



# Local Marketing

Local marketing that elevates community awareness

# Brand Champions

## Who are Brand Champions?

- Collaborates and Supports CDs and ADs
- Consistently plans and executes local marketing initiatives
- Increases quality family inquiries
- Cultivates local brand awareness
- Builds positive, collaborative community partnerships



# Objectives

## Why Local Marketing Works

- Increases brand awareness within each community
- Cultivates community relations and builds on a community partnerships
- Drives word of mouth
- Increases quality family inquiries
- Builds good stewardship between the school and families



# Local Marketing Opportunities

Local  
Businesses



Local  
Parades &  
Festivals



Community  
Service  
Projects



Local  
Venues



On-Site Events  
and Promotion



# Local Businesses

## Chamber of Commerce Offices

- Attend chamber events with marketing collateral to be able to pass it on to other local businesses and community members - Wonderful way to network with the local community
- Offer to host chamber members and provide a tour of your location
- Collaborate on community initiatives such as bake sales, fundraising, other charity drives, etc.

## Pediatrician and family doctor's offices

- Offer to display your brochures or flyers in their waiting rooms
- Donate books or small toys with branding

## Maternity clinics

- Offer to display your brochures or flyers in their waiting rooms
- Create care kits for new moms courtesy of BrightPath

## Toy and 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 gyms and fitness centers

- Offer to display your brochures or flyers in their reception area
- Donate books or toys to their child center

## Family-friendly restaurants

- Provide a display or set up a table to promote your center, especially if they are hosting events such as Family Nights, Trivia Nights, Kids Eat Free Day, etc
- Give out custom crayons or create an art display for their community board.

## 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.

## Local parent groups

- Connect with parent/mom groups that meet in-person; offer to donate snacks or an activity for their children while they meet.

# Local Businesses

Our BrightPath Oxford team in CT worked with local businesses to introduce Buzz & BrightPath to the community!



# Community Service Projects

Collect and Donate Toys

Create Care Packages for Homeless People

Clean Up the Community

Make Cards for Hospitalized Children

Collect and Donate School Supplies

Bake Treats for Seniors

Plant a Garden



# Local Parades & Festivals

 Fourth of July Parades

 Back-to-School Events

 Summer Festivals

 Local Sports Team Parades

 Christmas Parades

 Fall Festivals

 Earth Day Celebrations

 Art Festivals

 Park Events



# On-Site School Events



## Seasonal Events

- Fall festivals, Halloween events, breakfast with Santa, meet the Easter Bunny, etc.

## General Family Fun Day

- Games, face painting, balloon animals, puppet, magic show, or popular character impersonator.
- Offer snacks and refreshments and set up a booth or table with information about the daycare center.

## Free Yoga/Music/Dance Class

- Bring in local musicians, Yoga instructors or dance teachers to offer a free class or performance.

## Safety Day

- Partner with local police, fire departments, or healthcare professionals to teach children and parents about safety, from fire drills to basic first aid.

## Family Photo Day

- Find a local photography student to take photos of local families.

## Craft Day

- Lead a free art class for the community.

# Local Venues

Zoos & Safari's

Child-related Expos

Local Marathons

Trade Shows

Vendor Markets



# Partner with your Brand Champion

## Plan

Collaborate and brainstorm ideas with your Brand Champion

Develop a plan to increase your local marketing within your community

## Organize

Marketing materials, flyers, giveaways, and activities

Reach out to your Brand Champion and Marketing to provide support on materials

Select and train staff to support both off-site and on-site events

## Execute

Set up event tables with marketing materials, fun activities and giveaways

Implement a plan to gather visitor information - designate one staff member to be the family ambassador

Engage with the attendees and follow up/report

# How to Begin Outreach

## Step 1

Approach a potential local community partner via call or email.

The email template may be as follows...

New Message

To

### Partnership Opportunities with BrightPath [Center Name]

Dear [Business Name],

I am reaching out to introduce BrightPath Kids Child Care and explore potential partnership opportunities with your business.

Our child care center is committed to providing high-quality care and education to young children in [City/Community]. As a locally-owned and operated business, we believe in supporting and partnering with other businesses in our community to create a strong and vibrant local economy.

We would love to discuss ways that we can work together to benefit both of our businesses and the families we serve. Here are some ideas we had in mind:

- Offer a discount or promotional offer to our families
- Partner on a community event or festival
- Collaborate on a donation drive or charity project
- Offer space at your business for us to display our marketing materials

We are also open to hearing any suggestions you may have for a potential partnership. We are excited to explore ways that we can work together to support our community. Host a parenting seminar or workshop at your business

Thank you for your time and consideration. We look forward to hearing from you soon.

