

can include your name, your logo, the colours and fonts used and also some key words. You might include your vision statement. These elements of your brand or identity should be used for all your promotional activities and resources and will therefore become familiar within the community and hopefully synonymous with good quality childcare.

#### Website

The majority of parents will start with the internet when they begin to think about childcare services. It is essential that you have an effective and

### Social Media

**Parent Updates** -Consider creating facebook and twitter accounts to help you to communicate with your parents and potential customers. It is an advantage if you have a member of staff who is competent with networking who is happy to take on the responsibility for maintaining these accounts. Parents also enjoy the opportunity to update you on their children via their own accounts.

**Professional Updates** ±Take the opportunity to share information on the latest professional developments.

**Staff** -Make sure that all staff have read and understood your social media policy as careless or thoughtless posts can have a detrimental impact on reputation.

### Parentmail and Text Alerts

Maintaining open communication with customers is a very effective and positive marketing tool. Sending regular updates via email and text maintains an open dialogue and raises your settings profile within the