

The background features a teal gradient with various decorative elements. On the left, a large teal arrow curves downwards. In the center, there are several colorful icons: a yellow star, a pink arrow pointing up and right, a teal cross, an orange cross, a teal ring, a pink ring, a blue ring, and a teal arrow pointing up and right. There are also some faint teal shapes and arrows scattered throughout.

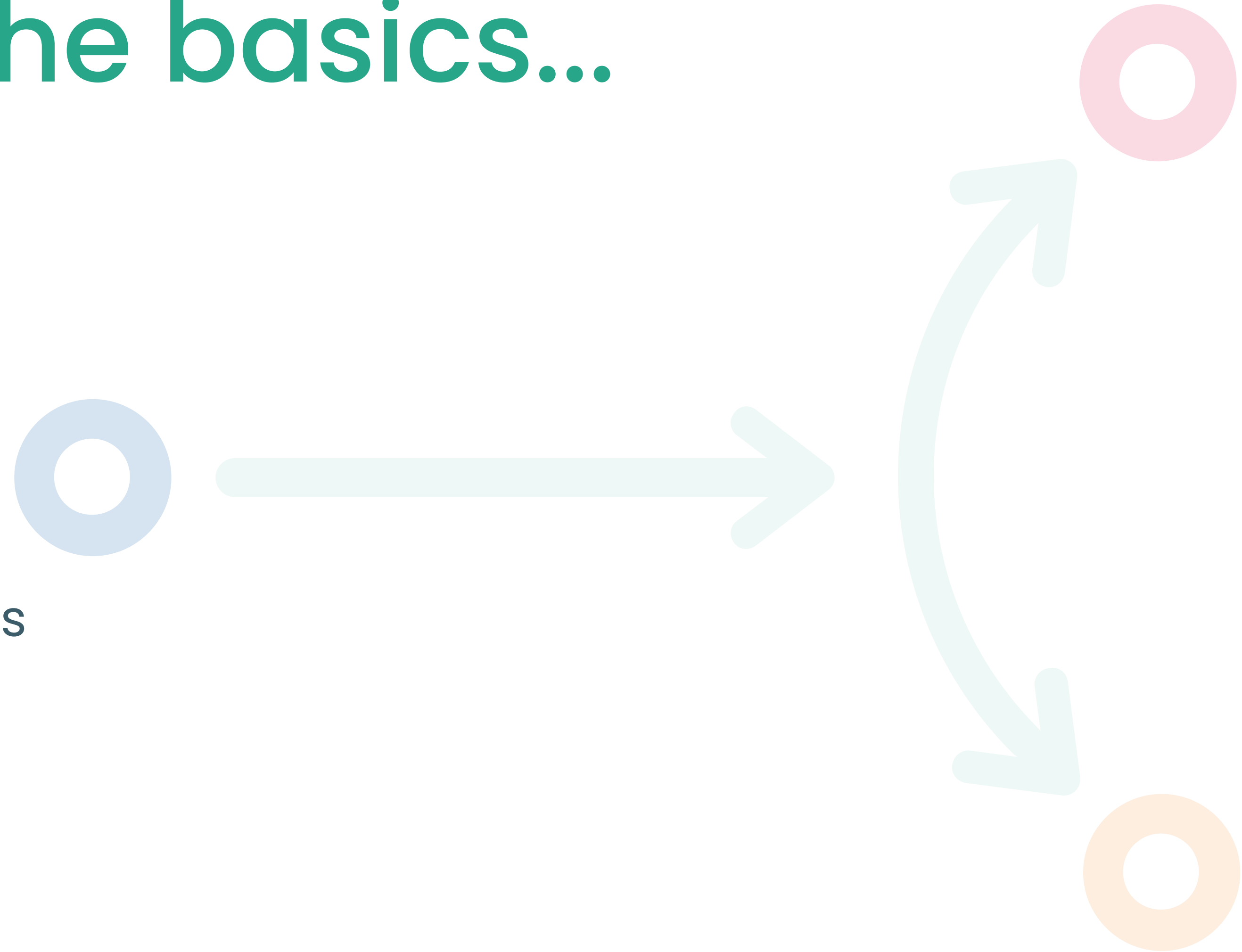
Childcare Enrolments Playbook

How to Maximise
Occupancy & Grow
Your Business

Let's start with the basics...

