

Child Care

Making Sense  
of Online Marketing

The



# DOWN LOAD



THE OFFICIAL CONSTANT CONTACT  
MARKETING ADVISOR PLAYBOOK

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# Introduction

# Families are very thorough when they are on the lookout for the right child care center.

This journey almost always starts online.

## The first step is really to understand who our families are.

If you aren't creating a marketing strategy to draw millennial parents to your child care business, you are missing out on a big piece of the pie. When millennials make a purchase, it's usually after a lot of internet browsing and research. They want to weigh their options, compare prices, check out reviews, and make an informed buying decision they can feel good about.



### THAT MEANS

There's potential for families to find your daycare when they go online looking, as long as your child care center has a strong online presence.



# 90%

**of the childbearing population is made up of millennials**

EZCARE CHILD SOFTWARE

# Plus, when you add online reviews into the mix, you get instant trust.

Online reviews are invaluable to your business.



76%

of consumers place as much trust in online reviews as they do in-person recommendations

SURVEY BY BRIGHTLOCAL



90%

of millennial moms share information about purchases on social media

CHILDWATCH



74%

of millennial moms ask for recommendations before making purchases

CHILDWATCH

## THAT MEANS

There's potential to enroll more families.



## Getting started with online marketing.

If you're considering getting started with online marketing, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.

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### You're not alone.

If you're like many Constant Contact customers, you're busy trying to run and grow your business. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

**TIP**



**Not only are families watching you online but so are prospective employees. They are as important to keep in mind when thinking about your online presence.**

# What if there were a way to make sense of online marketing?

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Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a daycare owner and marketing is not your priority.

**This guide is designed to give you practical advice.**

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



**There's something else that's important to note.**

As a small child care center, you can have a huge advantage over the competition when you leverage how well you know your customer with your online presence. This ability to stay in the forefront of your target customer is the edge that will not only keep your center full but attract top employees.

Ultimately, we're talking about engaging with people. The location has changed to a digital format but at the other end of those devices are people. And people do business with businesses they know, like, and trust.



**TIP**

**Here's a good rule of thumb as you navigate the digital landscape: If you wouldn't do it face-to-face with someone, don't do it online.**

## Keep this in mind about online marketing.

If you were asked where most of your business comes from today, what would you say? Many small businesses tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to your business.

As you know, business is built on relationships. Online marketing also allows you to strengthen existing relationships with current customers and build new ones.



### Here's what we're going to cover:

**Chapter 1:** How people find you online

**Chapter 2:** How to set yourself up for success

**Chapter 3:** How it all comes together

**Chapter 4:** How online marketing can work for you

## Now let's get to it!



# How people find you online

# We've mentioned that word of mouth now happens online.

People are talking up their favorite businesses directly; they're consuming and sharing content they find useful or entertaining from those businesses, and they're asking connections for recommendations. Parents are always talking about their child care experiences online and your business has an opportunity to be part of more of these conversations.

Kristina Rogers is looking for recommendations. 6 hrs

Hi! I'm looking for daycare recommendations beginning in March for an infant. She'll be 9 weeks at the time. Looking around the area of White Plains New York. We've been looking at both centers and in-home facilities. Thanks in advance!

Looking for Recommendations  
2 people recommended 3 places

Like Comment

Kathleen Alvarez  
We loved Tiny Tots! They took great care of our infant when we were busy parents, and she had lots of fun there.

**Tiny Tots Child Care Center**  
\$5 - Child Care Service  
2110 Glenwood Road, Suite 53, White Plains, New York  
Like · Reply · 7h

Zachary Newman  
<https://www.littleducklingsdaycare.com>  
I highly recommend Little Ducklings Daycare—they really took care to cater to my child's needs, all while they had fun and learned lots!

Like · Reply · 7h

Jose Collins is looking for recommendations. January 16, 2019 · 🌐

Hi everyone, I am new to the Dallas area and could use some recommendations for child care! My little Nina needs to start preschool soon and I want the best of the best for her. Does anyone have a good experience with a preschool they can share? Thanks in advance!

Sara-Ann Larson and 17 others · 12 Comments

Like Comment Share

Kimberly Morgan My kids absolutely LOVED their preschool experience at Kiddie Cove! They made some great connections with other kids, and their teachers were very compassionate and skilled at their jobs. I highly recommend!

**Kiddie Cove**  
Child Care Service  
859 Alexander Drive, Dallas, TX  
Like · Reply · 1h

Mabel Stone is looking for recommendations. 2 hrs

Does anyone know of any daycare centers that accept newcomers on a rolling basis? We're in the process of moving and most likely won't be ready to enroll our toddler at the start of the school year. Please let me know of your experiences, thanks!

Looking for Recommendations  
1 person recommended 2 places

Like Share

Kathleen Alvarez  
Yes! Hatchlings Child Care Center accepts new kids on a continual basis. They're a wonderful bunch, you should give them a call!

**Hatchlings Child Care Center**  
\$5 - Child Care Service  
4714 Linson Ave, Chicago, IL 60635  
Like · Reply · 7h

What is great about this comment is they link their website so the person asking for the recommendation can click and go right to their website. Plus it shows they are a five-star center.

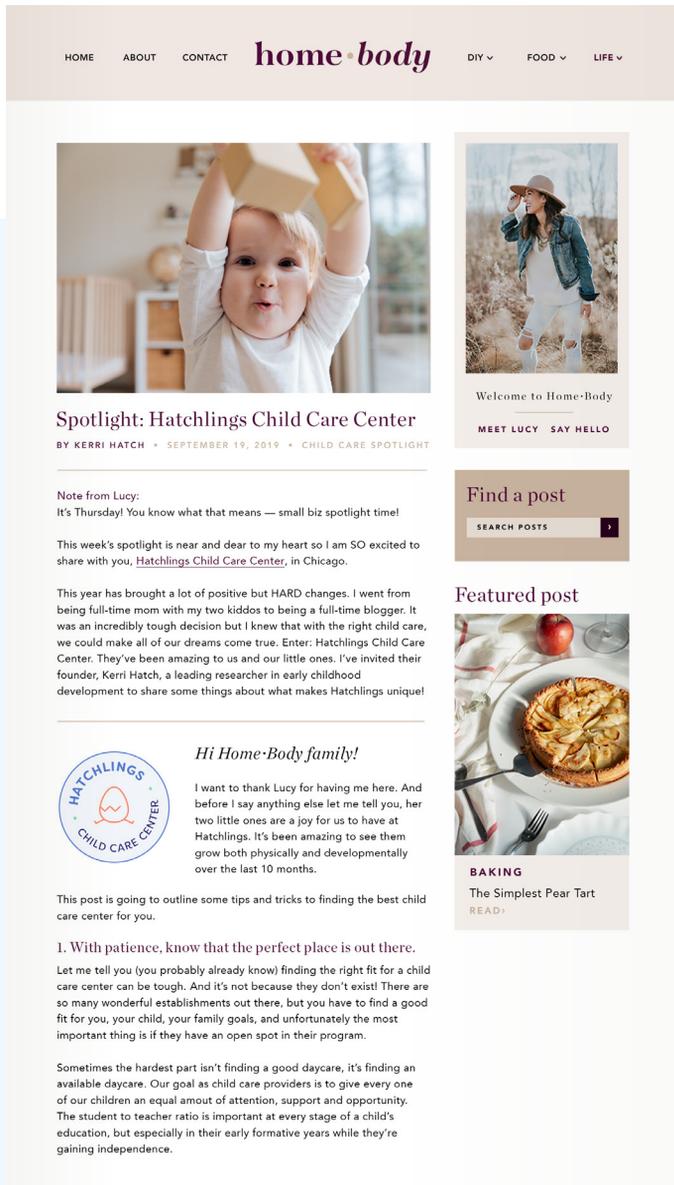
## TIP



## Stay active in parent groups.

Remain part of groups in your community so you can respond to parent recommendations for child care. Always link your website when you respond to these types of inquiries.

# Consider writing a blog post for a vendor that a family would utilize. Link back to your child care website.



The screenshot shows the homepage of the 'home body' blog. The navigation bar includes 'HOME', 'ABOUT', 'CONTACT', 'DIY', 'FOOD', and 'LIFE'. The main content area features a large image of a baby holding a paper hat, with the title 'Spotlight: Hatchlings Child Care Center' and author 'BY KERRI HATCH'. Below this is a 'Note from Lucy' section, a 'Find a post' search bar, and a 'Featured post' section titled 'The Simplest Pear Tart' under the 'BAKING' category. The Hatchlings Child Care Center logo is also visible.

HOME ABOUT CONTACT **home body** DIY FOOD LIFE



### Spotlight: Hatchlings Child Care Center

BY KERRI HATCH • SEPTEMBER 19, 2019 • CHILD CARE SPOTLIGHT

Note from Lucy:  
It's Thursday! You know what that means — small biz spotlight time!

This week's spotlight is near and dear to my heart so I am SO excited to share with you, [Hatchlings Child Care Center](#), in Chicago.

This year has brought a lot of positive but HARD changes. I went from being full-time mom with my two kiddos to being a full-time blogger. It was an incredibly tough decision but I knew that with the right child care, we could make all of our dreams come true. Enter: Hatchlings Child Care Center. They've been amazing to us and our little ones. I've invited their founder, Kerri Hatch, a leading researcher in early childhood development to share some things about what makes Hatchlings unique!



Welcome to Home-Body

MEET LUCY SAY HELLO

Find a post

SEARCH POSTS

### Featured post



BAKING

The Simplest Pear Tart

READ »



### Hi Home-Body family!

I want to thank Lucy for having me here. And before I say anything else let me tell you, her two little ones are a joy for us to have at Hatchlings. It's been amazing to see them grow both physically and developmentally over the last 10 months.

This post is going to outline some tips and tricks to finding the best child care center for you.

1. With patience, know that the perfect place is out there.

Let me tell you (you probably already know) finding the right fit for a child care center can be tough. And it's not because they don't exist! There are so many wonderful establishments out there, but you have to find a good fit for you, your child, your family goals, and unfortunately the most important thing is if they have an open spot in their program.

