The Full Enrollment Formula

Kris Murray
President & Founder
The Child Care Success Company

www.ChildCareSuccess.com

Thanks Fran for bringing me back
Thanks SmartCare for sponsoring this session

www.ChildCareSuccess.com

What We’ll Cover Today

• A little about me & my team
• Your 5-Step Roadmap to Full Enrollment
• Case studies, tools, and resources
• Summary & Action Steps
• Open Q&A (as time allows)

www.ChildCareSuccess.com
Our Mission

• Vision: Improve the child care experience for 1 million children
• Mission: To provide child care business owners and leaders worldwide with the marketing, management, and leadership skills they need to run profitable, high-quality child care programs – resulting in a healthier, better early learning experience for children, families, teachers, and owners – worldwide.

How We Make a Difference

170 Preschool Leadership Teams & Counting...

Why the heck should you listen to me, anyway?
Kris Murray
Author & Speaker

- Two 5-star rated books
- Thousands of copies sold
- Keynote speaker at many state and national conferences
  - FLAECY Sept 5-6

Host of the Child Care Success Summit

The world's largest early learning business conference
Orlando, October 9-12
800+ attendees, 50+ exhibitors

Learn more at:
www.childcaresuccesssummit.com

Social Channels & Free Resources for You

Podcast: Over 34,000 Downloads
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Blog: www.childcare-marketing.com

Facebook: FB.com/childcarebusiness
Over 6,100 followers

YouTube: Over 4,400 Subscribers
Channel: The Child Care Success Company
I've been featured in USA Today, FOX Business, Newsweek, the Wall Street Journal, INC. Magazine, Entrepreneur Magazine, and Child Care Exchange – to name a few.

Most importantly, my team and I get the chance to serve hundreds of ECE owners and their staff, with our coaching programs.

Which means we get to have a positive impact on literally thousands of families with young children.

And here's me with my kids, Owen and Maeva. We live in a little mountain town in Colorado.
The Problems You May be Facing

• **You've been struggling to build your enrollment**, and you're FRUSTRATED that nothing you try seems to be working. Increased competition or lack of digital marketing expertise may be at fault.

• Lack of CLARITY on what's broken so you can fix it

The Problems You May be Facing

• **PRICE vs. VALUE:**
  - You get calls from prospective parents, but they just want to know your RATES, then never call back or take your tour. You hate feeling like a commodity, because you know you provide a quality program for children.

The Problems You May be Facing

• **TEACHER SHORTAGE / TURNOVER:**
  - You could enroll more children if you could find more qualified teachers to hire — who would stay working for you over the long term.
The Problems You May be Facing

• NEW to the MARKET:
  – You're just starting out, either in your center or in your home, but you're anxious about how to get clients for a brand new program. You need help creating marketing that works from Ground Zero.

You Need a Proven SYSTEM and Process

• System for getting the phone to ring
• System for getting people in the door
• AMAZING Tour System
• Follow-Up System
• Hiring System

You Can Do This!

• Reasons to have hope!
  – We have helped so many people desperate for answers, just about to close their doors
  – Just follow the 5-step roadmap I'm going to give you today!
  – You can do this! 😊
Darla Riley, Owner/Director of Sulphur Springs Christian Preschool in Sulphur Springs, Texas

“In just 5 weeks following Kris’s techniques, we enrolled 10 children, and increased our revenue by $55,000!”

Christine & Jeff Teander
Ashebridge Children’s Academy
Apex, NC

“Our enrollment has surged with 24 new children since we started using the ideas we’ve learned in Kris Murray’s Enrollment Boot Camp! We now have waitlists in four classrooms! This is a 20% increase in FTE at one location and we’re not done enrolling yet!”

Success Story: Andrea Wortman
Club K After School Zone
Portland, OR

11 locations

Reduced staff turnover from 67% to 17%

“Doubled my income, number of locations, and employees in 3½ years.”
Let's dig in!

The 5-Step Full Enrollment Formula:
1. Be visible
2. Be different
3. Build trust
4. Deliver your promise
5. Know your numbers

YOUR ENROLLMENT FUNNEL

% Enroll % Do Not Enroll

Inquiries, Calls, Emails, Walk-ins
% Tour the center

Tour the center
% Do not tour the center (why not?)