What You Need

- Website
- Google My Business
- Social Media Pages
- Enquiry, Enrolment & Waitlist Forms
- Managing Leads



Website

4 rules for turning website visitors into leads

1. Focus on 1-2 Calls-to-Action (CTAs)

It's tempting to tell all of your target families everything you can offer. Enrolments, Waitlists, Centre Tours, Other Enquiries. But too many options can lead someone on the road to nowhere.

We recommend using 1 main goal (like 'Book A Tour') with one more generic secondary Call-to-Action (like 'Contact Us' or 'Enquire Today').

2. SHOW FAMILIES YOUR POINTS OF DIFFERENCE

There's lots of competition around, and knowing how to separate yourself is key.

The biggest drivers of occupancy are offering: Value-Adds (like extra activities), Better Nutrition, Intimate Care, Longer Hours, Greater Flexibility, Care for a Variety of Ages.

If you offer any of these, communicate it in your website homepage to appeal to families' wants.

3. USE REAL PHOTOS & VIDEOS

Chances are, families have been doing their research for some time. And they know what stock footage looks like.

Show families your real centre, real families, real children (with permission) and real educators.

Not only does this continue to separate yourself, but when it comes time for a centre tour, a family can meet a person they've already seen online and it can create a sense of familiarity as soon as they walk through the door.

4. MAKE INFORMATION CLEAR

Potential customers - or even customers - don't care about your business the way you do. So they're probably not going to sit through 10,000 words about how great your centre is.

Families want to know:

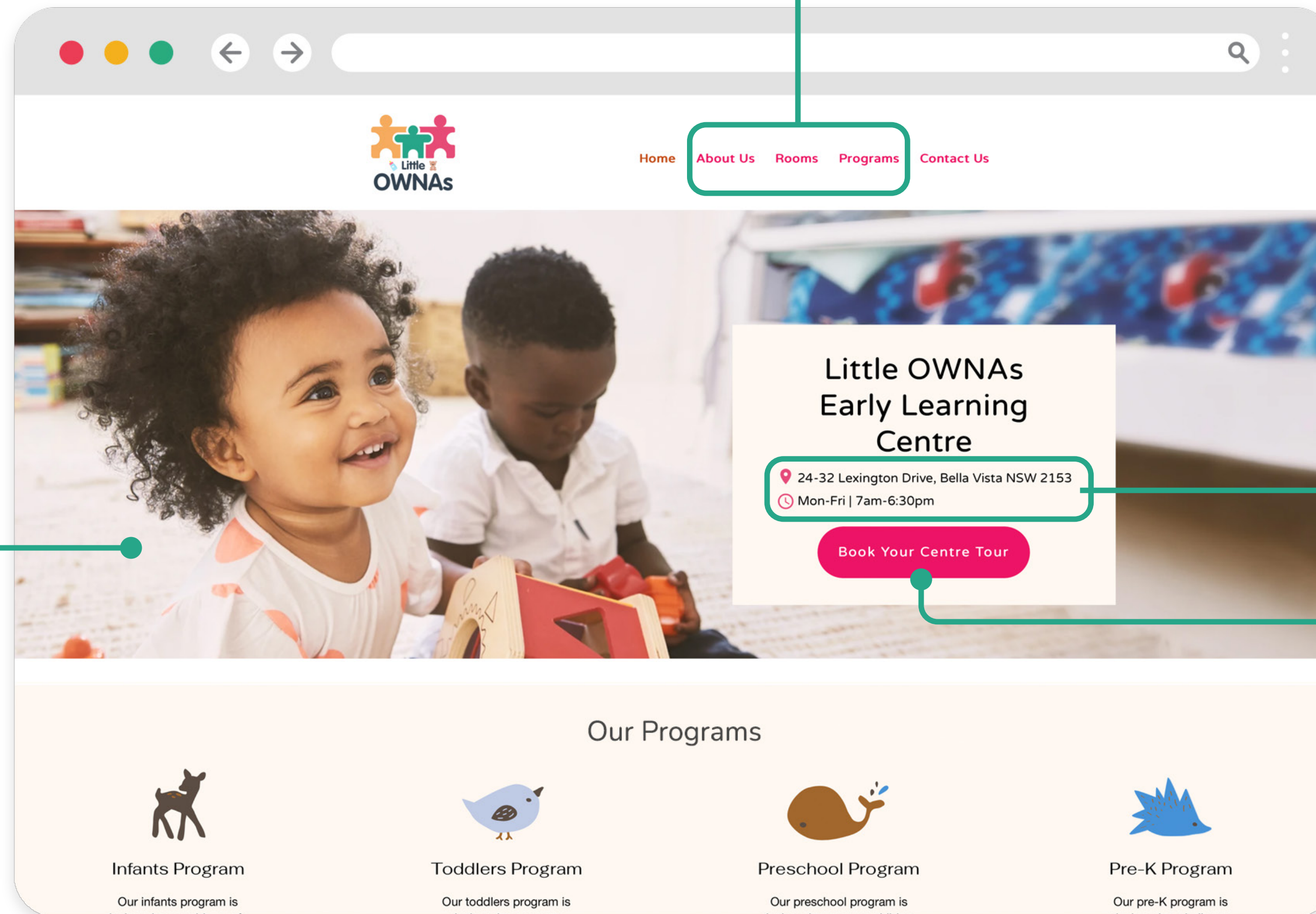
- Where you are (with your address)
- How to get in touch (through forms and contact information)
- How much it's going to cost them
- What makes you different from all the other services in the area
- Why they should choose you