Best regards,

[Your Name]  
BrightPath Kids Child Care Centre  
[Contact Information]

Send

# How to Organize Events

## Step 2

When and if the partner reciprocates interest, ask them for details such as:

- Time and date (number of days)
- Venue + venue capacity + expected footfall
- What equipment/logistics will be provided
- What equipment/logistics you would be allowed to bring in
- How many staff members could come
- (If any) What type of marketing support would be provided

## Step 3

Reach out to [marketing@brightpathkids.com](mailto:marketing@brightpathkids.com) after having gathered all details around the partnership, for support with materials such as:

- Event set-up collateral
- Marketing collateral
- Design collateral
- Any coordination or communication with the local community partner
- Local media pitches

**Additional assets can also be downloaded from the [Branding Guideline Website](#)**

# How to Organize Events

## Step 4

### Get custom forms for event lead tracking

Reach out to us for your custom form. We'll provide you a link that you can use on your center devices to have interested families provide their information for next steps towards enrollment.

**This form must be used to track leads at both in-center and out of center events.**



#### Contact Information

First Name \*

Last Name

Email \*

Phone Number

Child 1 Date of Birth

 /  / 

Requested Start Date

 /  / 

RSVP

# How to Organize Events

## Step 5

As part of the event/workshop/project/partnership, be sure to gather the following:

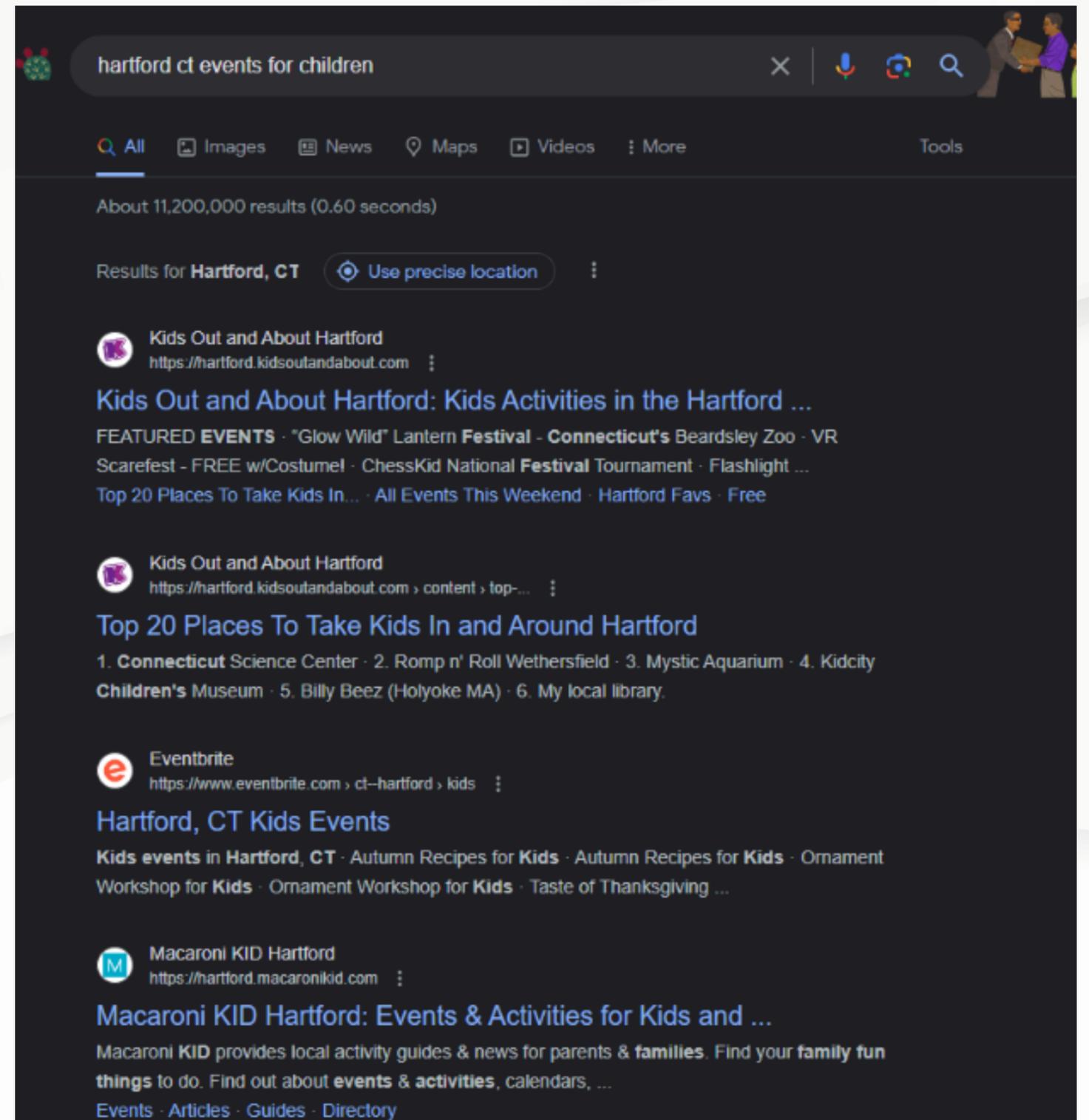
- Pictures and videos for use on social media and other advertisement
- Number of leads or tour bookings confirmed

