



# How to Attract Parents and Increase Childcare Enrollment





It's the question on the mind of every childcare center owner and director: how do we boost our enrollment? There is an art to attracting and winning over parents. Parents are a unique brand of customers with towering expectations. To help you tackle the question of how to increase your childcare center or preschool enrollment, we've compiled these 7 time-tested methods.



## Collect and Showcase Testimonials From Satisfied Parents



There are few things parents trust more than the hardy endorsement of another parent. For many prospective parents, your digital presence is the first thing they'll come across. While a top-notch website sets the stage for a positive first impression, parents will typically go beyond your site to evaluate your reputation from objective third parties - in other words, reviewers. It's imperative that you maintain and actively solicit positive online reviews on sites like Yelp, Facebook, Winnie, Care.com, and Google. Be sure to stay on top of the feedback you receive and always reply to reviews, good and bad.

### To collect more reviews, consider:



Including links to submit a review in your email signature



Incentivizing reviews with a thoughtful gift to parents who offer them

In addition to the common practice of collecting digital reviews and print testimonials, if you have a good relationship with a parent, consider asking them to share a video testimonial. With the parent's permission, these videos can be showcased on your website, email communications and in your advertising.

### Keep Parents Informed at Every Stage

Good recommendations hinge on establishing excellent parent relationships. In addition to providing exemplary care, there are other tactics you can use to ensure you have an ultra-satisfied client base. When parents are forced to leave their children with others for a good portion of the day, regular communication is key. You can engage (and impress) parents by providing them with regular updates on their child's experience.

There are few better ways to keep parents informed than by employing childcare management software. Such software systems, like Prime Childcare, provide you with an app (branded to your center) that funnels updates straight to parents' phones - an incomparable asset.

### Updates you can send using childcare software include:



**Daily reports**



**Incident reports**



**Child achievements**



## Show off Your Center's Presentation With An Open House

Never underestimate the importance of aesthetics. Parents like to see a bright, well-maintained environment when evaluating a potential childcare center. Although little ones make cleanliness a never-ending task, make sure your staff and cleaning personnel are tidying up your rooms and play areas at least two times a day. Host an open house 1-4 times a year to showcase your facility, or schedule times with interested parents.

There are two core components to presentation: sanitation and decorative flair. Not only should surfaces, toys and door handles be regularly wiped and disinfected, your center should be lovely to look at overall. Parents want to see exemplary organization. Not only should you prioritize organization at a physical level, but at the internal/administrative level as well.





## Treat Your Technology Like the Ultimate Competitive Advantage

Despite the sweeping digital changes transforming childcare programs, some centers have neglected to make the switch from paper forms & processes to infinitely more efficient childcare center software. Childcare management software systems are the new standard in running an efficient and effective childcare center. They help you comprehensively manage your day-to-day operations in one platform. From flexible billing options for parents to food allergy tracking for children, a childcare software is an administrative game changer.

This internal technology becomes a powerful way to attract parents when you use it as a competitive advantage, discuss the benefits with parents, and highlight it in your marketing. Nothing appeals to the new generation of millennial parents like sophisticated technology -- especially when you have your own mobile app that they can download and use on their mobile devices. It demonstrates that you run a childcare center that is adaptable and ahead of the curve.



## Promote Competitive Pricing with Discounts and Parent Referrals

As with all purchasing decisions, price point can often emerge as a determining factor. No matter your exact fee structure, evaluate how nearby centers price their services and see where you can be competitive with your costs.

Use holidays and seasons to drive special discounts on your weekly or monthly fees. Join social media groups for parents in your area where you can highlight discounts and special promotions, like a free drop-in day - but most importantly, contribute to the conversation in the group!

Consider offering one month of free childcare (or the perk of your choice) if a current parent refers a new child to the childcare center. You can promote your referral program in CMS app, advertising, or any print materials you produce for the childcare center.

**Depending on your parental demographic, you can establish a pricing strategy that speaks to your goals:**

- 1** Do you want to be an economic option in an affluent area where childcare is typically more expensive?
- 2** Do you want to offer a strategically high-priced, "elite" option for parents looking to spend more for a prestigious preschool/childcare center service?



## Advertise in the Community

In addition to digital marketing, old-fashioned advertising in the community can still prove effective. The white pages may be outmoded, but simple tactics like newsletters and playground flyers, or posters at kid-friendly eateries may still prove effective at getting in front of parents.

### To get started with an advertising campaign

1

**Set an advertising budget and determine where you think the most parents will see your ads.**



2

**Highlight an enticing, time-sensitive offer in the ad to encourage parents to contact you sooner rather than later.**

3

**Place unique URLs or phone number extensions on your ads, to find out which campaigns were the most effective.**

4

**Focus on becoming an established, well-known presence in the community.**



Even if they may not need childcare at the moment, if they know your name ahead of time, they're more likely to call you than your competitor. Generating awareness is key in the marketing game, no matter the industry!





## Create a Waitlist Page

Every childcare center is different, but even if there isn't enough demand early on in your program to justify the creation of a waitlist, it can still be a smart strategy for childcare centers to adopt. Waitlists often instill a sense of urgency around enrollment for parents, making them think they need to act sooner rather than later in order to secure a spot for their child. It also promotes an image of scarcity, leading parents to believe that your childcare center is very popular with parents.



## Highlight the Unique Perks of Your Center

This can be a deciding factor for parents. Entirely dependent on you and your staff, you can choose to offer special benefits or draw attention to the features that already set you apart. These might include flexible pick-up hours, low classroom ratios and highly credentialed and experienced teachers - anything that sets you apart. A CMS may also come in handy on this front, as you can tout the ability of your center to diligently manage child food allergies or accept payments from a variety of platforms, including mobile.

The security features of a CMS can also serve as a great selling point for parents. Prime Childcare, for example, offers the most advanced security features of any childcare app on the market.



**With Prime in your toolkit, you can showcase security features such as:**

- 1** Ability to keep photos of individuals approved for pickup
- 2** Data security protocols that rival most financial and medical institutions
- 3** Staff with thorough background checks

**The increase in efficiency brought by a childcare management system may become your ultimate competitive advantage as a childcare center.**

**Making this investment could have a positive impact on your enrollment efforts and assure parents that they're leaving their children in capable hands.**



To learn more about Prime Childcare Software, schedule a free consultation at

[pccsoft.com](https://pccsoft.com)