Of course, what makes you different and why they should choose you can be up to interpretation, but the idea is to pick your BEST points - not every point. Choose what truly sets you apart, lead with that and - for most of you - remove 90% of what's currently on your website.

Website Example

Pages to talk about Important Info & Points of Difference

Real photo (this is actually a stock photo, but you would use a one of your centre/people)



Location & Open Info

One Main Call-To-Action (CTA)

FREE Resources

for your website



Hotjar

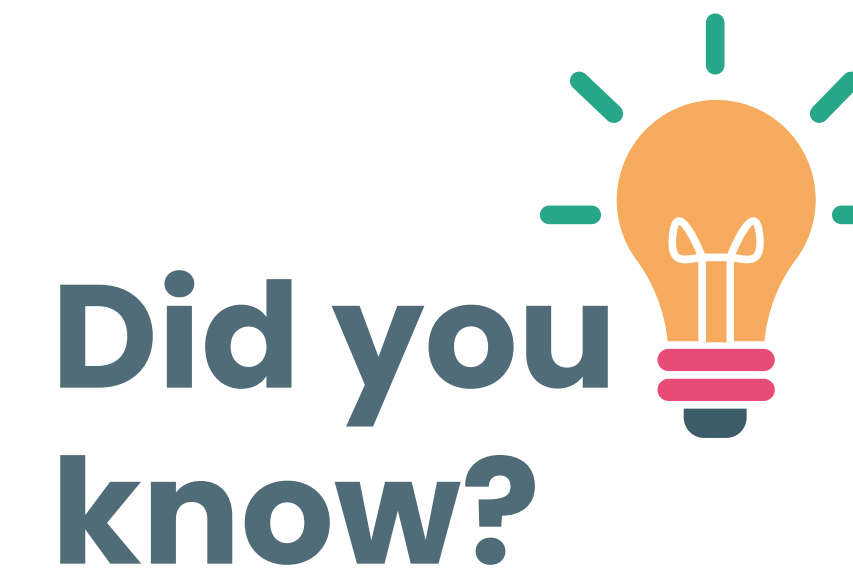
Video recording your website visitors' behaviour can help you see how they interact with your website, and what's causing them to leave your website.