Referral Programs
Direct mail / Postcards
Google PPC
Community Events
Social Media
Press Releases
Signage / Drive-By

Inquiries
% Enroll
% Do Not Enroll

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Step One: Be Visible
Be Found by Today's Millennial Parents

Rule of Thumb:
A child care center in a suburban market (population 20-50K) should get an average of 20 leads per month.

So how is YOUR school performing compared to the benchmark of 20 leads per month?
- Your success is based on how VISIBLE you are...online and offline.
Poll Time!

Top Lead Generation Methods
Today’s Millennial Parents

• Online
  1. Google Maps (google.com/business)
  2. Facebook Ads Manager & Boosted Posts
  3. Other social channels: Instagram, YouTube channel, Pinterest, Twitter
  4. Email Marketing to Your List
  5. Google Pay Per Click (PPC)

Top Lead Generation Methods
Today’s Millennial Parents

• Offline
  1. Parent referral rewards program
  2. Community marketing
  - Signage, local events, muffin runs, realtor programs, reciprocal referrals
  3. Flyers, postcards, print ads

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Keywords Drive Google Listings & Search
Daycare, Day care, preschool, child care, after school, infant, summer camp

Case Study: Debbie from Ohio

Dear Kris:

“We have been open for a year and we cannot get our enrollment over 50. We are located within a mile of 4 other centers most of them are chain centers. We are privately owned. We have tried open house, Halloween trick or treat open to the community, visiting local businesses and giving small gifts, mailing books to children of parents that have called for information and still very few calls. When we get a call we normally get them to visit and when they visit they normally enroll. It’s just getting the phone to ring. We also did a postcard mailer. Any suggestions? Our rates are a few $ less than our competion. Wouldn’t it be beter to lower our prices considerably and fill up than to struggle at 40+ kids? Suggestions? We’ve got to do something.”

Keywords = Google Search Rank

Serving: Toddler's Education
Daycare Toddler's Learning
Parent's Learning Toddler's
Preschool Toddler's Learning

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Preschool Toddler's Learning
Case Study: Debbie from Ohio

What I did:
- Went to Google (logged out) and typed in "preschools Mason Ohio" and "daycare Mason OH".
- Both searches came up but in the first 2 pages of child care listings - NOT DEBBIE's program.
Recap of Step One:

- **Be Visible** – be FOUND online first, then offline in the community
- Analyze where your leads are coming from
- Is “lead flow” up or down?
- Where can you be more visible? Where are you invisible?

The 5-Step Formula:

1. Be visible
2. Be different
3. Build trust
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5. Know your numbers

STEP TWO: Be Different

- Preschools all sound and “look” very similar to a typical mom calling your program
- It’s often very hard to make the best choice
  - Rather than making it based on price and location...
  - Help them make it based on UNIQUENESS, VALUE and TRUST
STEP TWO: Be Different

Three Big Elements of Your “Differentiation”:
1. Concrete, Compelling Points of Difference that are Easy for Parents to “Get”
2. Backed up by Reviews & Testimonials

We also sometimes refer to this as your “value platform”

How Strong is the Value Platform of Your Message?
• Enables customers & prospects to clearly, quickly understand how you improve the lives of children (and parents)
• Highlights your top differentiators
• Easy to understand
• Compelling
• Builds trust in your program

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)
<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>AVERAGE AGE (MONTHS)</th>
<th>TLC RATED</th>
<th>STATE OF (TRUSTED)</th>
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<tbody>
<tr>
<td>Infants</td>
<td>0-11 months</td>
<td>0.5</td>
<td>51 or 52/52</td>
</tr>
<tr>
<td>Toddlers</td>
<td>18-24 months</td>
<td>0.5</td>
<td>71/71</td>
</tr>
<tr>
<td>Junior Pre-K</td>
<td>24-36 months</td>
<td>0.5</td>
<td>81/81</td>
</tr>
<tr>
<td>Preschool</td>
<td>36-48 months</td>
<td>0.5</td>
<td>132/132</td>
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<tr>
<td>Pre-K</td>
<td>48-60 months</td>
<td>0.5</td>
<td>56/56</td>
</tr>
<tr>
<td>Young 5K</td>
<td>60-72 months</td>
<td>0.5</td>
<td>55/55</td>
</tr>
</tbody>
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Value Platform Examples Online
STEP THREE: Build Trust