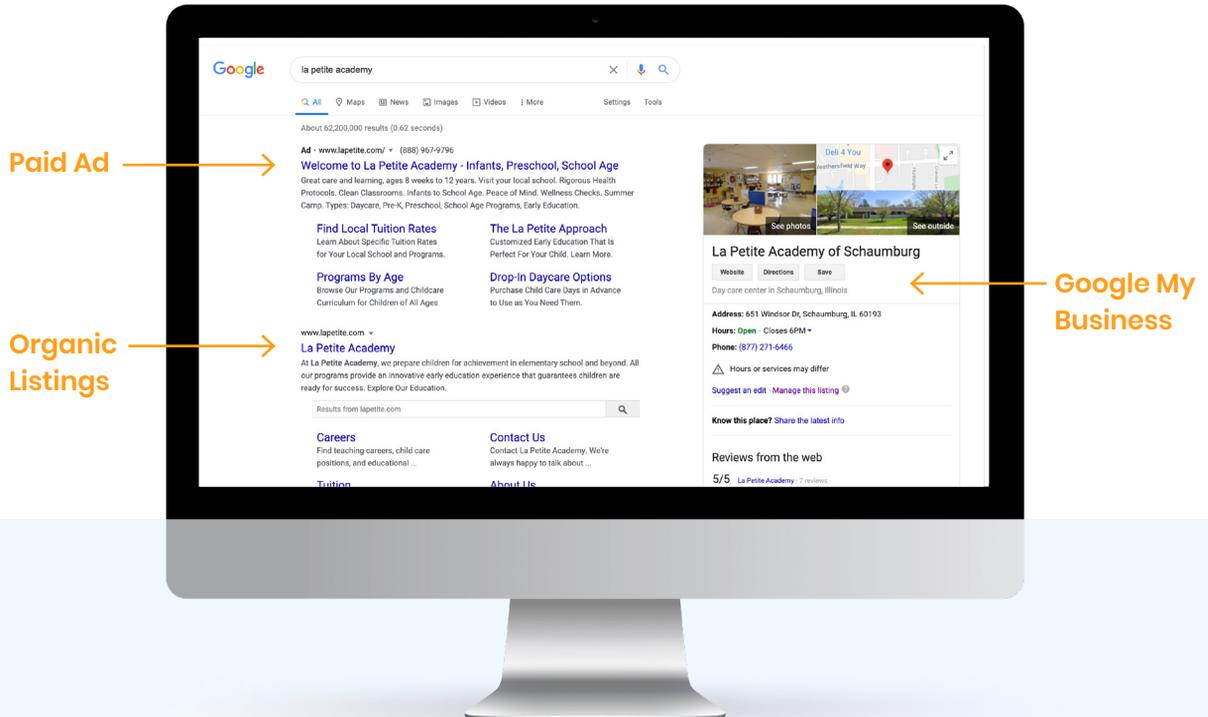
Sometimes the hardest part isn't finding a good daycare, it's finding an available daycare. Our goal as child care providers is to give every one of our children an equal amount of attention, support and opportunity. The student to teacher ratio is important at every stage of a child's education, but especially in their early formative years while they're gaining independence.

The more you can do to keep your business top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking you out when they need what you offer.

Beyond being part of the conversation, you must understand what people may find when they go looking for your business specifically by name, or by something your business offers.

**And, of course, be aware that if people don't find your business when they go looking online, it begs the question, "Does your business even exist?"**

# What do people find when they go looking online for your business?



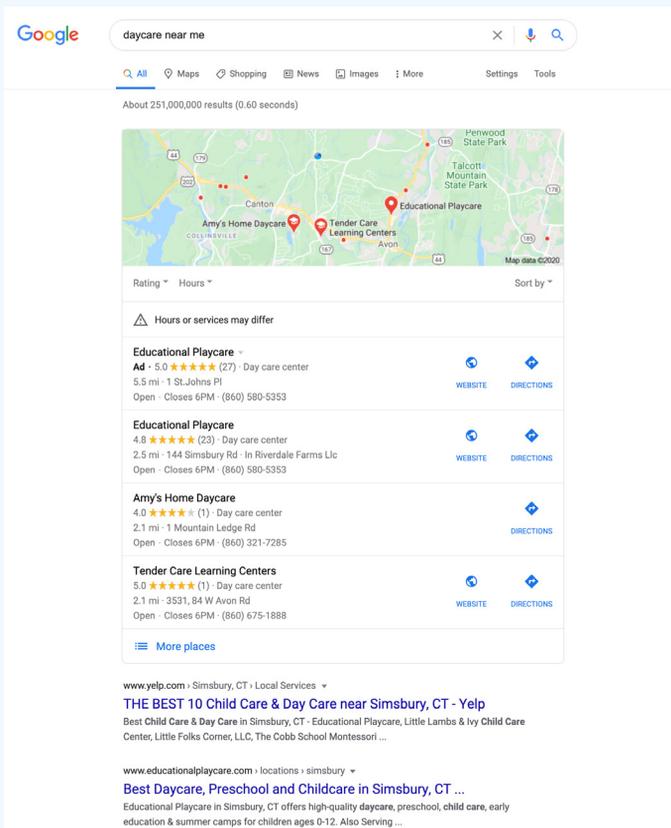
Example using "La Petite Academy" as the search term

It's no secret that people turn to search engines like Google to get more information about the businesses they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a business by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Reviews
- Child care referral sites like Care.com
- Info from other sites

# What if people are looking for something your business offers?

In the example on the previous page, we searched for a specific business — “La Petite Academy” — by name. But, people don’t always search by name. Sometimes they know they want to buy a product or a service, but they don’t know who offers it. Then they type in a more generic search term, like “child care near me or daycare near me.”



## Let's take a look at an example.

Imagine if you found out you were having a baby and wanted to get on a waiting list at the best daycare in town. So you jump on your computer or mobile device and search “daycare near me” or “infant care near me.”

Here’s an example of what may come up — of course, your actual results will differ.

Notice that “daycare near me” brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

**Beyond the map listings, you may also find websites, social media accounts, reviews, and listings of the child care centers near your location in the search results.**

If we apply these results to what may show up for your business, your customers may find:

- Your website
- Social media accounts
- Review sites
- Business listings
- Competitor listings

**Competitor Listing**



Google search results for "daycare near me".

- www.carelulu.com** > ... > Connecticut > Hartford County ▾  
**Daycares in Simsbury CT - CareLuLu**  
Find the best **daycares** and preschools in Simsbury, CT. Get reviews, photos and costs for 11 ...  
Other **Daycares near Simsbury CT**. Educational Playcare, Avon.
- childcarecenter.us** > simsburys\_ct\_city ▾  
**In-Home Daycare and Group Home Child Care in Simsbury CT**  
8 David Dr, Simsbury, CT 06070 | (860) 651-3071. ANN MARIE MITCHELL is a Family **Child Care Home** in SIMSBURY CT, with a maximum capacity of 6 ...
- winnie.com** > Cities > Simsbury, CT > Child Care ▾  
**Best Daycares in Simsbury, CT - Winnie**  
Child care center offering learning, socialization, and care to infants through school-aged... 6 w - 12 yr After Care, Before Care, Full Time, Part Time.
- www.kindercare.com** > our-centers > simsburys ▾  
**Daycare, Preschool & Child Care Centers in Simsbury, CT ...**  
... Learning Centers in Simsbury, Connecticut, offer year-round **child care** & early education programs for kids ages 6 weeks to 12 years. Find a center near you!
- www.yelp.com** > Simsbury, CT > Local Services ▾  
**THE BEST 10 Child Care & Day Care near Simsbury, CT - Yelp**  
Best **Child Care & Day Care** in Simsbury, CT - Educational Playcare, Little Lambs & Ivy Child Care Center, Little Folks Corner, LLC, The Cobb School Montessori ...
- weecare.co** > daycare-near-me ▾  
**Find The Best Daycare and Child Care Near Me | WeeCare**  
Discover the best in-home preschools, **daycares** and **childcare near me**. Get matched with the perfect provider for your family!
- What is WeeCare? ▾
- How is WeeCare different than traditional daycare? ▾
- How does WeeCare help me find child care? ▾
- Where do you have child care programs near me? ▾
- ★★★★★ Rating: 5 - 31 reviews - Price range: Tuition \$35 - \$417 per week
- www.courant.com** > community > simsburys ▾  
**Simsbury Daycare Among Those Struggling - Hartford Courant**  
Apr 10, 2020 - "For small people like me... I don't have the money to be able to do that," she said. "I'm starting to get e-mails from parents ...

**Review Site**





## ACTION STEPS



### **Search for your business.**

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



### **Search for generic terms for your business.**

Is your business there in either an organic or paid perspective?



### **Make a list of results that show up on the first page in both scenarios.**

## Here's the reality: If you're not online, prospects can't find you.

---

Whether people search for your business by name or something related to your business, your customers and prospects should be able to find you. You'll want to make sure your business can be found, the information is accurate, and that you're answering the questions your potential customers may have.

Once they find you in search and venture to your website, you have to make sure your website contains what they are looking for. As people visit your website and click through from various search results, they're starting to form opinions about your business. Ultimately, they're asking themselves, "Will my child be safe here?" "Is this the right fit for my family?" "Is this the kind of child care center I can see myself working at?"

If your business is present, engaging and interacting, and providing resources, you'll increase the chances of people finding your business and choosing you.



**The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your business up for success.**



# How to set yourself up for success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content



# 1



## A mobile-responsive website: Your online hub.

---

Yes, your business should have a mobile-responsive website. Your website is at the center of all your online activities. It's the hub you'll want to point people to in order to drive business and hire employees. You shouldn't rely solely on social media sites. You'll want to have a place you own.

Think about the first thing you do when you want to investigate a business. Typically, you'll go looking for a website to learn more. Your potential customers are doing the same. And they're frequently doing it on a mobile device, making a mobile-responsive website important for today's consumers.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. Visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



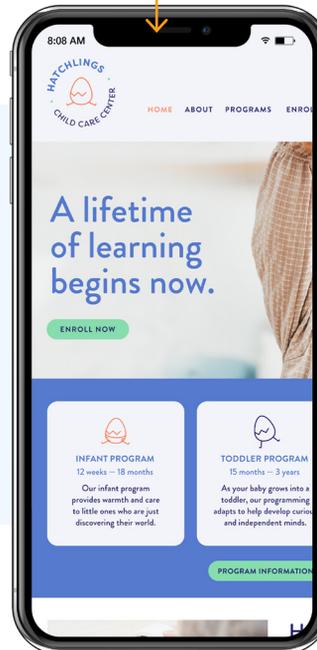
### TIP

**Buy a domain name for your website to match your business name. Consider a domain that includes a broad keyword such as childcare, early learning center, or academy.**

In the early stages of your business, you may use free tools to get online. Eventually, you'll want to use your own domain (for example, YourBusinessName.com) to look professional and add credibility to your business.



With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



**Responsive**  
website  
on mobile

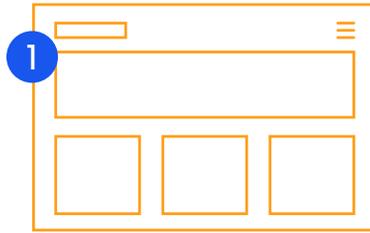


**Non-responsive**  
website  
on mobile

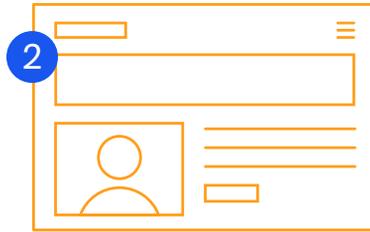


## Your website should have at least six pages.

When people visit your website, they're looking for answers to their questions. Use the following pages to answer them.



**HOMEPAGE**  
*Your front door*



**ABOUT PAGE**  
*Your story, philosophy, and mission*



**PROGRAMS PAGE**  
*Details on services you offer*



**ENROLLMENT PAGE**  
*Defines FAQs on how to enroll and even waiting list status*

**TIP**



Create a "Drop-In Page" and use software such as Hopping In to manage your drop-in kids.