Google Analytics

A bit more complicated, but great for seeing data.

- Where do customers come to your website?
- How much time do they spend?
- Where do they leave?
- How many fill out a form?



Did you know?

OWNA has FREE Enquiry Forms that you can embed in your site, which means the information goes straight into your childcare software!

Google My Business

How to get to the top of Google



Local searches like 'Childcare near me' or 'Preschool (Suburb)' are your bread and butter. You need to win these if you want to maximise your enrolments.

Here's how you do that:

1. GET REVIEWS. THEN GET MORE REVIEWS.

Then after that, get more reviews.

More positive reviews put you higher up the list. It's not the only factor but it's a big one. So call in favours from families at your service, educators, extended family members and more.

2. INCLUDE IMPORTANT KEYWORDS & OPENING TIMES

Location-based keywords like your suburb or street are great for location-based searches. And the service you do is great for those searching for specific centres like preschools or long day care centres.

Google is pretty good at grouping phrases together (like long daycare centre or early learning centre), so as long as you have one of these common phrases, you're good.

Opening times are also a key indicator of where you'll come in the search results. Google likes to show people things that are open because they think people are searching for a solution right now (they usually are). So if you're open until 7pm and it's 6:30pm, you may come higher up the list.

3. CLEARLY STATE YOUR LOCATION

I see this time and time again.

The address tells me a building, but the building has 4 floors and 12 businesses in there.

If you're on a side-street, or part of a larger building, make sure you accurately show exactly where your centre is. Because when a family come in for a tour, not being able to find the place just adds unnecessary stress and more potential for a negative first impression.

Example

Search: Childcare Centre Bella Vista

Ranked by location even though name says Norwest

Lots of good reviews

Bad reviews, but high number

Specific Location Information

The screenshot shows a Google search results page for 'Childcare Centre Bella Vista'. The 'Businesses' section lists three results. The first result, 'Norwest', has a 4.8 rating and 35 reviews. The second result, 'Bella Vista', has a 3.1 rating and 34 reviews. The third result, 'Norwest - Early Learning Ce...', has a 4.5 rating and 22 reviews. A map on the right shows the locations of these businesses. Annotations with green lines point to specific elements: 'Lots of good reviews' points to the 4.8 rating of the first business; 'Bad reviews, but high number' points to the 3.1 rating of the second business; 'Specific Location Information' points to the address 'Unit 79/24-32 Lexington Dr' of the first business; and 'Ranked by location even though name says Norwest' points to the 'Norwest' business name.

Business Name	Rating	Number of Reviews	Address
Norwest	4.8	35	Unit 79/24-32 Lexington Dr
Bella Vista	3.1	34	13/4A Meridian Pl
Norwest - Early Learning Ce...	4.5	22	14 Lexington Dr

Social Media

How to win on socials



1. FACEBOOK & INSTAGRAM

The only 2 social media platforms you need. If you have time, maybe add TikTok, but for most, Facebook & Instagram is enough.

Similar to your website, share REAL photos and videos, avoid stock photos, and don't overdo it with the graphics.

Prospective families want to see why they should pick your centre, and want to feel part of it straight away.



2. DOCUMENT, DON'T CREATE

This is a common line when it comes to marketing. Instead of spending hours creating graphics or getting children to pose for that perfect picture, just post what's already happening.

Children engaging in an experience?

Video is inconspicuously.

Team outing?

Share what you're up to.

New addition to your learning experience?

Create a time lapse of how you built it.

Documenting what you do not only saves you time, but typically leads to more engagement from your audience. And when prospective families see engagement from families already at the service, they'll know that yours is a centre that really connects with the community.



3. FEATURE YOUR EDUCATORS

Again, similar to your use of real photos and videos, this creates familiarity.

When your time comes, families who have seen an educator on your social media page will get that sense of familiarity as soon as they walk through the door, and the chances of a positive experience increase.

