from friends, family members, and colleagues. A single positive experience can lead to conversations that introduce new families to our programs.

Increased Enrollment

- Happy families stay longer, refer others, and leave positive reviews. Together, these actions create a strong enrollment pipeline, helping our schools grow and thrive.

Community Trust

- Consistently delivering excellent care strengthens our reputation within the local community. Strong community relationships help position our centers as a trusted choice for early education.



What is Local Marketing?

Connecting With Our Community

Increase Visibility

- Simply being present in the community, networking, and fostering brand awareness.

Build Relationships

- Partnering with like-minded businesses and supporting local businesses.

Establish Trust

- Being present and active in the community helps build trust.

Program in Action

- Opportunities to showcase curriculum and put the program in action in our communities.



Community Marketing

Where We Can Be Visible

**Think Local. Be Visible.
Build Relationships.**



Building Community Relationships

Build awareness where families spend time.



Chamber of Commerce

- Join and engage with the local Chamber of Commerce
- Attend chamber events and collaborate on community initiatives
- Offer to host chamber members and provide a tour of your location

Pediatrician and family doctor's offices

- Donate books or small toys with branding
- Invite professionals to present age-appropriate topics at your center.

Toy & children's book stores

- Provide a display or set up a table to promote your center, especially if they are hosting any workshops, book signings, gathering, etc.
- Offer a special art display from your center

Local community centers

- Provide a display or set up a table to promote your center, especially if they are hosting arts and craft classes, holiday vendor markets, etc.

Maternity clinics

- Create care kits for new moms courtesy of BrightPath
- Host workshops or provide a space for mom meet-ups

Soft Play & Children Museums

- Coordinate a sponsorship or exclusive partnership. Donate toys or specialty items
- Host special evenings or workshops for families and the community

Community Service & Giving Back

Strengthening Community Connections

School Supply Drives

Toy or Clothing Collections

Food Drives

Park Clean Ups

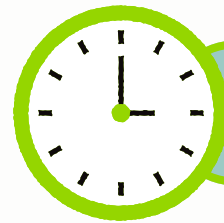
Senior Outreach



At BBNA, we are committed to the communities we serve. We are engaged, supportive, and committed to being good stewards in the communities we serve.

In-Center Events

Bring Families Into Our School



Timing is Everything!

- Family Fun Days, Festivals, Open Houses should be held on Saturdays at times when families can attend and bring friends.
- Special classes or experiences can be held on a weeknight.
- Planning is everything. Start 3-4 weeks prior to the event
- Invite current families, prospective families, and local communities to all events.

Create Positive Experiences Beyond an Open House

Family Fun Days

- Events that engage both current families and prospective families will provide opportunities for the two to engage and share experiences. A place to gather, kids play and families talk.

Seasonal Celebrations

- Spring or Fall Festivals are the perfect time to give families the opportunity to engage with your Center. Themed activities for children and opportunities for Center leaders and families to connect.

Art or STEM Experiences

- Showcase the curriculum with special activities that highlight what children experience when enrolled at your center. Art and STEM are perfect themes for them to take home a special project.

Yoga and Music Classes

- Get families and children moving! Hosting free special classes gives families a fun activity on a weeknight and an opportunity for you to engage.

Curriculum Nights

- Parents-only night where the BeeCurious or your curriculum shines. Have a short presentation, offer light refreshments and an opportunity for families to engage.

Promoting In-Center Events

Help families discover us.

1. Email Marketing/Complete Event Form- request collateral, RSVP and support inviting leads.
2. Post to Social Media - Often!
3. Invite families; post flyers in-center.
4. Submit the event to local online event listings.
5. Share the event with local community partners.



Marketing Support

BBNA Branding Website

- Logos, branding
- Social Media templates
- Flyer templates
- Event and Marketing Requests

Marketing Request Forms and Email marketing@brightpathkids.com

- Regardless of event needs, inform marketing of an in-center or out-of-center event.
- Admissions will support sharing the information with leads.
- Marketing will promote the event on your location page.
- Marketing can order your supplies, such as giveaways, create flyers, and provide overall tips and guidance on hosting or attending a successful event.
- Event Promotion Check-list.