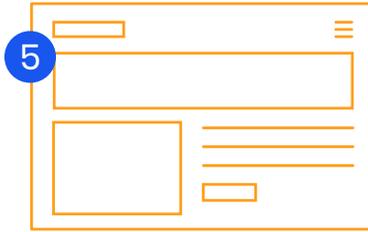
## DID YOU KNOW?

### Want a custom designed site?

Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

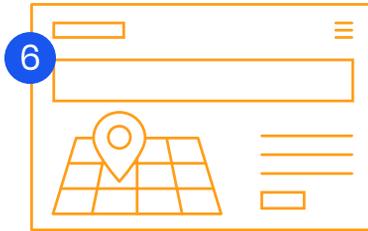
### Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.



### CAREERS PAGE

*Attract raving fans to your team*



### CONTACT PAGE

*Your chance to connect and respond to questions*

Think about your business specifically to add additional pages. For example, a day care website should have a way for families to book a tour or even sign up to watch a virtual tour. Consider having a Book a Tour page where you can allow for a family schedule an in-person tour or even schedule a virtual tour.

Also, if you have multiple locations, consider having a page for each location so you can provide center specific information. Finally, most businesses benefit from having blog functionality on their site as well (more on that later).



**What should you put on those six core pages? Let's take a look.**

## HOMEPAGE

# What questions should you answer on your Homepage?

### What is the service you provide?

What age groups do you provide care for? What are your hours of operations? How to contact you? Where are you located? People don't have a lot of time. Be clear. Be specific.

### So what?

Why would your potential customer care? Why should they choose you? Is there something about your service that makes it unique?

### What should visitors do next?

Learn more about programs offered? Go book a tour online? Give an email address for resources? Make it clear what action people should take as their next step.

**HATCHLINGS CHILD CARE CENTER**

HOME ABOUT PROGRAMS ENROLLMENT CAREERS CONTACT BLOG

SCHEDULE A TOUR

## A lifetime of learning begins now.

ENROLL NOW

**INFANT PROGRAM**  
12 weeks – 18 months  
Our infant program provides warmth and care to little ones who are just discovering their world.

**TODDLER PROGRAM**  
15 months – 3 years  
As your baby grows into a toddler, our programming adapts to help develop curious and independent minds.

**PRESCHOOL PROGRAM**  
3 years – 5 years  
Our multi-year preschool program is a joyful and structured experience that prepares our Hatchlings for kindergarten.

PROGRAM INFORMATION

### How we hatched

Since 2009 we've been a part of countless little ones' journeys to kindergarten. Kerri Hatch, our founder, is a leader in early childhood education research and began Hatchlings after raising two of her own children. Her methodology has proven successful in helping shape thoughtful, well-rounded, and structured kids as they embark into kindergarten and beyond.

ABOUT HATCHLINGS

## Let's get rolling!

We accept new hatchlings on a continuing basis. Get in touch and apply today!

ENROLLMENT

### Careers @ Hatchlings

We are always looking for educated and dedicated staff to join in our mission at Hatchlings.

OPEN POSITIONS

### Scheduling a tour

Looking for a home away from home for your little one? Come take a tour and meet with our staff.

Your Name  Child's DOB

Your Email

Phone Number  Appointment Date

Message

SUBMIT REQUEST

### Little ones, big ideas

Hear more from our founder, Kerri Hatch, a leader in early education research.

READ OUR BLOG

**HATCHLINGS CHILD CARE CENTER**

4714 Lincoln Ave. Floor 2  
Chicago, IL 60625  
773-555-4009  
info@hatchlingschildcare.com

Monday through Friday  
8AM - 7PM

f i n @



MOBILE-RESPONSIVE WEBSITE

Homepage example



## ABOUT PAGE

# What questions should you answer on your About page?

### What is your story/history?

Why did you start your center and how long have you been in business? What is your center's philosophy? How do you impact your community?

### What differentiates you?

What are your core values? Do you offer products or services that are different from your competition? How will your team give them peace of mind? Do you have testimonials to support? Do you offer a guarantee? Are you accredited?

### What makes your team special?

Do they have the right credentials? Does your director's mission align with your target families?

**HATCHLINGS CHILD CARE CENTER**

HOME ABOUT PROGRAMS ENROLLMENT CAREERS CONTACT BLOG

SCHEDULE A TOUR

About

### How we hatched

With a masters' degree in early childhood education and having raised two kids of her own, Kerri Hatch opened her own child care center in 2009. Her vision was to bring together her expertise from research and real life to help facilitate success in early childhood development. At Hatchlings, every child is treated as a unique individual through a lens of tried and true methodology in upbringing.

READ THE FULL STORY

## Create, cultivate, celebrate!

At Hatchlings, our methodology is centered around these three principles.

**CREATE**

Early development is a series of frsts. Their first words, first tower block, first mud pie are part of exploring and learning how to create in their environment. In our programs, creation is woven into the core beliefs and practices of Hatchlings.

**CULTIVATE**

Development builds upon itself and flourishes best in spaces that it's encouraged. Our programs are centered around the idea that given time, encouragement, and gentle course correction children are eager to grow.

**CELEBRATE**

Positive reinforcement is proven to have the best results for a child's confidence. Every hatchling is given one-on-one attention in order to recognize big and small achievements. Early childhood is a time of constant joy and learning—always something to celebrate!

### Our Hatchling staff

**HANNAH MORAN**  
Director, Infant Program

Hannah graduated from Iowa State's renowned masters' program in child psychology. Her expertise centers in infant development. She holds accreditation in the state of Illinois.

4714 Lincoln Ave, Floor 2  
Chicago, IL 60625  
773-555-4009  
info@hatchlingschildcare.com

Monday through Friday  
8AM - 7PM

f i n t o y

About page example



## PROGRAMS PAGE

# What questions should you answer on your Programs page?

### What ages do you care for?

Do you provide infant care? What is the youngest and oldest age you enroll?

### Types of special programs you provide?

Do you have summer camp? Do you offer any enrichment programs? Pre-K or Before and After School? Do you have a special nutrition program you offer?

### What can you say about how you educate?

Do you use a specific curriculum? How is the day structured?



#### TIP

### Add video to your Programs page.

Consider a video from your center director talking about what sets your program apart from the competition.

**HATCHLINGS CHILD CARE CENTER** | SCHEDULE A TOUR

HOME ABOUT **PROGRAMS** ENROLLMENT CAREERS CONTACT BLOG

## Programs

### A wholistic approach

Our programming starts at infancy and grows with your child through formative developments.

**ENROLL NOW**

**INFANT PROGRAM**  
12 weeks - 18 months

Our infant program provides warmth and care to little ones who are just discovering their world. Each baby has a one-on-one staff member who is there with them in their important moments and who knows their routines. Our baby rooms are a safe space for activities such as tummy time and textile exploration, promoting cognitive and physical advancement.

**TODDLER PROGRAM**  
15 months - 3 years

As your baby grows into a toddler, our programming adapts to help develop curious and independent minds. During this stage of a child's life, their minds and sense of self are expanding. Our toddler rooms provide safe open spaces for our Hatchlings to explore with structure. We also encourage independence with positive reinforcement of self-help skills throughout the day's activities.

**PRESCHOOL PROGRAM**  
3 years - 5 years

Our multi-year preschool program is a joyful and structured experience that prepares our Hatchlings for kindergarten. As play-based learning naturally shifts to a more academic structure, your child will begin to develop reading, writing and math skills. Our practice is rooted in encouraging growth through guidance and helping associate learning with the joy that it can be.

**HATCHLINGS CHILD CARE CENTER**

4714 Lincoln Ave, Floor 2  
Chicago, IL 60625  
773-555-4009  
info@hatchlingschildcare.com

Monday through Friday  
8AM-7PM

f i n t y

Programs page example



## ENROLLMENT PAGE

# What questions should you answer on your Enrollment page?

### How easy is it to enroll a child?

What is the enrollment process?  
What paperwork is required?

### Do you have space for new enrollment?

Do you have open enrollment?  
Do you have a waiting list and if so, how do you get on the waiting list?

### What type of schedules do you allow for enrollment?

Do you offer only full-time slots?  
Do you allow part-time or flexible schedules? Can you provide drop-in care?

The screenshot shows the enrollment page for Hatchlings Child Care Center. At the top, there is a navigation menu with links for HOME, ABOUT, PROGRAMS, ENROLLMENT, CAREERS, CONTACT, and BLOG. A 'SCHEDULE A TOUR' button is also present. Below the navigation is a hero image of two children playing with blocks, with an 'Enrollment' overlay. The main heading is 'A process as easy as ABC', followed by a paragraph explaining the four-step process. Below this is a diagram showing the steps: Application, Tour, Interview, and Acceptance, each with an icon. An 'APPLY NOW' button is centered below the diagram. The next section is 'FAQS' with three expandable questions: 'What are your tuition rates?', 'Do you offer flexible schedules?', and 'What is your summer program?'. Below the FAQs is a 'Start an application' section with a form containing fields for 'Your Name', 'Child's DOB', 'Your Email', 'Phone Number', and 'Desired Enrollment Date', along with a 'Special Requests' text area and a 'SUBMIT' button. The footer contains the Hatchlings logo, address (4714 Lincoln Ave, Floor 2, Chicago, IL 60625), phone number (773-555-4009), email (info@hatchlingschildcare.com), and social media icons, along with operating hours (Monday through Friday, 8AM-7PM).

Enrollment page example



## CAREERS PAGE

# What questions should you answer on your Careers page?

### What positions do you have open?

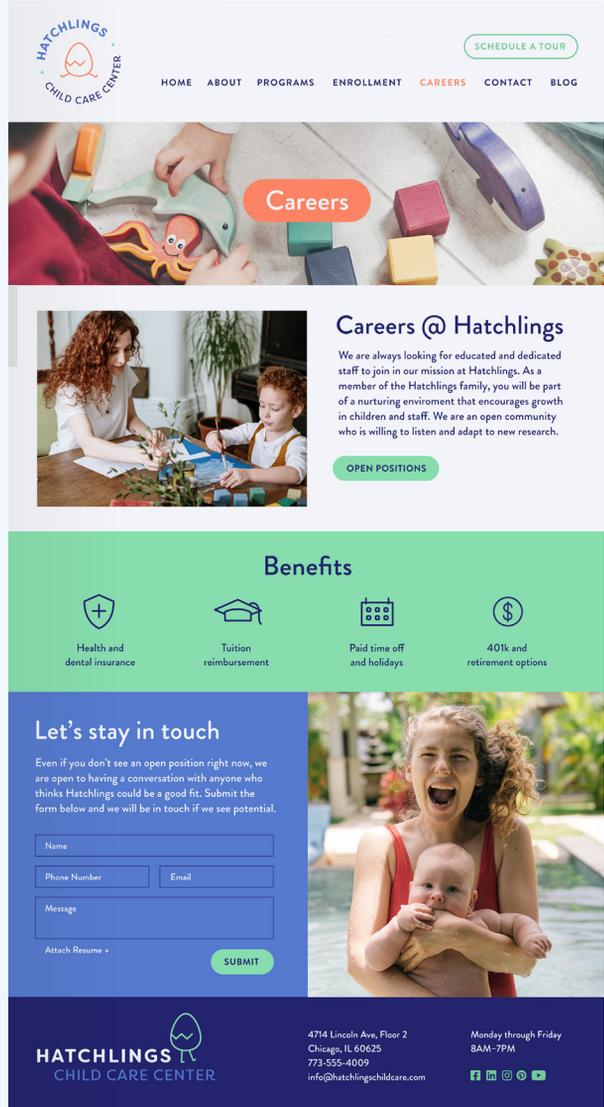
Are you hiring teachers, cooks, bus drivers? Can the job description be downloaded?