Example

Instagram Profile



- ✗ Too many graphics
- ✗ Use of Stock Images
- ✓ Feature Team Members



- ✓ Good mix of educators, children, learning environments
- ✓ Focus on 'real' people

Forms

Enquiry, Enrolment & Waitlist



ENQUIRY FORMS

You want to make it easy for families to enquire about your service. This usually comes in the form of a... form, on your website.

When creating a form, you should think about what you NEED from a family to qualify and follow-up on their enquiry, whilst at the same time making it easy to fill out.

Getting this balance right is going to make getting a good, quality lead easier, and make contacting them easier.



WAITLIST FORMS

At a really good centre, families will wait to be enrolled, and sometimes even pay for the privilege of waiting.

And whilst it's good to get a large waitlist, many services have their waitlist forms on their website, which can lead to loads of rubbish leads from families that have very little intention of actually enrolling at your service. They just don't want to miss out.

We recommend making your waitlist a little bit exclusive. Don't give it away straight away, and try to speak to the family before allowing them to jump on the waitlist. It's less work for you than sifting through a load of families that will probably have enrolled somewhere else a day or two later.



ENROLMENT FORMS

As we know, compliance is key, and you need to have an up-to-date enrolment form. But you also need something that stops creating more work for you later on.

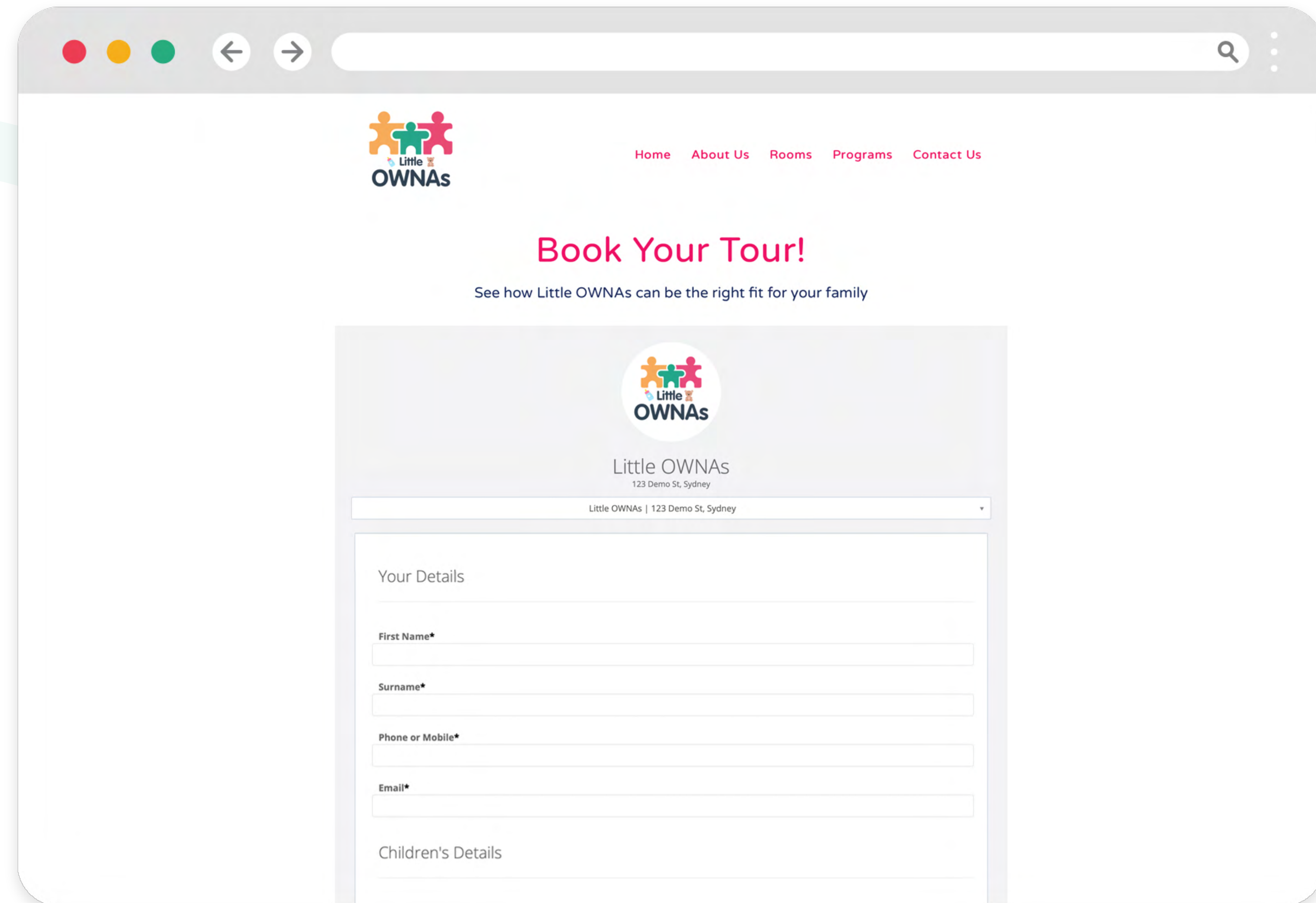
The enrolment form is a big piece for both families and services when it comes to getting off to a good start.

