



Child Care Marketing Online

Devin Murray

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The landscape is changing and so are your clients. They are becoming more tech savvy and are often much more inclined to do business on the web. The millennial generation, ages 16-35, are now the ones searching for child care. They are using new methods to search for quality providers, such as internet search engines and social media. You need to be found where they are looking. In our current business landscape child care centers are fighting tooth and nail for every customer. In this book you will discover simple step-by-step processes to improve your online child care marketing and improve how your ideal clients find you. It doesn't matter if you are an owner, director, teacher or marketing staff you will find useful and actionable materials such as: How to get on the first page of Google, how to use Facebook in your child care program and why you need to think about mobile users. Don't be left behind, now is the time to put these proven online marketing techniques onto action to increase inquiries and grow the enrollment of your child care program.

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