### Why should candidates come work for you?

Can you display your culture both in words and in pictures? Do you have pictures that show your team getting along, collaborating, having fun?

### What perks and benefits do you offer?

Do you have any benefits that are different from other centers? Can you display them in a cool way or even an infographic?



Careers page example



### TIP

### Add video to your Careers page.

Post a message from your center director explaining what it's like to work at your center.



## CONTACT PAGE

# What questions should you answer on your Contact page?

### Where can I find you?

Do you have a physical location(s)?  
Where is your company based?  
Which social media channels do you use?

### When can I reach you?

What are your hours of operation?  
Are all locations the same? Can we just stop in for a tour or do we have to schedule it?

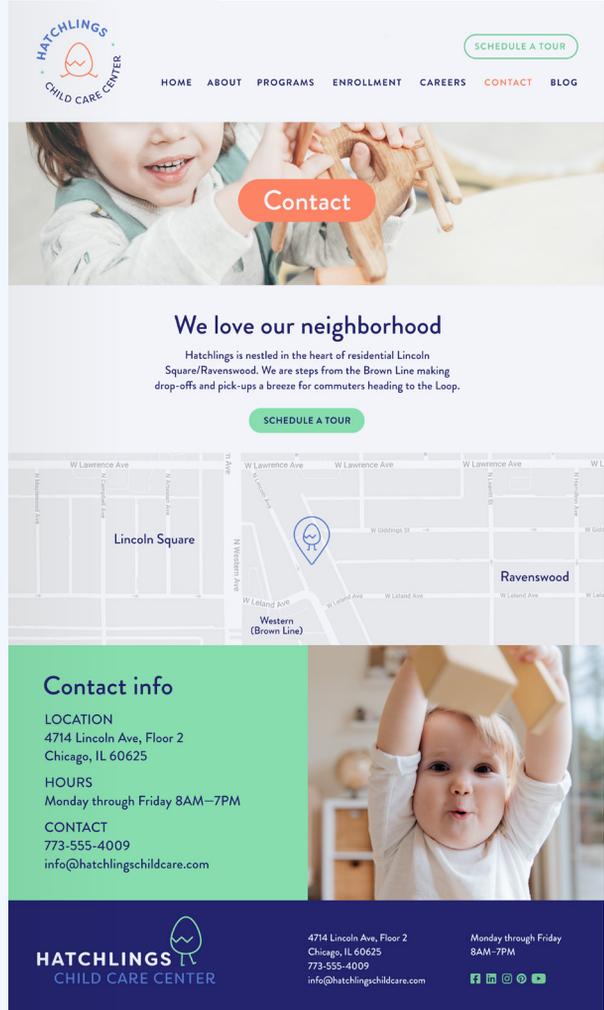
### How can I contact you?

Is there more than one way?  
Start with your preferred method.  
What should they expect in terms of a reply?



### TIP

**If you have multiple locations, you should have a location page for each center.**



Contact page example



## Tips for using images on your website.

Overall, use high-quality images on your website whenever possible. If you don't have your own images, sites like Unsplash offer free, high-quality stock images.

We recommend using images of your own families, kids, and teachers so prospects can really see how they will fit it. Keep in mind, when you use any images of children on your website or social media you must get signed permission to keep on file.

**TIP**

**Make sure to include diversity with your images to depict inclusion.**



### 1

#### HOMEPAGE

Use professional images of your children, families, and employees to draw prospects into wanting to learn more about your center. Use your homepage to visually communicate your center's message through the use of impactful photos.



### 2

#### ABOUT PAGE

Use professional images to show off your facility, the owner and their family, your center director, and even a picture of your entire team.



### 3

#### PROGRAMS PAGE

Use professional images of children who attend your center to depict learning, fun and safety in the classroom.



### 4

#### ENROLLMENT PAGE

Show pictures of happy "raving fan" families and any eye-catching child photos to give that last-minute appeal to the awesomeness of your center.



### 5

#### CAREERS PAGE

Use professional images of yourself and your staff that show your personalities, show your team in action and, most importantly, show off your culture. You want people to imagine what it would be like to work with you.



### 6

#### CONTACT PAGE

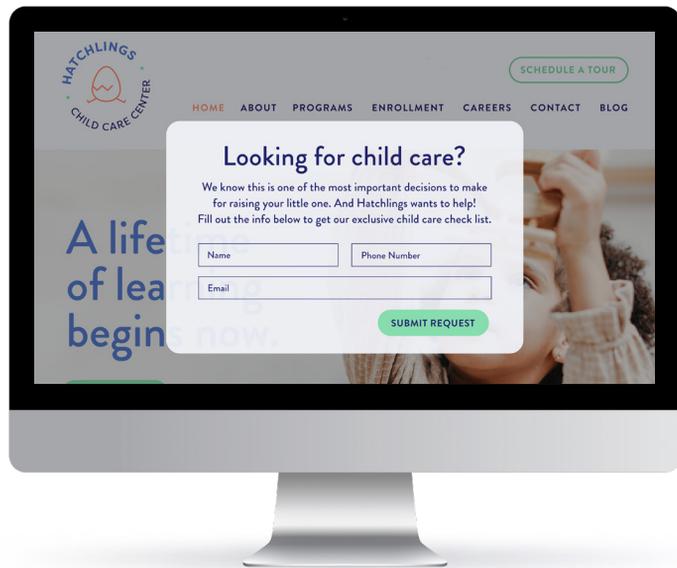
Show your physical location, especially if it's not in an obvious place. Include a map.



## What happens if someone visits your website and doesn't book a tour?

It's unlikely they'll come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually enroll their child.

**This is why you'll want to collect email addresses from people.**



### SIGN-UP FORMS

You can do this by adding sign-up forms to your website. Parents also love resources that will help them make a decision about the right child care center. Offer a tour checklist PDF download families can use when they go on a tour. If you actively post a blog, have the ability to sign up to receive blog alerts.



## ACTION STEPS



### Create a simple website.

Don't have a website? Create one with [Constant Contact](#) in minutes!



### Review your website for the appropriate pages.



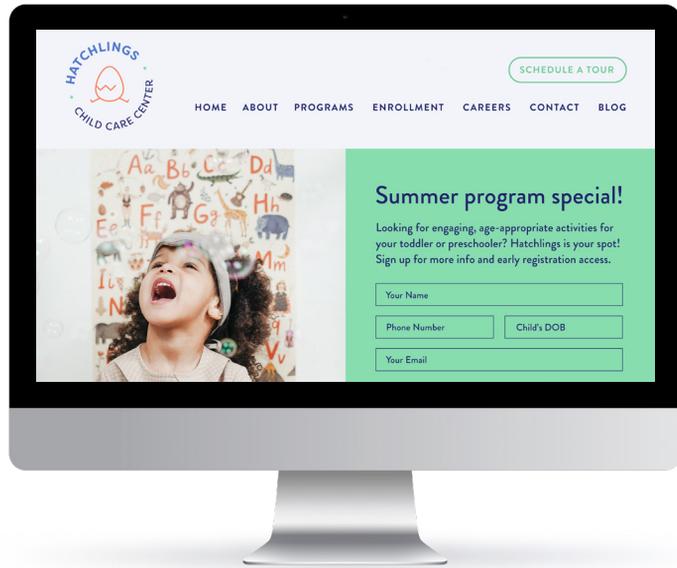
### Make sure you're answering the questions suggested above.



### Add sign-up forms to your website.



### Give away resources families will want to download.



## LANDING PAGES

Another great way to use your website is to create a landing page when you offer an enrollment special. This page can be designed specifically for specials such as waving a registration fee, offering summer camp specials and more. Landing pages are a great way to capture email addresses from people.

## IN PERSON

In addition to using your website, you should also think about collecting emails in person. If a family shows up for a tour and you haven't collected their information from your website, make sure to gather as much information as possible before the tour begins.



**Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.**

# 2



## Email marketing: It's how you drive business.

---

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want you to market to me."

Email marketing also allows you to automate much of the communication so the emails your contacts receive feel timely and relevant. Automation assures you get the right messages to the right people at the right time.

When someone signs up to receive your emails, they are actively demonstrating an interest in you and your business. Take advantage of this time when a new contact is highly engaged and automate a couple of emails to continue the conversation. Whether they sign up today or a week from today, they won't have to wait for you to manually send an email to hear from you.



### TIP

**Create a simple series of emails to welcome people to your email list.**

More on the next pages.



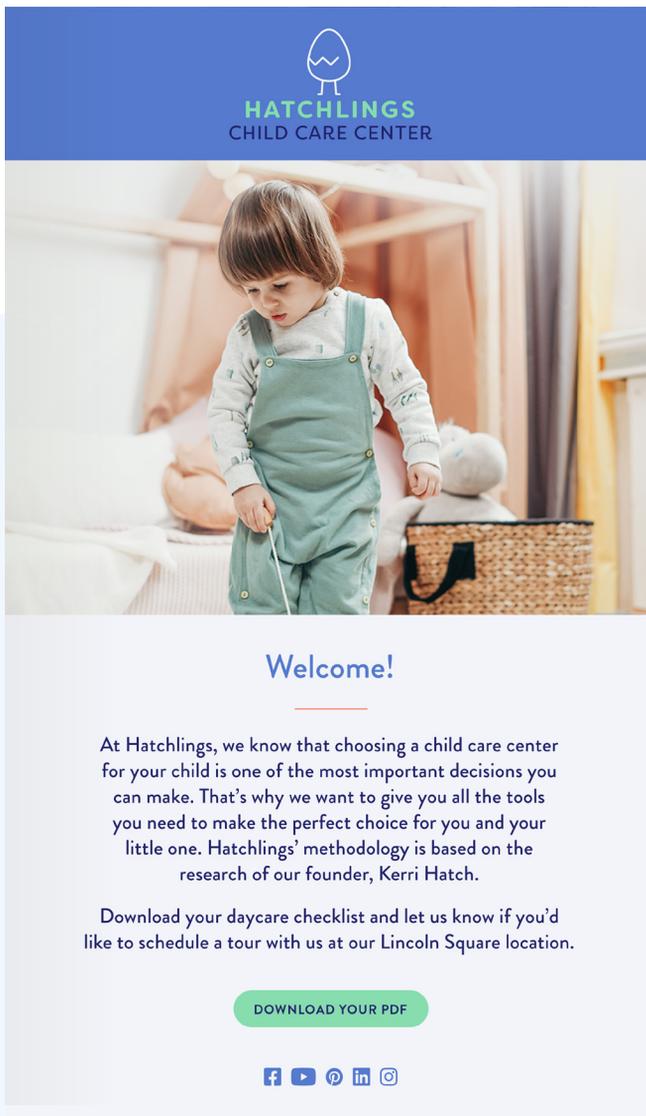
Here are two emails to include in your automated welcome series.



