Increase Enrollment and Revenue through Differentiation

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What We’ll Cover Today

• How to define your program’s “key value differentiators” to attract more families to your program
• How to identify additional products and services that will bring in more revenue than tuition and other funding without “fundraising”
• Strategies for launching your new products and services
• How to locate resources to support your new revenue boosting campaigns
• Open Q&A

But first...just a couple minutes about my background.

I’ve been a coach and consultant exclusively for early childhood businesses since 2009.
I’ve written two published books on the topic.

I’ve been featured in USA Today, Newsweek, Entrepreneur Magazine, and Child Care Exchange – to name a few.

I just received the **Moving America Forward** award from William Shatner & Doug Lewellyn.
I’ve met countless celebrities as I try to move the cause of early childhood education forward.

Most importantly, I get the chance to serve over 300 awesome ECE owners and their staff, with my coaching programs.

Here’s a good chunk of our main program, the Child Care Success Academy. That was a good day. ;-)
Which means my team and I get to have a **positive impact** on literally thousands of families with young children.

And here’s a **recent pic** of me with my kids, Owen and Maeve. This was taken a couple weeks ago on Christmas Eve. We live in a tiny mountain town in Colorado.

**It’s Better to Be DIFFERENT than GOOD**

- Parents *assume* you do a quality job
- They haven’t been educated about the real differences in child cares and preschools
- They don’t know what accreditation really is or what it requires
- At the end of the day, they really just want to know how your program is DIFFERENT than the others they are considering
If you leave it up to them to figure out your differentiating value...

...they have no choice but to decide based on price and/or location.

Four Steps to Identify Your “Differentiating Value”

1. Get clear on what your competitors offer / are saying
2. Know your clients and prospects
3. Identify the top 3-4 differences you have that are important to your market
4. Play with the verbiage to make them “pop”

“Differences” Re-Defined

Before:
- Loving, caring staff
- Award-winning curriculum
- Meals and snacks included
- Indoor playground

After:
- Combined teacher experience of 232 years
- Small class sizes which supports individual learning
- Fresh fruit and veggies at every meal (not canned)
- Outdoor classroom with nature-based features incorporated into curriculum
The 3 Ways We’re Different
(from most other programs in the area)

• We are NAEYC accredited which holds us to a higher standard of quality (kind of like the Good Housekeeping seal of approval)

• We have a nature-scape playground that backs to open space and ponds (which kids love)

• We provide fresh fruits & veggies at every meal or snack (not canned fruit)

A List of Unique Benefits & Features to Get You Started...

- Free diapers
- Largest playground
- Indoor playground
- Fresh fruit & veggies
- Organic meals
- Transportation
- Accreditations
- Special programs (baby yoga)
- “Best of” award
- ZONO (cleaner, no bleach)
- State of the art security
- Online camera system (PB&J TV)

- Teacher tenure / degrees
- On-site owner
- Longest in market
- Multiple generations attended
- Owned by a local mom
- Homework Club
- Activities all-inclusive
- Digital parent communication app
- Daily photos / videos sent electronically
- Eco-Healthy certified
  [www.ecohealthycare.org](http://www.ecohealthycare.org)

Brochure Example – Back
Child’s World Academy (NY)
Educational Playcare (CT)
http://www.educationalplaycare.com

Woodcrest Preschools (CA)
http://www.woodcrestpreschool.com/

Ways to Figure This Out

• Study Your Competition (mystery call, shop, visit their website, ask to be sent info)
• Ask Your Parents
  – Surveys
  – “Focus Groups”
• Ask Your Staff
• Create (add) a Unique Benefit that matches your market
Poll Time!

Advanced: Segment by Age

*Infants/Toddlers*
- Free diapers & wipes
- Baby sign language
- 2 photos/day sent real time through Tadpoles

*Preschool / PreK*
- Formal Kindergarten Readiness program
- PreK teacher has 23 years of experience in Kindergarten and Pre-K
- Fun monthly field trips that support learning goals

*After-School*
- Homework Club run by former 2nd grade teacher
- State of the art gaming station (after homework is done)
- Special playground designed to appeal to older kids

The “Kris Murray Value Platform”

- Owner's Story / Expertise
- Expert Endorsements
- Awards / Accreditations
- Testimonials / Reviews (especially focused on children's transformations)
- Unique Benefits / Differences
"Laugh Break"

My high school graduation, 1984

Adding New Streams of Revenue / Income to Your Program

Four Popular Methods for Adding Revenue Streams

1. Partner with 3rd party products and services, to sell to your families
   – Convenience items like portraits, hair cuts, take-home dinner services
   – Curriculum boxes or learn-at-home items
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2. **Add new services to your program, that tie in with your core offering**
   - Birthday parties, tutoring services, school age “vacation camps”, mommy & me yoga on Saturdays or weeknights

3. **Events Held at Your School**
   - Mom to Mom sales (entrance fee)
   - Seminars, parenting workshops

4. **Leasing Out Your Space on Off Times (weekends or evenings after close)**
   - Church groups, Girl/Boy Scout meetings, AA Meetings, Weight Watchers, other community meetings looking for a home
Other Innovative Revenue Ideas

• Special drop-in programs
  – Gainesville “Gator Kids” club on Saturdays
• Membership programs
• “Preferred” Waiting List – pay a fee to cut the line
• Retail shop or coffee bar added to your lobby
• Amazon Prime
• Partner with local elementary to run their before/after school program

Think Strategically…

• Be clear about your purpose / goal!
• To add $10K/month in revenue (so we won’t have to fundraise)
• To add value to our parent experience (which will help family retention)
• To add unique benefits / differentiation (which will help enrollment)

• Think about the time it will take vs. the payback

How to Launch New Products and Services

• Create a launch plan (mini—marketing plan) for your new offering
• When will you announce it?
• How will you promote it?
• Will there be an initial “deal” or incentive offered?
• Always use a deadline for taking action
• REMIND people often
7 Effective Ways to Promote a Launch or Special Offer

1. Facebook ads or “boosted” posts
2. Email blasts to your list
3. A landing page on your website, as well as a blurb on your home page
4. Your Google Maps page / listing
5. Your parent newsletter
6. Add special signage (banners, flutter flags, etc)
7. Community marketing / “muffin runs”

Resources for Adding New Revenue Streams

• ECE groups – LinkedIn, FB, coaching programs
• Mommy blogs (always promoting cool new products)
• Companies that serve parents with young children
  – Such as Dilly’s Treehouse, the sponsor of this webinar
• Local community resources
  – Chamber of Commerce, Mommy and Me groups, local businesses that target your shared demographic audience

Summary

• It’s better to be different than to be good
• You must tell parents your unique VALUE
• A great way to differentiate yourself is by adding unique programs, services, or partnerships
• Plus, these can provide additional revenue streams to your school
• Be strategic about what path you choose
• Launch effectively by having a plan and using multiple media
Did You Know?

The Child Care Success Summit 2017
650+ ECE owners and directors
30 exhibitors & sponsors
The largest event in the world of its kind

Join Us!!
October 5-7, 2017 - CHICAGO
www.childcaresuccesssummit.com

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Thank You!

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Open Q&A