This is one of the instances where childcare compliance and marketing actually overlap. Starting at the bottom first means that all of your activities beforehand - ads, posts, tours etc. - aren't done in vain.

So don't skim past this one. Make it a priority when setting up your service.

Example: OWNA Feature

Embed your enquiry forms into your website



The screenshot shows a web browser window displaying a website for 'Little OWNAs'. The browser's address bar is empty. The website's header includes the 'Little OWNAs' logo and a navigation menu with links for 'Home', 'About Us', 'Rooms', 'Programs', and 'Contact Us'. The main heading is 'Book Your Tour!' in pink, followed by the subtext 'See how Little OWNAs can be the right fit for your family'. Below this is an embedded form titled 'Little OWNAs' with the address '123 Demo St, Sydney'. The form has a dropdown menu for location selection, currently set to 'Little OWNAs | 123 Demo St, Sydney'. The form is divided into two sections: 'Your Details' and 'Children's Details'. The 'Your Details' section contains four input fields: 'First Name*', 'Surname*', 'Phone or Mobile*', and 'Email*'. The 'Children's Details' section is partially visible at the bottom of the form.

Managing Leads

How to turn leads into enrolments



EMAIL MARKETING

In an ideal world, a lead comes in through your website and wants to enrol straight away. In a realistic world, a family enquires at multiple centres, does multiple tours, then makes a decision.

During this time, you want to be offering value by showing all the amazing things that are going on with newsletters, updates and more.

Email marketing is a great way to keep front-of-mind with leads, families on the waitlist and those looking to re-enrol for the following year.



FOLLOWING-UP

A CRM is a great way to hold all of the information and activity involving a lead. It's how you decide when to call, when to email, or when to decide if it's not worth following-up anymore.

Families are busy, and don't always remember to tell you where they're up to in the decision-making process.

That's why CRM's are vital for turning leads into enrolled families.



SCHEDULING TOURS

Getting a tour request is great. Sorting out a time isn't.

"I can do this time?" "Busy sorry. What about this time?" "Nobody is free then." and on, and on.

Having a scheduling tool allows you to present times to families, for them to pick the one that works best for them.

FREE Resources

for managing leads



Hubspot

This FREE CRM allows you to keep track of your leads, email them and get all of the basic features you need to maximise your enrolments.



Mailchimp

Want to send emails to up to 2,000 families? Keep them up-to-date through email marketing with Mailchimp's FREE plan (which integrates with OWNA).



Calendly

Want to let families schedule tour bookings, and have them sync with your calendar? Calendly's FREE plan is a great starter.

Did you know?



DID YOU KNOW?

