

Marketing your Childcare Business - Fact sheet 1

The Market

Having access to relevant market research is a valuable tool for any business, in any sector. It provides an insight into the market, its trends and its customers.

Using marketing to reach new customers helps you to raise awareness about the benefits of your service and can positively influence their decision to find out more about you. They are then more likely to choose your service over other providers offering similar services in the area as they feel more reassured.

By understanding what your current customers like or dislike about your service, you can improve or adapt it to keep them happy with you and encourage their long-term loyalty.

Marketing helps you to position yourself more confidently in an increasingly competitive marketplace, being able to clearly identify what makes your service special, showing specifically how your service benefits the local community contributes towards increasing your long-term sustainability.

Knowing where the opportunities are in your local area will help you:

- Secure 'on going' business
- Spot gaps in your service and opportunities in the local community
- Learn about your strengths and weaknesses
- Work competitively in your area

In the childcare sector you should have access to information such as the number and type of other providers in your area, as well as where children require places and in what numbers. There are four important areas that you should know about:

- How many parents require childcare in your area?
- The activities of other childcare providers.
- What type of provision the local area wants or needs (full day care, sessional care, out of school or pre-school playgroup places, etc).
- What your customers are thinking in terms of quality, price and flexibility of provision.

You can access some statistical information at the www.neighbourhood.statistics.gov.uk
Ealing Family Information Service also holds data on the number of childcare places.

For more information:

Business Support Surgeries are held every Friday at the Hanwell Centre for Early Years and Childcare, 25a Laurel Gardens, Hanwell call Amanda Hancock on 020 8825 9330 to book an appointment.

General business advice is available at www.businesslink.gov.uk or call the Businesslink helpline on 0845 600 9006

See below for a simple marketing plan which gives you some ideas of things you will need to find out.

A Simple Marketing Plan