- All the way through the Enrollment Funnel
- How you generate inquiries
- How you handle the phone call
- How you handle the tour
- How you handle the follow-up
- How you “on-board” new families and communicate over the first 90 days

Where the MAGIC Happens…
(Or Not)

The Phone Call

The Tour

A Typical Phone Inquiry

- Meals included
- Open 6:30a-6:30p
- 3 snacks
- Had to ask her to elaborate on differences – put on hold for 2nd time and I could easily have hung up
- “Corporate curriculum”, daily schedule and themes
- A very unstructured presentation of all sorts of curriculum topics and enrichment ("boring and way too long")
- Never ask my name or my child’s name
How My Team and I Fix It

Three “Differences”
• All-inclusive STEAM curriculum
  – Arts, science, tech and math, dance - all included
• Unsurpassed kindergarten readiness
  – Here’s why (and proof points if you have them)
• Outdoors every day – both structured learning and free play
  – An example of what they did today / earlier this week outside

• Much shorter, impactful, and memorable
  Start the call by asking their name, child’s name, tell me more about your child and the reason why you’re seeking care

A Cool Way to Build Your Email List:
Sharon’s eBook (example)
- Includes letter from the owner
- Builds trust
- Positions her school as a top choice
- Answers common concerns, fears, questions from parents

Thanks for Touring Card (in Goodie Bag)
Recap: Can you see how all these tools and ideas build TRUST with parents?

- Differences
- Your story
- Expertise
- Awards & accreditations
- Testimonials and reviews

The 5-Step Formula:

1. Be visible
2. Be different
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4. Deliver your promise
5. Know your numbers
STEP FOUR: Deliver Your Promise

3 main reasons why parents dis-enroll:
1) They don’t feel communicated to – don’t know what’s going on
2) Teacher turnover in their classroom
3) Specific service issues go unresolved (repeated incident reports)

Ways to Fix It:
1) TRAINING program and On-Boarding for New Teachers
2) Digital Parent Communication App with Daily Photos, Videos, Reporting
3) Reduce Teacher Turnover by Tracking It and Working on Your Leadership, Culture, and Staff Appreciation pillars

The 5-Step Formula:
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STEP FIVE: Know Your Numbers

• Because what you measure...IMPROVES

• You won't know how to improve your score if you're not keeping score

• It provides CLARITY...and clarity is power

What to Track in Your Enrollment Funnel

• # of Inquiries
• Lead Source (Where Inquiries are Coming From)
• # of Tours
• Conversion % from Inquiries to Tours
• # of Enrollments
• Conversion % from Tours to Enrollments
• Monthly / quarterly / annually

Sample Tracking Form
Recap:
The 5-Step Full Enrollment Formula
1. Be Visible: Be found by today's parents
2. Be Different: A compelling message with points of difference
3. Build Trust: Trust-building elements throughout
4. Deliver Your Promise: Keep them once you get them
5. Know your numbers: Tracking provides huge clarity

Can you see how these steps can transform your enrollment process?

Can you find just 3 hours a week to implement these strategies?

The key is to just START.

What 1 or 2 Actions from This Session Do You Commit to Completing in the Next 30 Days?
1. ________________________________________
   __________________________________________
2. ________________________________________
   __________________________________________
I hope you learned a lot over the past hour.

“There’s much more I have to teach you, Young Padawan!”

Now, you have a choice to make.

You can do it alone, following this easy 5-step roadmap.

Or...

You can learn more about getting my personal help.

Learn more about how we can help with a complimentary Discovery Call / Strategy Session:

www.ChildCareSuccess.com

Kris Murray & Team

Toll-free: 877-254-4619

THANK YOU!