WELCOME SERIES  
EMAIL ONE

Welcome/  
Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example



**WELCOME SERIES  
EMAIL TWO**

## Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you – this will most likely be on your social channels – so invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.

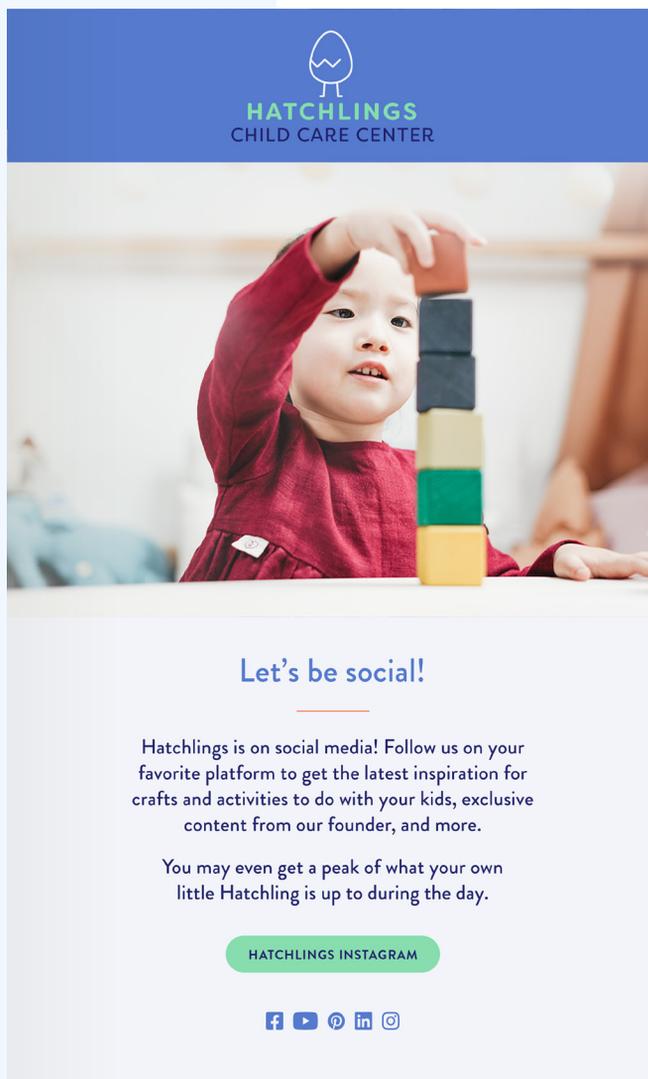
And, if your subscribers engage with you on these public forums, your business gets exposed to their connections who are likely also to make excellent prospects for your business.



**TIP**

**Use email automation to save time and get new and repeat business. Need some ideas?**

[Find some here.](#)



*Let's Connect email example*



## ONGOING COMMUNICATION

### Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your business, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.



#### DID YOU KNOW?

**Constant Contact offers powerful, easy-to-use email marketing tools.**

[Find out more.](#)



### Trick or treat!

Calling all superheroes, kitty cats, and witches! Hatchlings is hosting a costume party and social on Saturday, October 25. We'll have games and treats for the kids and snacks for the adults.

Space is limited.  
Make sure to register by October 20!

REGISTER NOW



*Promotional email example*



## ACTION STEPS



Set up a simple, automated welcome series.



Plan to send an email at least once a month.



Think about other emails you may want to automate.



**HATCHLINGS**  
CHILD CARE CENTER

**New blog post:**  
**Tips for teaching children with learning disabilities**

Every child has a unique mind. That means that there's not always a cookie cutter way to teach. In this post, Kerri explores five tips to help with children who have learning disabilities.

[READ BLOG POST](#)

[f](#) [v](#) [p](#) [in](#) [@](#)

*Resource email example*

In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

# 3



## Social media: It doesn't have to overwhelm you.

---

If you're like many of the small business owners we talk to, social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

You should reserve your business name on the important social channels so you have it. But you don't have to be active everywhere. That's why we recommend starting with one channel that makes sense for your business.

### START WITH FACEBOOK

Often, Facebook is the most commonly used social channel for daycare owners. This platform is easy to use and it can be a great platform to speak to current and prospective families and employees. Plus, you can use Facebook to post enrollment ads, job openings and even boost a post that has a lot of parent engagement.

### EXPAND TO OTHER CHANNELS

When you learn to actively post on Facebook to market to your current and prospective families and employees, you can venture into other channels. Other common social platforms used by child care centers include LinkedIn, Instagram, YouTube, and Pinterest.



#### TIP

**Post daily to your social media and even consider twice a day.**



Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.

**BEFORE YOUR POST, ASK YOURSELF THESE QUESTIONS:**



Does this align with who we are?

.....



Is this opening up a conversation?

.....



Will this create community?

.....



Will this create connection?

.....



Are we representing our business well?



# Each social channel also has its own personality.

You should *not* be posting the exact same thing on every channel. You can use the same theme but you should modify your posts to suit the channel.

You can see an example of what we mean here by following Netflix on Facebook and LinkedIn.

The content and updates the company shares on Facebook focus on show information for consumers, whereas updates on LinkedIn focus on the business of running Netflix.



Now let's take a look at each channel's personality.



Netflix Facebook post



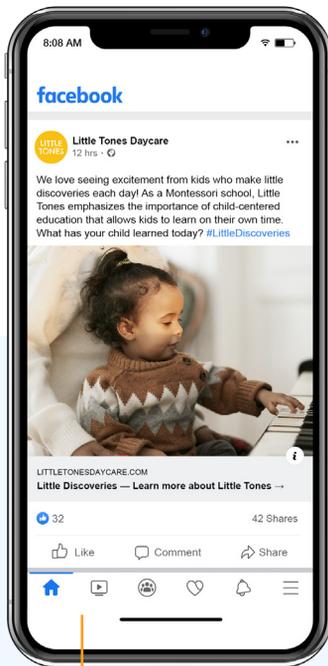
Netflix LinkedIn post



EACH SOCIAL CHANNEL IS UNIQUE

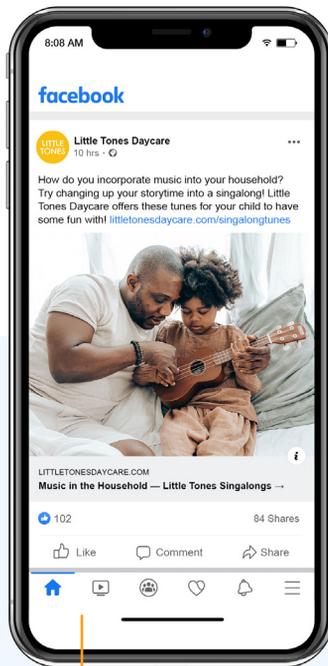
# Facebook

In the news feed, you'll be competing with friends, family, and local and world headlines.



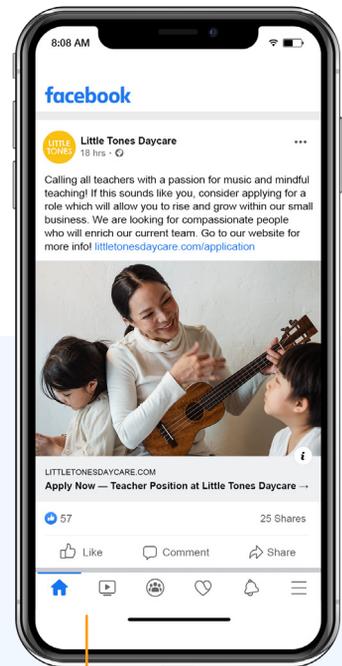
### AWARENESS

Post content your audience may want to engage with by liking, commenting, and sharing.



### BE A RESOURCE

Provide content or sharing of content families will find helpful.



### DRIVING ACTION

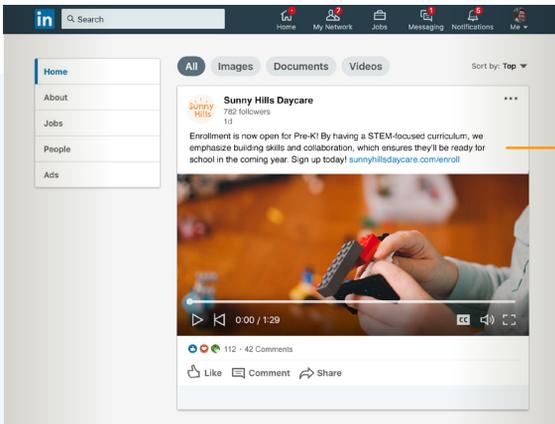
Drive enrollment and your recruiting efforts by letting people know about upcoming offers, spaces you have available, or positions you are hiring for.



EACH SOCIAL CHANNEL IS UNIQUE

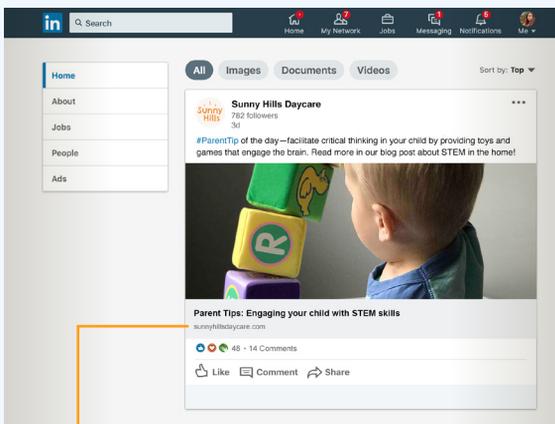


More of a professional network. Great for business-to-business communications.



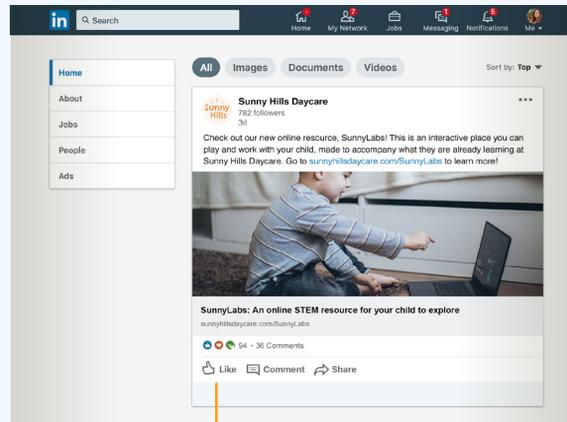
**AWARENESS**

Share a video about a new program you're running or things in your community or nationally that you're involved in and support.



**BE A RESOURCE**

Provide content or sharing of content families will find helpful.