## Step 6

- Share event debrief with all families and staff members
- Publish relevant content around the partnership on your social media, with a call-to-action for other local community partners to reach out via DM or email for similar collaborations

# Where to Promote Your Event

- **There are many local blogs that will allow you to post your event listing for free or at a low cost on their website.**
  - You can typically find these by searching for “[town/city name] events for children” or “[town/city name] things to do with kids”
- **You can also take advantage of the event listing websites such as:**
  - Eventbrite
  - Meetup
  - Craigslist, etc.
- You can also find local Facebook groups for the town or city and promote events there as well as Nextdoor.



# Event Packs & Giveaways

## Community Event Pack

- Branded Tent
- Branded Table Cloth
- Backdrops and Banners
- Bee Cutouts



**\*For all centers not BrightPath branded, please reach out to [marketing@brightpathkids.com](mailto:marketing@brightpathkids.com) for assistance with materials**

# Event Packs & Giveaways

## Giveaway Items

- Parent Pack Cards
- Buzz Sticker Sheets
- Kids bucket hats with logo embroidered
- Adult baseball caps with logo embroidered
- Tote bags with logo
- Adult lunch boxes
- Baby blankets with logo embroidered
- Maybe shirts and onesies for kids
- Plush Bees - ordering plushies of Bombo
- Child-size full-color imprint water bottles



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# Local Marketing Budget

- Each center may spend up to \$500 monthly on the aforementioned local marketing activities.
- For any cost beyond \$500, please seek approval from your Area Director.
- For any cost beyond \$2000, please seek approval from Marketing.
- Marketing will provide a separate tracking sheet to be filled out monthly that will require centers to notate how funds were spent, and what the outcome (leads/enrollments) were for this activity.

# 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.**



		<h2>Local Marketing Plan 2024</h2>		
<i>Below are many tactics to choose from to help support your goals at the center-level for local marketing. Use this sheet to build your custom plan on the Action Tab. The goal is to have 2-3 activities in local marketing each quarter - more is better! The tactics below focus on enrolling new families and current family engagement.</i>				
Type of Marketing	Overview	Details	Support Needed	Budget
<b>Local Business Marketing</b>				
Chamber of Commerce	Join the local chamber. Attend events and provide opportunities for members to connect with the school. Collaborate on bake sales, fundraising etc. Network to meet other business in the community to build your network.			Yearly Membership Varies
Pediatric, Family Doctor's and Dentists	Visit local medical offices, offer flyers or displays. Donate books or a toy to the office branded with logo/information.	Rotate flyers when promoting events. Care kits can be snacks, beverages, self-care items branded stickers.		
Maternity Clinics	Visit to offer flyers or care kits for new mothers.			
Children's Hospitals	Visit children hospitals on special days or holidays to give sick children a treat, snacks or a photo with buzz to lift spirits.			
Toy or Children Stores	Offer a special art display from children at your school.			
Family -Friendly Restaurants or Convenient Stores	Offer custom crayons with branded logo to give out to guests; create an art display for their community board made by kids from your school.			
Local Community/Township Community Center	Visit to offer flyers. Connect on community days or vendor markets.	Set up tables at events to promote. Bring an arts & craft of STEM project for the children to enjoy.		
Local Parent Groups	Seek out local parenting/mom groups that meet in-person; offer to provide a snack and refreshments during their meet-up. Or a small activity for their children.			
<b>Community Service</b>				
Community Sponsorship	Little Leagues, Soccer Clubs, art studios, local non-profits, libraries	Research your local communities for opportunities.		
Park Spring Clean Up	Plan a Saturday morning with staff to clean up your local community park. Wear your branded shirts and take photos!			
Create Care Packages and Care Cards	Deliver care packages to women/homeless shelters, make care cards for the children's hospital or for the senior center.			
Partner with local library	Arrange for a lead teacher to host a story time at the local library; invite the librarian to your school to host a guest story time. Invite leads to join.			
Collect and Donate	Arrange for a donation drive that supports a local non-profit. Art supplies, school supplies, books, food, clothing. This can be seasonal to support different needs.			
<b>Local Parades, Festivals and Community Events</b>				
Holiday, Township Parades	Seasonal, township, holiday parades. Many encourage local businesses to participate. Buy a banner, gather a good group of kids and teachers and walk the parade giving out bubbles.			
Seasonal, Topical, or Street Festivals	Spring/Fall, Art, Music, Earth Day, First Fridays- Festivals are opportunities to set up a table and promote your school. Have fun activities, bubbles, face painter on hand to gauge interest. Seek other opportunities to sponsor an activity at local festivals.			
Back to School Events	Sponsor a back to school event or partner with a local school. Movies in the park, yoga, nature gatherings, tot time; partner with			