Wraparound Childcare Marketing Checklist

1. Core Offer (Get the Basics Right)

- Clear description of provision (before school / after school / holidays)
- Hours stated clearly
- Age range specified
- Pricing easy to understand
- Funding options included (Tax-Free Childcare / vouchers)
- Simple key message (e.g. *"safe, fun, flexible childcare"*)

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2. School Partnership

- Included in school welcome packs
- Listed on school website
- Featured in school newsletters
- Shared via parent communication apps (e.g. ParentMail)
- Presence at open days / parents' evenings
- On-site signage (banner, posters, gate presence)

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3. Marketing Materials

- Leaflets
- Posters for school/nursery/community spaces
- Simple enrolment or enquiry form
- FAQs document for parents
- Branding consistent (logo, colours, tone)

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4. Online & Social Media

- Facebook page active and up to date
- Posting regularly (at least 1–2 times per week)
- Sharing:
    - Photos of activities (with permission)
    - Availability updates
    - Holiday club promotions
- Posting in local Facebook groups
- Google business profile set up (with reviews enabled)
- Website or webpage with key info

5. Word-of-Mouth & Reputation

- Referral scheme in place
- Ask parents for reviews (Google / Facebook)
- Testimonials / case studies collected and shared
- Strong relationships built with families
- Consistent, friendly customer experience

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6. Promoting the Experience

- Activities clearly promoted (not just childcare)
- Photos/videos showing engagement and fun
- Themed days or special events planned
- All staff can speak confidently about wrapround has to offer
- Messaging focuses on:
    - Fun
    - Socialising
    - Relaxed environment

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7. Seasonal Promotion Planning

- September intake promoted (June–July)
- Reception starters targeted early
- Holiday clubs marketed 4–6 weeks in advance
- Regular reminders sent before booking deadlines
- Waiting lists managed and contacted
- Weekly slot for promotion on Newsletter

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8. Enquiries & Booking

- Easy booking process (online or simple form)
- Clear contact options (email / phone / WhatsApp)
- Friendly, helpful communication style
- Follow-up system for enquiries not yet booked

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9. Trust & Safeguarding

- Ofsted registration shared
- Safeguarding information visible
- Staff qualifications highlighted
- Clear collection arrangements explained
- Parent reassurance messaging included

10. Local Visibility

- Posters in community locations (libraries, shops, nurseries)
- Links with feeder nurseries
- Presence at community events
- Partnerships with local employers (if relevant)

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11. Tracking & Improvement

- Ask every parent: “How did you hear about us?”
- Track most effective channels
- Review marketing every term
- Adjust focus based on uptake
- Monitor occupancy and waiting lists