**DRIVING ACTION**

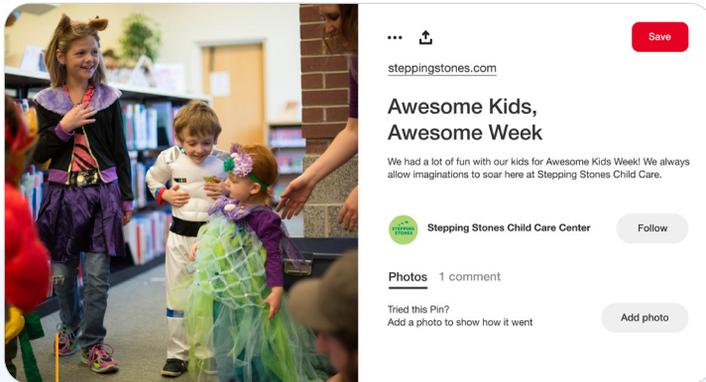
Send people to your website to get more information.



EACH SOCIAL CHANNEL IS UNIQUE

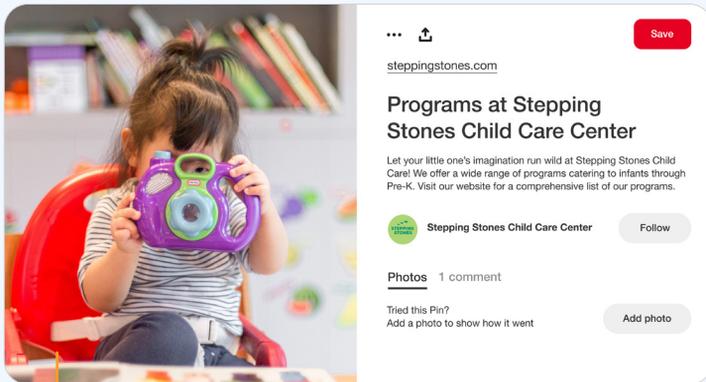


Boards with tips and ideas.



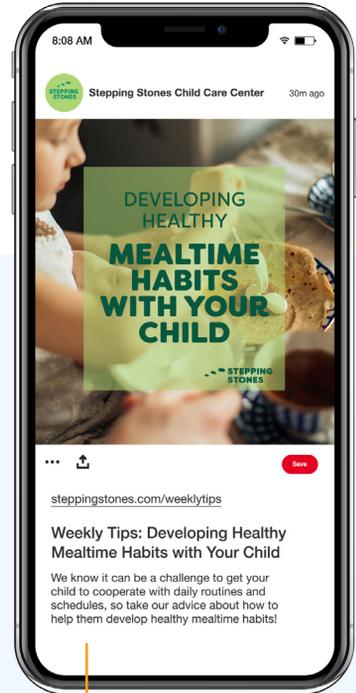
**AWARENESS**

Let people know about upcoming events, appreciation, and things going on in the classroom.



**DRIVING ACTION**

Provide links to resources on your website to help the audience you're trying to reach.



**BE A RESOURCE**

Provide content or sharing of content families and teachers will find helpful.



EACH SOCIAL CHANNEL IS UNIQUE

# Instagram

A highly visual network. Let people see what's happening with your business.



### AWARENESS

Post images your audience may want to engage with by liking, commenting, and sharing.



### BE A RESOURCE

Provide content or sharing of content families will find helpful.



### DRIVING ACTION

Send people to your website with a link in your bio.



## EACH SOCIAL CHANNEL IS UNIQUE

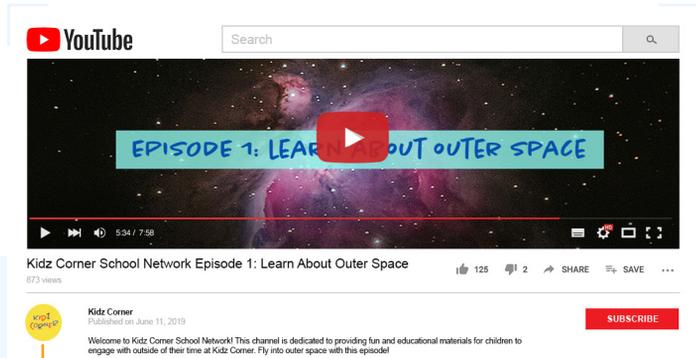


Video content that's educational and entertaining.



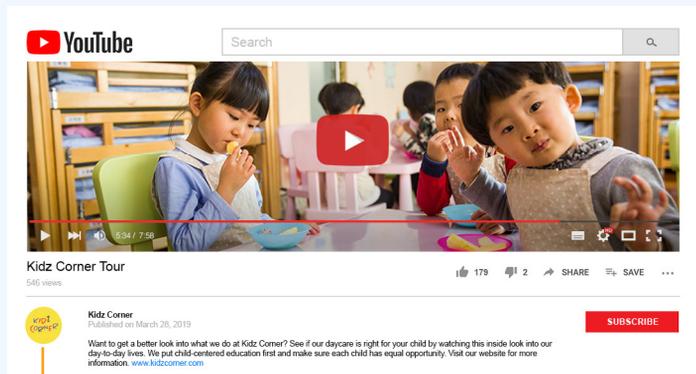
### AWARENESS

Create video content to let people know about new programs, about family and employee experiences, and even things you do that differentiate you from the competition.



### BE A RESOURCE

Provide content or sharing of content families will find helpful.



### DRIVING ACTION

Educate families on safety practices or even offer an online virtual tour. Don't forget about videos that will drive potential teaching candidates to your career page.



### ACTION STEPS



**Determine which social channel makes the most sense for your business.**



**Set business goals for this primary channel across three categories.**

- Awareness
- Be a resource
- Driving action



**Create a plan for this channel to reach your business goals.**



### DID YOU KNOW?

**Want to know more about social media marketing?**

[Get started with our Social Quickstarter.](#)

## Keep focused on how social media can help you with business goals such as awareness, being a resource, and driving action.



Engage with people on social media so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



**Don't forget social media isn't the only place where people may find and engage with your business.**

# 4



## Listings and review sites: Provide accurate information and respond appropriately.

---

Today people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As the business owner, you're able to take control of these listings by claiming them – which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose business.



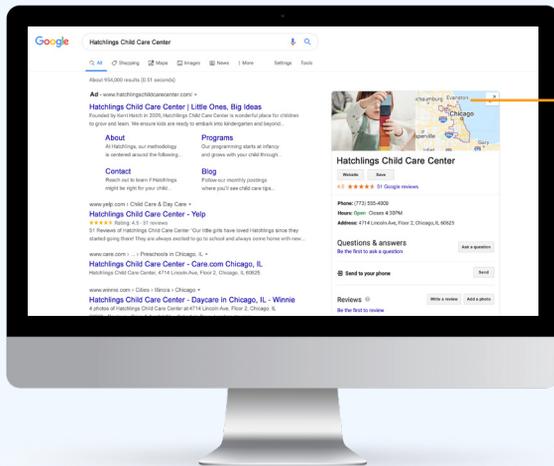
### TIP

**Once you've claimed a listing, you're able to update the information on those pages for accuracy.**



## Facebook Business Page

Your Facebook page should provide all the correct information about your business.

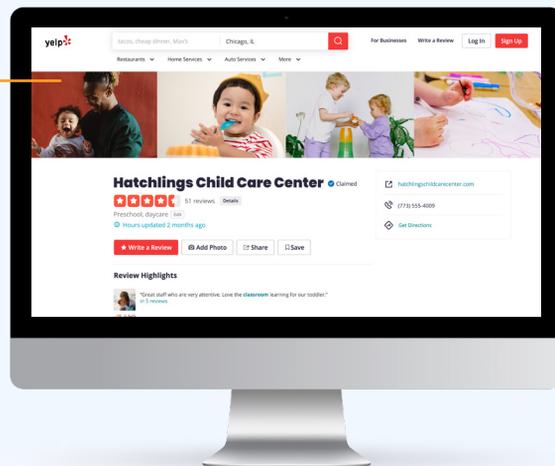


## Google My Business Profile

Your Facebook page should provide all the correct information about your business.

## Yelp Page

Many people use sites like Yelp to find businesses around them. The more robust your listing, the better your chances are of standing out amongst competitors.





### ACTION STEPS



Claim your Facebook business page, Google My Business profile, Yelp, Care.com, and Childcare.gov listings.



Identify any other key listings that may be important for your business.



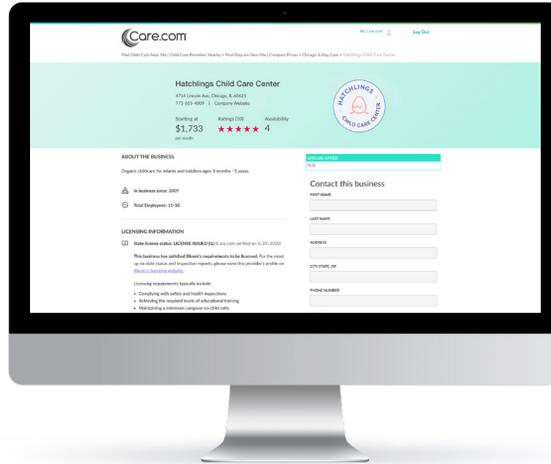
Make sure all information is correct on all sites.



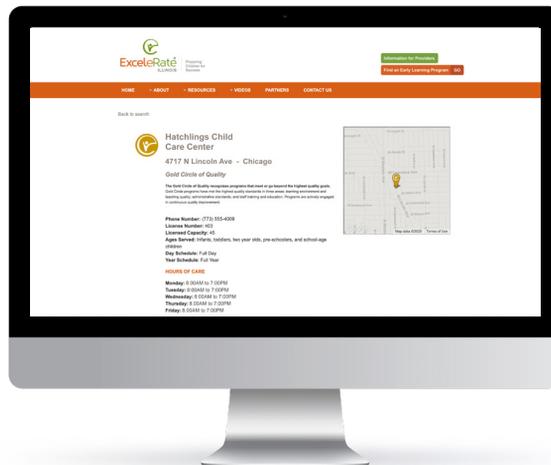
### DID YOU KNOW?

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).

## Care.com Page



## Childcare.gov Page



At the very least claim your Facebook business page, Google My Business profile, Care.com, Childcare.gov, and Yelp page. And if there are other listing sites in your community such as a chamber of commerce or listings specific to your center's philosophy (such as the American Montessori Society), claim your business' information there too.

# 5



## Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your business and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider for search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

A blog makes it easy to add content, or posts to your website on a regular basis. Whereas your website contains information about products and services, a blog gives you the ability to demonstrate your expertise by answering more specific questions for prospects and customers.

### Different types of blog posts you can do for your child care center include:

- Parent tips and techniques
- Teacher spotlights to highlight staff and their expertise
- Philosophies behind what you teach
- Information to help new moms and dads feel better about daycare
- Center and community events
- Guest blogs by a parent about a child-specific content or local pediatrician



### DID YOU KNOW?

**A blog allows you to create helpful content for your audience directly.**



## ACTION STEPS



**Add a blog to your website domain.**



**List the top questions you get from prospects and customers.**



**Create a calendar to regularly publish content that answers those questions.**



## Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.