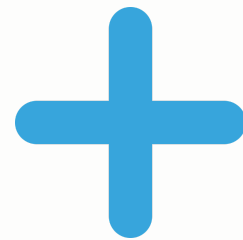
Questions? Email marketing@brightpathkids.com



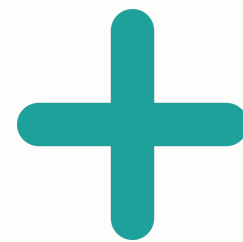
Online Reviews

The Power of Reviews

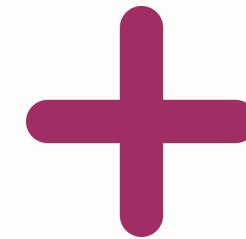
Build Trust



Visibility
Online



Decision-
Making



Drives
Enrollment



Positive online reviews are one of the most powerful marketing tools we have.

Google My Business

The Influence of Google

GMB - Most influential review platform

- SEO - Search Engine Optimization
 - When families search for child care options, Google Reviews appear first and are built into the search experience.
- Impact of local visibility and reputation
 - Quantity, quality, and timing of Google reviews influence your local search rankings.
- Provide the most trusted social proof
 - Google Reviews are often viewed as the most credible source because it details ratings, experiences, photos, and responses from businesses.



A 5-Star Experience



Families Remember How We
Make Them Feel

Communication

Professionalism

Safety and Trust

Child Milestones

Relationship Building

School Community



Gaining Online Reviews

The Right Way

REMEMBER: Great reviews are earned, not requested.

Every positive interaction creates an opportunity for a family to share their experience. Focus first on exceptional care, communication, and relationships, and positive reviews will follow naturally.

Ask at the Right Moment

- After a positive conversation or feedback.
- Following a celebration of a child milestone
- Enrollment anniversaries or after a care call.

Make It Extremely Easy

- Display a poster or plaque in your lobby or entrance.
- Share direct links in email.

Deliver a 5-Star Review Experience

- This is foundational.
- Every interaction, whether small or large, can influence a family's review.

Train Staff

- Emphasize with staff the foundations of giving a 5-star experience.
- Share best practices on how to ask for a review that is genuine.

Leverage Positive Reviews

- Share quotes from recent online reviews with families.
- Thank families for positive reviews.
- Monthly social media round ups of "Why Parents Love..."



Review Practices to Avoid

Google strictly prohibits businesses from engaging practices that could influence, pressure, or reward families for leaving a certain type of review. Violating their policy will result in suspension of your account and a warning to users about why your account is suspended.



Do not offer rewards or incentives in exchange for reviews.

Do not buy, create, or encourage fake reviews.

Do not attempt to manipulate your center's overall rating.

Do not tell families what to write or what rating to give.

Do not discourage negative reviews.

Do not pressure families to leave, change, or remove a review.

Protecting Our Online Reputation

Management of Reviews

Central Oversight: Marketing



Field Input



Safety and Legal



Resolution Support



Response Timing Goal: Respond within 24 to 48 business hours.

Commit to Three Actions

1 Build Relationships with Families Every Day

2 Participate in Local Marketing Opportunities

3 Create at least one memorable family experience each week



Expectations & Goals



IN-CENTER EVENTS: Host at least one per month that engages both current families and prospective families.

COMMUNITY EVENTS: Participate in at least four (4) per quarter.

