Resource: Marketing Plan Template

1. **Program Mission:** Think about your program's unique identity. What makes your child care business special or unique? How are you different from other child care programs in your community? Your program mission should be 2-3 sentences long. Write your program's mission statement, keeping it to 2-3 sentences.

2. **Market Analysis:** What are the demographics of the families in the area where you want to open your child care business? Is there a need for another child care program because of shifting demographics or new employers moving into the area? What is the need for your program in your area? Use information from the needs assessment to help you complete this.

3. **Competitors:** What other child care programs are in the same area as your program? You may want to look at different types of child care programs, such as other licensed child care centers, family child care homes, YMCA programs, and other types of child care programs in your community. When you have an idea of the different types of programs in your area, you may be better able to define your program's strengths, weaknesses, and opportunities for growth.

4. **Target Your Audience:** What other audiences do you want to reach? Is your child care business located near a major employer? What type of families do you want to attract to your child care center? Are you interested in serving children who are dual language learners or children with special needs?

5. **Develop Strategies:** Do you have a logo to identify your child care center to prospective parents? What are some specific strategies you will use to draw parents to your program? Will you use social media or will you need printed materials? What specific steps do you need to take and how much money will it cost to implement your marketing strategies? Use the marketing strategies and budget to help you think through these steps.

6. **Set Objectives:** How will you know if your marketing plan is successful? Set benchmarks for your marketing objectives so you know what types of marketing strategies work for you.