

Marketing and Social Media for the Early Years

For early years practitioners with an interest in marketing their setting. Owners and managers of early years settings, and anyone with responsibility for marketing.



Key features

- Written by experts at the Early Years Alliance.
- Two engaging, highly interactive courses.
- Individual, personalised downloadable certificates.
- Optional narration for accessibility.
- 2 CPD credits in total.
- 70% pass mark.
- Additional resources for further learning and printable modules for future reference.

*1 CPD credit equals up to 1 hour of learning

Course content

Marketing your Early Years Service

Successful marketing enables you to improve the long-term success and sustainability of your early years service. This course will help you to better understand, retain and attract customers. It gives practical information and guidance about how to develop and implement a marketing plan.

- What is marketing?
- The digital revolution
- Understanding customer need
- Developing your childcare offer
- Creating your marketing plan
- Key marketing activities
- Measuring success



The digital revolution

Your website
Your website is your shop window, showcasing what you offer and providing key information. It makes it easier for parents to find your business online and make contact, and is often their first impression of your service.

A well designed and useful website includes:
(Click the icons below)

Positive parent quotes and testimonials

Key marketing activities

Free and paid advertising

- List your service in all free local online and print directories.
- Target your paid advertising to the family market and include a 'call to action' such as special offers with a discount code.
- Focus your efforts on positive coverage in community press - it's more effective and persuasive than paid advertising.
- Supplement other promotional activity with paid advertising.
- Use advertising to raise awareness of your offer or to position yourselves more strongly against other providers.

Click the lightbulbs to reveal how you know they've worked.

Scenario

You've realised how powerful social media can be and you're ready to embrace it at Oak Tree Nursery.
You've reviewed the most popular social channels and chosen three to look at more closely.

Which do you think is more important for you at Oak Tree?

Select the social media apps to read the notifications.

Social Media Marketing for Early Years Settings

Social media is a low cost, high impact tool to promote your service to families in an increasingly competitive market. This course will help you to get started on social media by giving practical information and guidance. You will learn how to manage your social media presence and explore the best ways to promote your early years service.

- Why social media?
- Different social media networks
- Setting up and promoting your social media presence
- Content creation and best practice
- How to engage and measure impact
- Responding to comments and negative feedback
- Social media policy and security

Cost

Two course bundle £18.50

Why choose us?



“ Our collaboration with EduCare has enabled us to give early years practitioners access to the very best high quality, free and subsidised specialist training courses for their teams every year as part of the Alliance membership package. ”

Neil leitch
CEO, Early Years Alliance

www.educare.co.uk
01926 436 211
online@educare.co.uk