The screenshot shows the Hatchlings Child Care Center website. At the top left is the logo, a stylized egg with a face, and the text 'HATCHLINGS CHILD CARE CENTER'. To the right is a 'SCHEDULE A TOUR' button. Below the logo is a navigation menu with links: HOME, ABOUT, PROGRAMS, ENROLLMENT, CAREERS, CONTACT, and BLOG. The main content area features a large banner with the word 'Blog' in a red circle, set against a background of colorful children's drawings. Below the banner are two featured blog posts. The first post is titled 'Tips for teaching children with learning disorders' by Kerri Hatch, dated March 6, 2020. The second post is titled 'Staff spotlight: Jude Harper, infant program staff' by Kerri Hatch, dated February 17, 2020. To the right of these posts is a green sidebar with an 'Archives' section, listing posts by date (2020, 2019, 2018) and by topic (Activities, Parenting, Cognitive research, Tips and advice, Events, Staff spotlight, New parent tips). At the bottom of the page is a dark blue footer with the Hatchlings logo, contact information (4714 Lincoln Ave, Floor 2, Chicago, IL 60625, 773-555-4009, info@hatchlingschildcare.com), and social media icons for Facebook, Instagram, and YouTube. The footer also includes the operating hours: Monday through Friday, 8AM-7PM.



## How to amplify your efforts.

---

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results.

In many cases, you'll have to pay to reach people.

**That's not bad. You just want to do it in a smart way.**



## Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

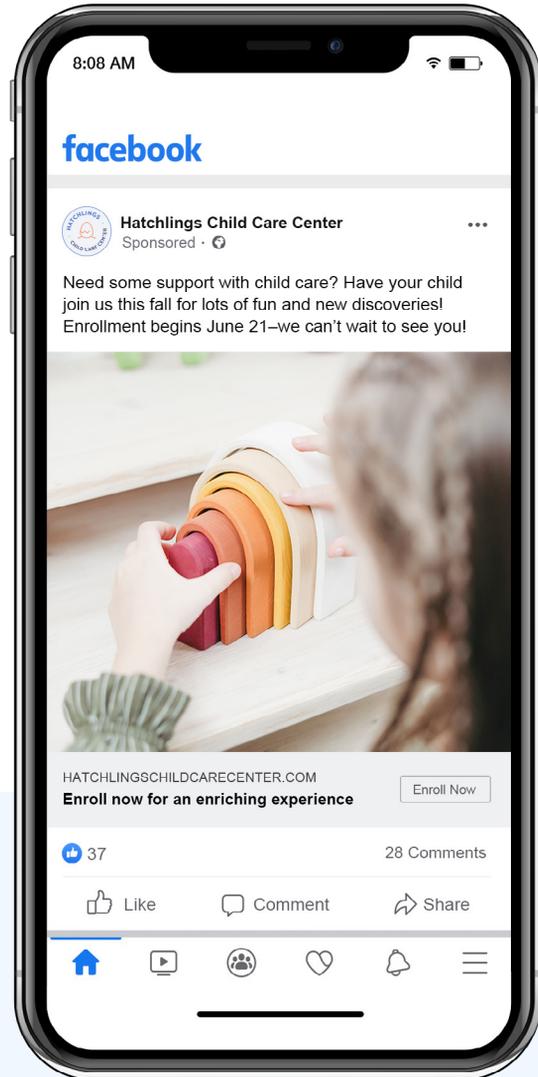
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a lookalike audience to target people similar to those already on your email contact list.

### DID YOU KNOW?



**Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.**

[Find out more.](#)





## ACTION STEPS

✓ Set aside a minimum budget of \$350 to experiment with paid advertising.

✓ Drive traffic to top-performing pages on your website.

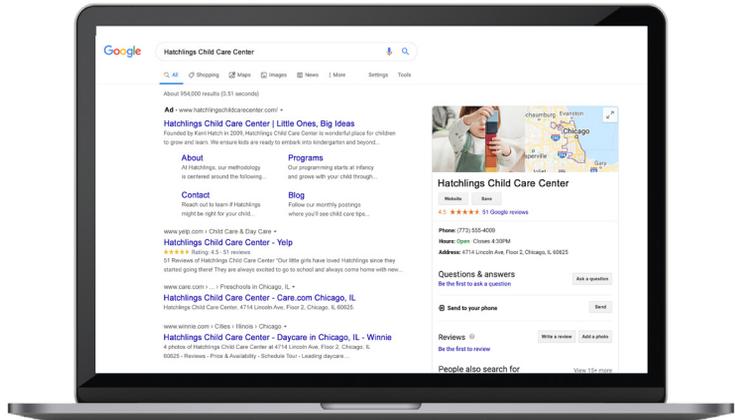
✓ Use ads to get new signups for your email list.



## DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



## Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

## How much should you spend on ads?

When you're first getting started, set aside \$350 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



# How it all comes together

**Now that you have a better sense of how consumers are finding businesses online and the tools you'll need to position yourself for success.**

**How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your business. And that can cause you to lose money. Let's take a look at how this all comes together.**

## Connect

It's all about getting people to your door or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

## Experience

Wherever your prospective customer is engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

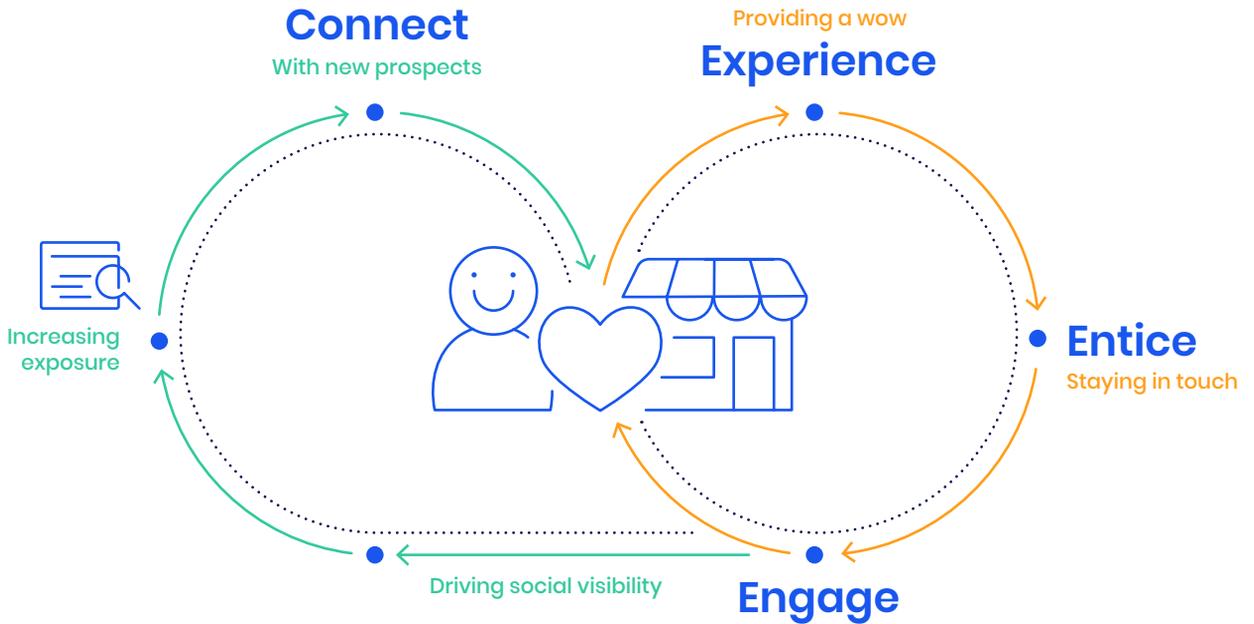
## Entice

At this stage where someone is feeling good about your business, it's a great time to entice them to stay in touch with you. This could mean following you on social channels, or joining your blog email list. Better yet, expose them to your raving fan page so they can follow how your current and past families and employees brag about your child care center.

## Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between a brand and its customers.

Engagement keeps you top of mind and puts you on the path to creating repeat customers, loyalty, referrals, and increased exposure for your business. Simply, engagement creates more awareness for your business and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your business. In turn, this engagement brings new people to your business and feeds into the ways people find your business in the first place.

**And that's how it all works together.**

By focusing on those core elements of connect, experience, entice, and engage, a small business can create the relationships and interactions that keep existing customers coming back and increase word of mouth and social visibility that brings new customers through the door.

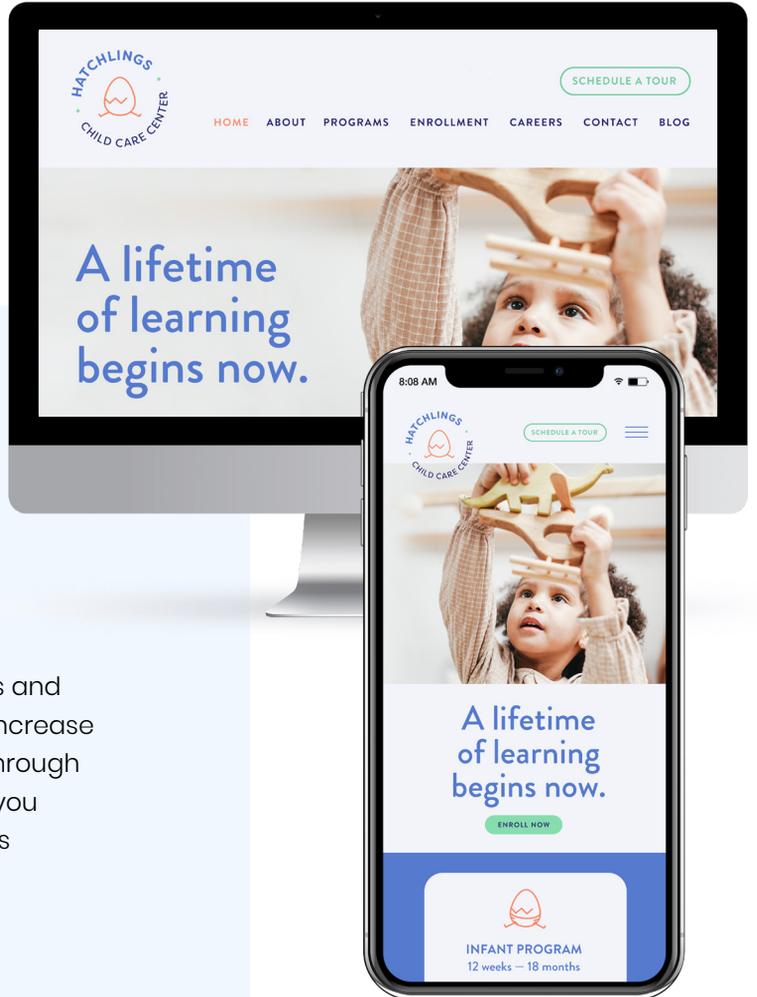
TO RECAP

## Here's how you can take action:



### Create a mobile-responsive website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



## TO RECAP

# Here's how you can take action:



## Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to do business with you.

