Sample Marketing Plan 2019

Date: 3/1/19

Plan Creator: Mary Washington, E.D.

Marketing Team: Jane Parent, John Doe, Teacher Katia,

ABC Child Center

555 Family Street

Brooklyn,NY, 11218

212.555.5555

abcchildcare@gmail.com

| Pricing Strategy | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Survey other programs for fees | Are our rates competitive? | 1. Call ABC childcare, Best Childcare and Early Steps to obtain rates | Jane Parent (volunteer) | By March 2018 | Completed | ABC = $14,000/yr  Best CC = $800/wk  Early Steps = 10,000/yr |
| Determine if our rates may be raised to keep up with costs | What type of rate increase is reasonable within current market? | 1. Set meeting with Board to look at rates and discuss measures to increase rates | John Doe (co-director) | In May 2018 | In Process | Determined with Board on 5/22/18 rates to be in low range. |
| Increase Rates for new families | Ensure Business Sustainability in line with budget and strategic plan | 1. Meet with Board for approvals 2. Update parent handbook with new rates | Mary Washington (Director) | Will be effective July 1, 2018 | Complete | Raised rates for new families by $50. Determined policy should be added to handbook regarding annual fee increases |
| Position org to access 3-K funds | To continue serving families ages 0-5 | 1. Discuss with DOE potential to access 3-K funding and timeline for implementation | Mary Washington | By June | Not started Yet |  |

| Program Value Statement | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Revise Mission | Hasn’t been updated in 5 years | 1. Set up meeting with board and staff to revise mission and focus of care | Mary | April | Not started |  |
| Emphasize our art program | New program needs to be added to marketing materials | 1. Draft program tagline to add to media materials to inform families of our exciting new art program | Mary and all Teachers | July | To be scheduled |  |

| Community Image | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Craft new logo | Added new art program | Hire Graphic Designer | John | March | Not started |  |
| Train Staff on marketing plan implementation | To get all staff onboard with same message | Schedule training date | Mary | March | Not started |  |

| Strategic community partnerships | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Join Professional Development Leadership Institute (PDI) | Take more leadership role in community | Attend next meeting | John | February | RSVP for meeting |  |

| Advertise your services / create marketing materials | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Manage Yelp Profile | Got a negative review | 1. Katia volunteered to respond to feedback, address concern with families and to check the site weekly ongoing | Katia | Every Monday | In process |  |

| Create Program Policies to encourage referrals | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Create family referral bonus | Ensure enrollment | 1. Create written policy 2. Refer families to new policy | John | February | In process |  |

| other / next steps | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| Goal | REason | Action Steps | person responsible | timeline | Status | outcome |
| Train Staff on marketing plan implementation | To get all staff onboard with same message | Schedule training date | Mary | March | Not Started |  |

| MEasuring over all marketing plan succes | | |
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| Goal | Status | outcome |
| Increase enrollment | In Progress | Classroom 1 filled |
| Develop a waitlist | Completed | 10 families on list |
| Get 3 family referrals in 2018 | In Progress |  |

| Marketing Budget | | | | | |
| --- | --- | --- | --- | --- | --- |
| Budget Item | ACtion Steps | Person Responsible | Timeline | Unit Price description | total cost |
| Sign | 1. Get quotes | Teacher Katia | July 1, 2018 | $600 | $600 |
| Graphic Design | 1. Hire Designer | John Doe | July 1, 2018 | $150/hr x 10 hours = 1500 | $1500 |
| Flyers | 1. Get quotes 2. Print 200 | Mary Washington | July 1, 2018 | $200 flyers x .20 = | $200 |
| Business cards | 1. Put order in | Mary Washington | March, 2018 | $300 | $300 |
|  |  |  |  | Subtotal | $2600 |
|  |  |  |  | Sales tax | $260 |
|  |  |  |  | total | $2860 |