

Child Care Branding and Marketing Agency Explains How to Increase Enrollment in Daycare or Child Care School

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Child Care SEO, a child care marketing firm based in Austin, TX, has explained how to increase enrollment in a daycare or child care school by accepting tours. This can be made easier by taking advantage of an automated tour scheduler. This will allow parents to book and reschedule their appointments quickly and conveniently. An automated tour scheduler has several benefits: fewer phone calls, fewer unannounced visits; more parents turning up; and 24/7 accessibility.

Since the automated tour scheduler allows parents to book a tour online, there will be fewer telephone calls from parents, which enables the child care school administrators to save a lot of time spent answering phone calls. There will be fewer inquiries regarding one's availability since one's calendar will automatically appear on the screen once the parents click on the "Book a Tour" button.

And surprise or unannounced visits will be minimized because parents will be booking a tour directly through the school's website. The result is that school administrators will have more time to prepare for the tours.

Another important benefit of using an automated tour scheduler is that more parents will show up, as experienced by Magdalena and Colin MacLeod with their Happy Bunnies school. And finally, the automated tour scheduler can be accessed by the parents 24/7. This tends to increase enrollment because parents don't have to wait for a long time to make an appointment. Instead, booking a school tour is easy and convenient with the automated tour scheduler.

The appointment added notification would be the first to be received by the school administrator after a parent has booked a tour. This notification indicates the date and time the parent has scheduled. The school administrator will need to send a confirmation to the parent that the appointment has been received.

Furthermore, it is good to send the parents a reminder a day before the actual tour. And finally, one can send the parents a friendly reminder an hour before the tour.

The child care marketing agency also recommends some low-cost, off-the-shelf tools that daycare and child care school administrators can use for scheduling tours. One is Calendly, which is one of the most popular schedulers. It can also help those trying to arrange a meeting with an existing customer or prospect who want to avoid sending back and forth emails to find a date that will work for both parties. Calendly is also useful for internal meetings in which employees will have to choose time and day that is convenient for them. Using Calendly can increase enrollment in a daycare or child care school, and it is affordable, and one can even try it for free.

Another possible helpful scheduling tool is Acuity Scheduler, which has many features. It offers intake forms and allows for auto time adjustment. It can also be embedded directly into the school's website, and it will send email and SMS reminders. It also has affordable monthly pricing, and it provides a free trial.

Launched in 2020, Child Care SEO has established its goal to help daycare centers and preschools who want to boost their enrollment but have little or no experience in the Internet or online marketing. Unlike other digital marketing agencies, they have decided to focus on offering their services to preschools and daycares. This is understandable because Magdalena and Colin MacLeod, the owners and founders of Child Care SEO, are also involved in the child care industry, operating their child care schools for more than 13 years as they have been running such schools since 2008. Meanwhile, Colin has a background in Internet consulting that goes way back to the 1990s.

People who would like to learn more about the child care marketing services provided by Child Care SEO can visit their website or contact them through the telephone or via 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.

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