

Child Care Marketing Company Explains About Branding for Daycares and Preschools

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Child Care SEO, a child care marketing firm based in Austin, TX, has explained about branding for daycares and preschools in a new blog post. Since the services provided by the child care industry are similar, child care branding is needed in order to set the daycare or preschool apart from the others. The article presents a number of steps on how a daycare or preschool can derive their core branding to develop a strong brand that will be both timeless and capable of evolving constantly.

Colin MacLeod, owner of Child Care SEO, says, "Your brand is your identity. It's how you define yourself through the use of differentiating elements. Your logo, your colors, and your words together combine to create your one big idea. Building a brand is more than a school name and logo on a sign above your door. Your brand should be consistent. It should convey a harmonious message that you build into every aspect of your business. Therefore, the best way to create a brand is to establish what consistency looks like for you and the feeling you want it to evoke about your child care business."

The article explains that creating a new brand can be done in five simple steps. These are: deciding what the school will represent; selecting a name and tagline for the business; establishing the brand's design and feel by selecting font and colors; creating the business' logo; and applying the school's branding to everything.

The first step in child care branding, which is determining what the school should represent, requires some research on the competition and intended marketing. It is important to really get to know the competition, including their strengths and weaknesses, in order to formulate the most effective marketing and branding strategy. In addition, knowing the target clientele, will offer insights how to best serve their needs.

The second step, according to the child care marketing agency, is determining the business name and tagline. Existing daycares and preschools may already have a school name but oftentimes there is no tagline. This tagline is a short text that indicates what exactly the school intends to do. This is important particularly

for school names that are more metaphorical. This tagline indicates what is unique with regards to the school, particularly from the point of view of parents.

The third step has to do with choosing the colors and font to use for the brand's design and feel. When choosing the colors, it may be a good idea to look at the usual colors chosen by prominent brands, particularly those that cater to the same audience. It is not a good idea to choose a range of colors because this will make the brand look confusing. It would be a good practice to choose three key colors and other shades and complementary colors. With regards to fonts, it is also a good idea to select a few fonts and stick to them. And it would be best to use fonts that are easy to read.

With regards to the logo, it is advisable to use a simple logo that will be distinctive in both color and monochrome. Two versions of the logo have to be prepared: landscape logo and square logo. Three key elements are needed for the landscape logo design: an icon, the school name text, and the tagline. Meanwhile, the square version of the logo will be used whenever the landscape version cannot fit, such as on browser tabs.

And finally, the branding should be consistent everywhere. For instance, information about branding should be provided to the web designer. In addition, branding should always be considered when designing brochure, flyers, or newsletters. The colors, fonts, logo, and tagline should always be consistent.

Child Care SEO is a dedicated child care marketing firm with the mission of helping daycares and preschools desiring to increase enrollment but are confused with the intricacies of Internet marketing. They have chosen to focus their effort on preschools and daycares and are different from other marketing agencies offering their services to the child care industry. This is because Magdalena and Colin MacLeod, the founders and owners of Child Care SEO, are child care owners themselves, operating their own schools for more than 13 years.

Those interested in learning more about the child care marketing services provided by Child Care SEO can check out their website, or contact them on the phone or through email.

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For more information about Child Care SEO, contact the company here: Child Care SEO Colin MacLeod 737-299-8737 info@childcareseo.com 14425 Falcon Head Blvd Unit E100 Austin, TX 78738

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Child Care SEO

Marketing for daycares and preschools can be time-consuming, confusing, and frustrating. Child Care SEO makes it

*easy for childcare providers with ready-made websites and marketing designed to attract new parents, book more tours,
and enroll more kids.*

Website: <https://childcareseo.com/>

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