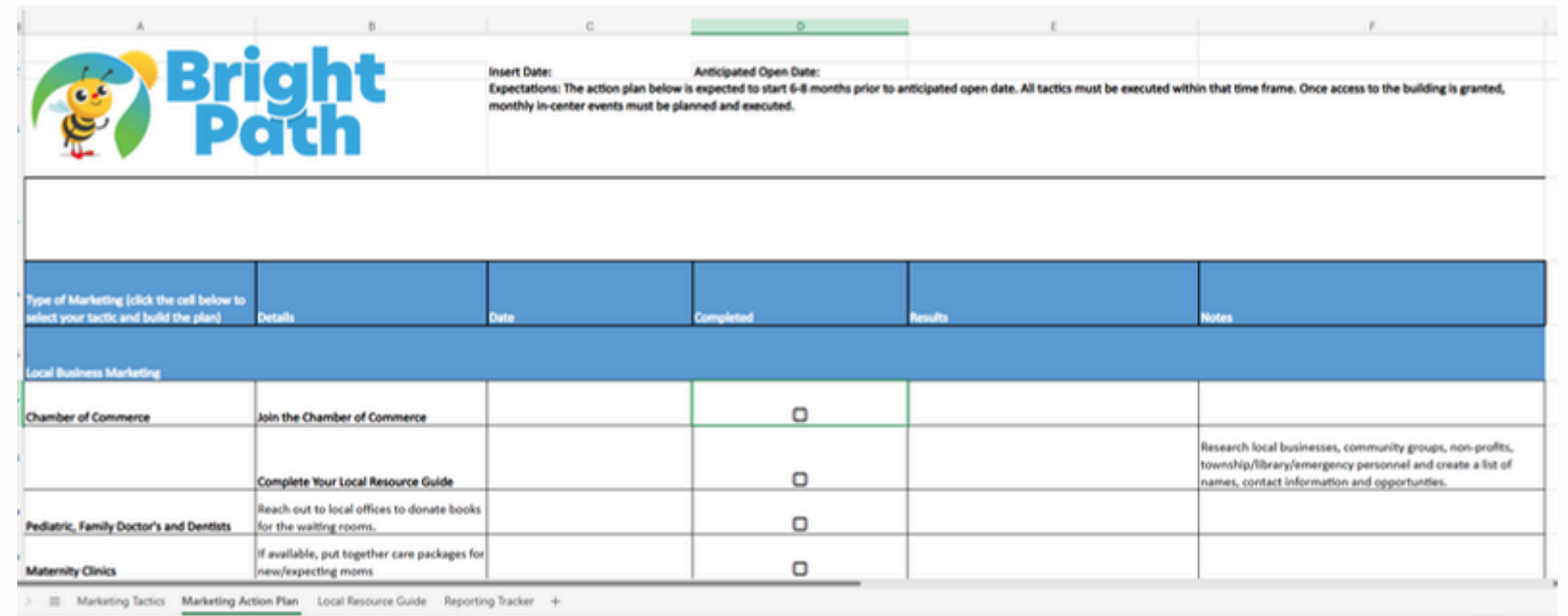
COMMUNITY EVENTS MAY INCLUDE: sport sponsorships, festival participation, local business networking, community service or local marketing tactics.

GOOGLE REVIEWS: Gain at least two positive reviews per month. Maintain a 4.5 Google Rating.

Local Marketing Plan Template

Here's an example of a Local Marketing Plan Template you can utilize to help support your center's goals.

Click the image to download the template.



The screenshot shows a spreadsheet titled "Bright Path" with a bee logo. It includes a section for "Local Business Marketing" with a table of marketing tactics. The table has columns for "Type of Marketing", "Details", "Date", "Completed", "Results", and "Notes". The "Completed" column contains checkboxes. The "Notes" column contains additional instructions for each tactic.

Type of Marketing (click the cell below to select your tactic and build the plan)	Details	Date	Completed	Results	Notes
Local Business Marketing					
Chamber of Commerce	Join the Chamber of Commerce		☐		
	Complete Your Local Resource Guide		☐		Research local businesses, community groups, non-profits, township/library/emergency personnel and create a list of names, contact information and opportunities.
Pediatric, Family Doctor's and Dentists	Reach out to local offices to donate books for the waiting rooms.		☐		
Maternity Clinics	If available, put together care packages for new/expecting moms		☐		

Insert Date: Anticipated Open Date: Expectations: The action plan below is expected to start 6-8 months prior to anticipated open date. All tactics must be executed within that time frame. Once access to the building is granted, monthly in-center events must be planned and executed.

Marketing Tactics Marketing Action Plan Local Resource Guide Reporting Tracker



Thank You!

Questions?
Email: Marketing@BrightPathKids.com