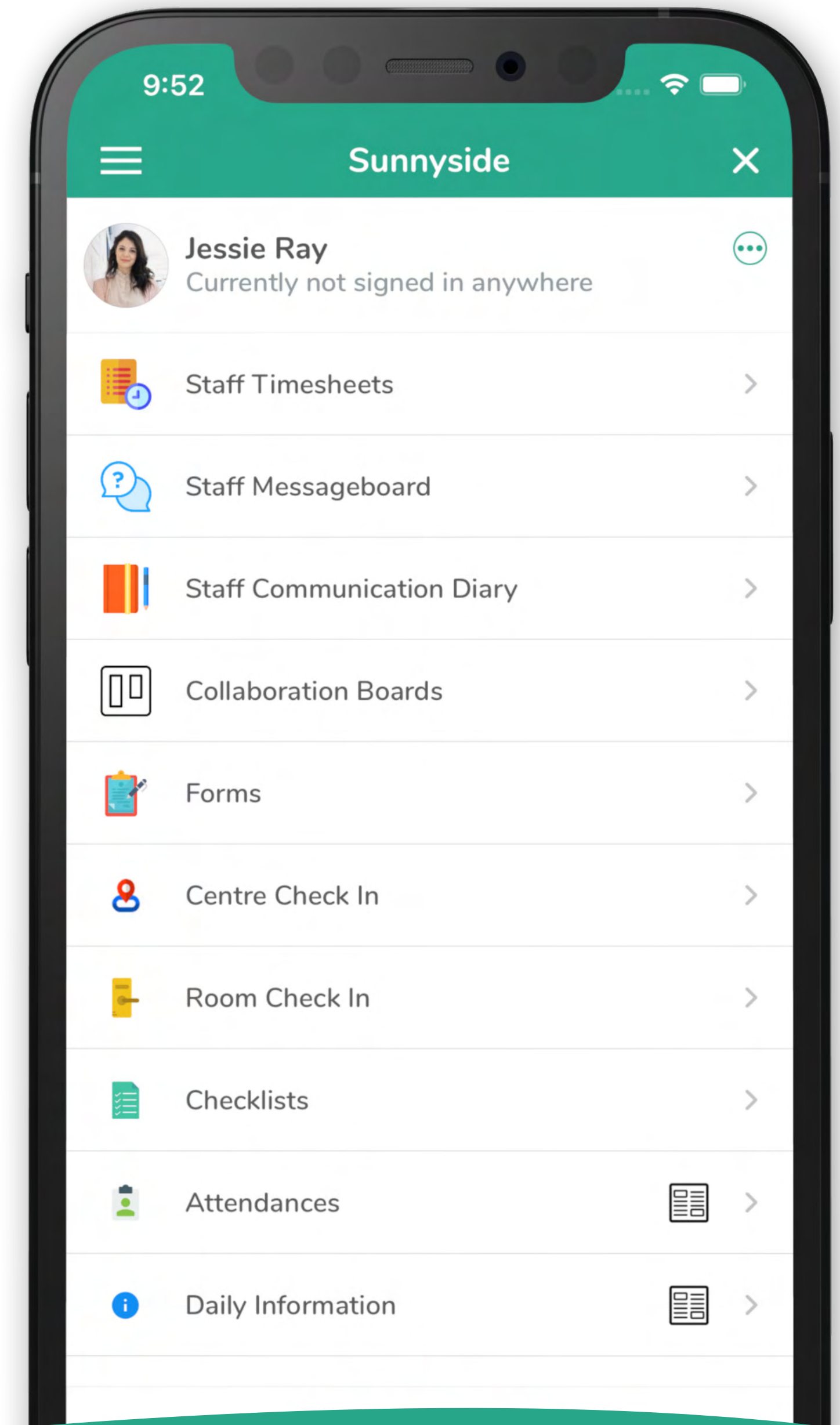
OWNA has a CRM that takes care of enrolment, waitlist and enquiry forms, as well as its own email marketing platform!

FREE Tools are great

But jumping between 20 apps just to run your service is probably going to cost you money in the long-run.

- ✘ We don't believe in single-function apps.
- Educators need a solution that works for them, their children & their families. And they need it to be simple.
- Want to talk about your options when it comes to software?

Book a FREE (No Obligation) Software Consultation! ▶





Simplifying Childcare Management

One App. All the Features.