The screenshot shows the Hatchlings Child Care Center website. At the top left is the logo, a stylized egg with a face, surrounded by the text "HATCHLINGS CHILD CARE CENTER". To the right is a "SCHEDULE A TOUR" button. Below the logo is a navigation menu with links: HOME, ABOUT, PROGRAMS, ENROLLMENT, CAREERS, CONTACT, and BLOG. The main content area features a large heading "Looking for child care?" followed by a paragraph: "We know this is one of the most important decisions to make for raising your little one. And Hatchlings wants to help! Fill out the info below to get our exclusive child care check list." Below this is a form with three input fields: "Name", "Phone Number", and "Email". A green "SUBMIT REQUEST" button is positioned below the form. To the left of the form, the text "A life of learning begins now." is partially visible. Below the form is an "ENROLL NOW" button. The lower section of the page is a dark blue banner with three program cards. Each card has an egg icon and a title: "INFANT PROGRAM" (12 weeks - 18 months), "TODDLER PROGRAM" (15 months - 3 years), and "PRESCHOOL PROGRAM" (3 years - 5 years). Each card contains a short description of the program. Below the cards is a "PROGRAM INFORMATION" button. The bottom section of the page is titled "How we hatched" and includes a photograph of hands holding a colorful wooden toy. To the right of the photo is a paragraph of text about the center's history and methodology. Below the text is an "ABOUT HATCHLINGS" button.

TO RECAP

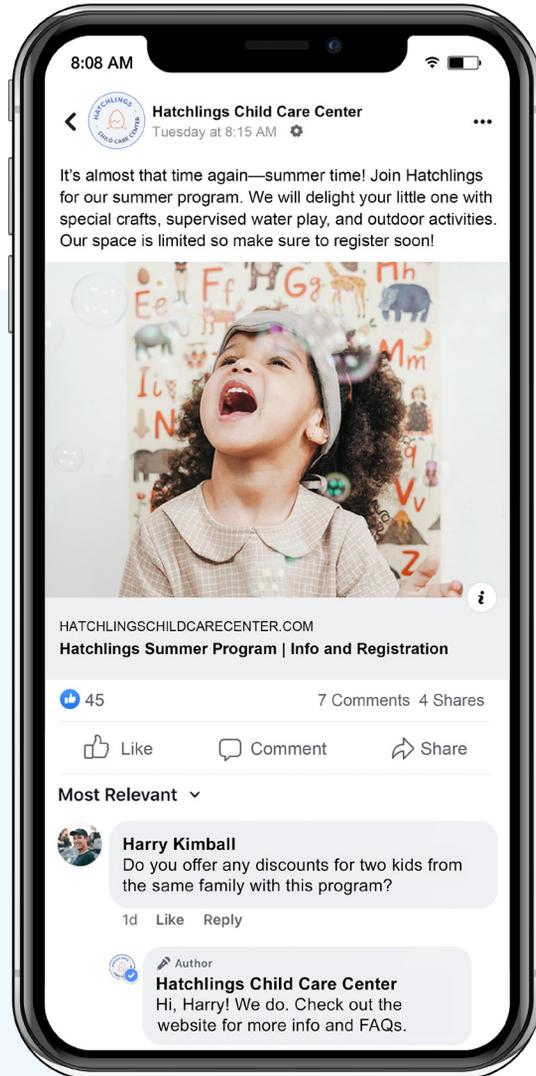
## Here's how you can take action:



### Interact and engage on social.

Remember it's called **social media** for a reason.

Social works best when you're not just asking people to purchase your products. Use social to generate awareness, be a resource, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website, sign up for a tour, and even joining your email list.



## TO RECAP

# Here's how you can take action:



## Engage with reviews to build trust.

Say “Thanks” when your customers take the time to say positive things about your business. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

tacos, cheap dinner, Mac's Chicago, IL

Restaurants Home Services Auto Services More

**Hatchlings Child Care Center** Claimed

hatchlingschildcarecenter.com

51 reviews Details

Preschool, daycare Edit

Hours updated 2 months ago

Write a Review Add Photo Share Save

(773) 555-4009

Get Directions

### Recommended Reviews

Search within reviews

Sort by Yelp Sort

Leah H. Chicago, IL 19 Friends 3 reviews

★★★★★

I've been bringing my son, Nico, to Hatchlings since he was six months old. I love seeing the progression he's made from baby to bustling toddler. We love and trust the staff. Plus, being close to the EI makes pick up and drop off a breeze as a commuter!

Comment from Kerri Hatch of Hatchlings Child Care Center

Thank you, Leah! We love having Nico in our Hatchlings family. He's such a joy and it's been great watching him grow into his curious and independent mind!

TO RECAP

## Here's how you can take action:



### Use email marketing to provide exclusive, helpful, and promotional content.

Email marketing allows you to build more meaningful customer relationships and drive business because people have opted-in to receive information from you. They're more engaged with your business than the typical social media follower. Provide subscribers with specials and resources they won't receive other places. Email can also drive action on your social channels.



**TIP**

**Use video in your email marketing to help your emails stand out.**

**HATCHLINGS**  
CHILD CARE CENTER

## Welcome!

At Hatchlings, we know that choosing a child care center for your child is one of the most important decisions you can make. That's why we want to give you all the tools you need to make the perfect choice for you and your little one. Hatchlings' methodology is based on the research of our founder, Kerri Hatch.

Download your daycare checklist and let us know if you'd like to schedule a tour with us at our Lincoln Square location.

[DOWNLOAD YOUR PDF](#)

[f](#) [▶](#) [p](#) [in](#) [@](#)

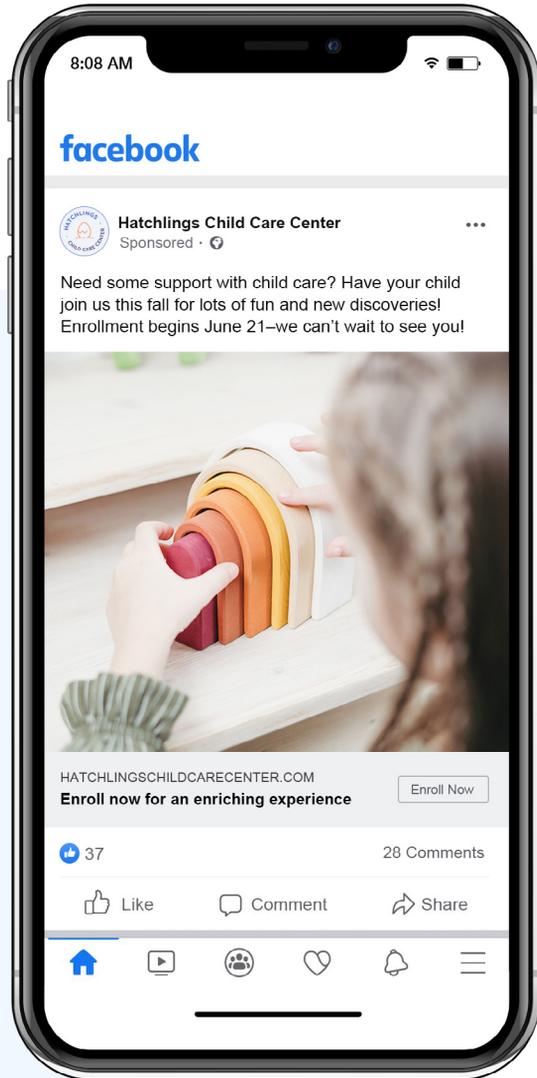
TO RECAP

Here's how you can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your business to more people, and collect more email addresses to get even more business.



# How will you know your online marketing efforts are working?

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There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

## Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people scheduling tours online?
- Are people contacting you?
- Are people joining your blog email list?
- Are people downloading your free resources?

## How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

### REMEMBER

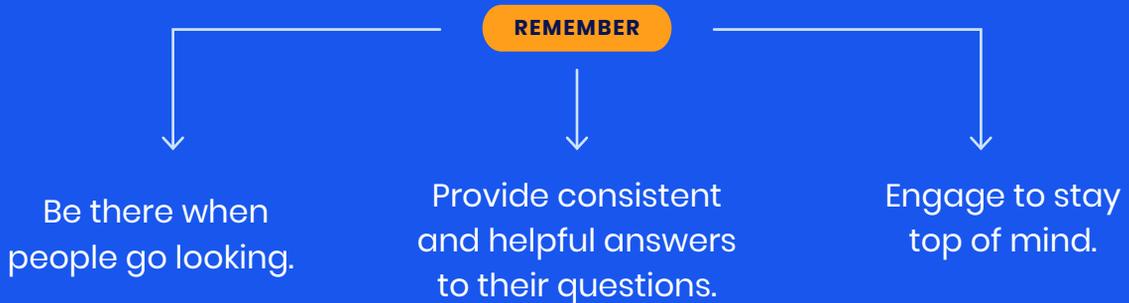
**Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential customers.**

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



# How online marketing can work for you

With your knowledge of how to make online marketing work for your business, you're ready to take those next steps.



By doing these things you'll get the word out about your business, drive more people to your website, and do more business.

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**You've got this. You've got us.**

**CONSTANTCONTACT.COM**

## Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

**(888) IDK-MKTG**  
**(888) 435-6584**

Do you have a logo for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these six pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Programs Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Enrollment Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Careers Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
<b>Are you using an email marketing tool to stay in touch with customers and prospects?</b>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new prospects or subscribers?	<input type="radio"/> YES	<input type="radio"/> NO

---

Do you have a written plan to send an email at least once a month?  YES  NO

Do you have any ideas for other emails you may want to automate?  YES  NO

---

**Are you using social media channels for your business?**  YES  NO

Have you reserved your business name on the major social channels?

FACEBOOK  
 INSTAGRAM  
 LINKEDIN  
 PINTEREST  
 YOUTUBE

---

Have you chosen one channel as your primary area of focus?  YES  NO

Are you engaging with people trying to interact with your business on this channel?  YES  NO

Have you set business goals for your social activity across the three categories?

*Awareness*  YES  NO

*Be a Resource*  YES  NO

*Driving Action*  YES  NO

---

Do you have a written social plan to achieve those goals?  YES  NO

---

**Have you identified the listings and review sites that are important for your business?**  YES  NO

Have you claimed your business on these listings and sites?

*Google My Business*  YES  NO

*Facebook*  YES  NO

*Yelp*  YES  NO

*Other Listings*  YES  NO

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Have you confirmed the information is accurate on these sites?  YES  NO

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Are you engaging with people on these platforms?  YES  NO

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**Do you have a way to easily create content on your website such as a blog?**  YES  NO

---

Have you made a list of commonly asked questions from your prospects and customers?  YES  NO

---

Do you have a written plan to publish answers to those questions on a consistent basis?  YES  NO

---

**Are you currently doing any paid advertising?**  FACEBOOK  
 INSTAGRAM  
 GOOGLE  
 OTHER

---

Have you set aside a small budget to test your paid advertising efforts?  YES  NO

---

Do you have a written plan for paid advertising efforts?  YES  NO

---

**Do you have a key metric that's important for your business?**  YES  NO

---

**Are you looking beyond vanity metrics and paying attention to the metrics that matter for your business?**  YES  NO

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Are more people visiting your website?  YES  NO

---

Are more people joining your email list?  YES  NO

---

Are more people contacting you?  YES  NO

---

Are more people making purchases?  YES  NO

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Find more powerful tools, marketing advice, and how to win with online marketing at [constantcontact.com](https://constantcontact.com)

Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed — all in one place.



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**[CONSTANTCONTACT.COM](https://www.constantcontact.com)**