



MARKETING POLICY

Policy Statement

"Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably." (Chartered Institute of Marketing)

Growing Competition

There is an increasing amount of choice available to parents looking for family-friendly services in our area. More specifically, there is a growing selection of flexible, affordable and accessible childcare on offer to parents.

Marketing helps us to position ourselves more confidently in an increasingly competitive marketplace and clearly highlights what makes us different or unique from others. By clearly identifying what makes our pre-school special, showing specifically how our service benefits the local community, contributes towards increasing our long-term sustainability. Raising our profile, and increasing understanding about what we do and how others benefit, gives us a clear competitive edge in the marketplace.

Marketing also gives us the tools to consistently, regularly and professionally communicate to different customer groups or audiences about what makes our service great.

Identifying our Customers

Our key early years customers include:

- parents
- children
- staff
- volunteers and supporters
- partners and funders
- the local community

Promotional Strategy

We actively market our pre-school by arranging or participating in the following activities:

- "Open Days" – we invite all prospective children, who are already on our waiting list, and their friends and families to attend our annual Open Day, usually held at the beginning of the Summer Term in April. We also advertise this with the local press, social media and display banners to attract further families to attend.
- "Show Rounds" are given to prospective parents who wish to visit our setting and we are able to demonstrate the benefits of our pre-school.



MARKETING POLICY (continued)

- Local advertising – we submit articles to publications such as the Families and NCT magazines.
- Listings and Social Media – we keep our details up to date with organisations such as the Family Information Service and Netmums.
- Networking – we keep in touch with other local settings so that they may pass on our details to any families whose needs they cannot meet.
- Working with partners – we work closely with Micklands Primary School to promote the pre-school and with local businesses to seek out donations or sponsorship.
- Events and exhibitions – we promote our setting at local events such as “Meadow Madness” and the primary school Summer Fayre.
- Pre-School website – we ensure that our website www.micklandspreschool.co.uk is kept up to date and user friendly at all times.
- Press and PR - we submit press releases to the local media (see below).

Press Releases

We believe a press release can be a useful tool in generating publicity for the pre-school. A well-presented, informed release is able convey on paper everything we want to say about a particular event or story. The press release is written by a member of the committee or Pre-School Supervisor. The following guidelines are followed when writing the press release:

- It covers a strong, newsworthy story with a punchy title to catch the reader's interest.
- It is factual and well-written in a style that is accessible and free of jargon.
- It targets the right audience.

If we are seeking pre-publicity for an event, we ensure that the release is issued in plenty of time.

Fundraising

As a charity, we work to very tight budgets and sometimes need to supplement our income through fundraising and grant applications. We prepare any fundraising pitch very carefully so that there is clarity about the need for the additional funds. We promote the benefits of the setting and explain how the supporter will gain too. Any funds raised for a specific purpose will only be used for that purpose.

The types of fundraising activities may include sponsored fun days and support from local businesses who may wish to provide a 'gift in kind' such as child-related products or services needed by the pre-school.

