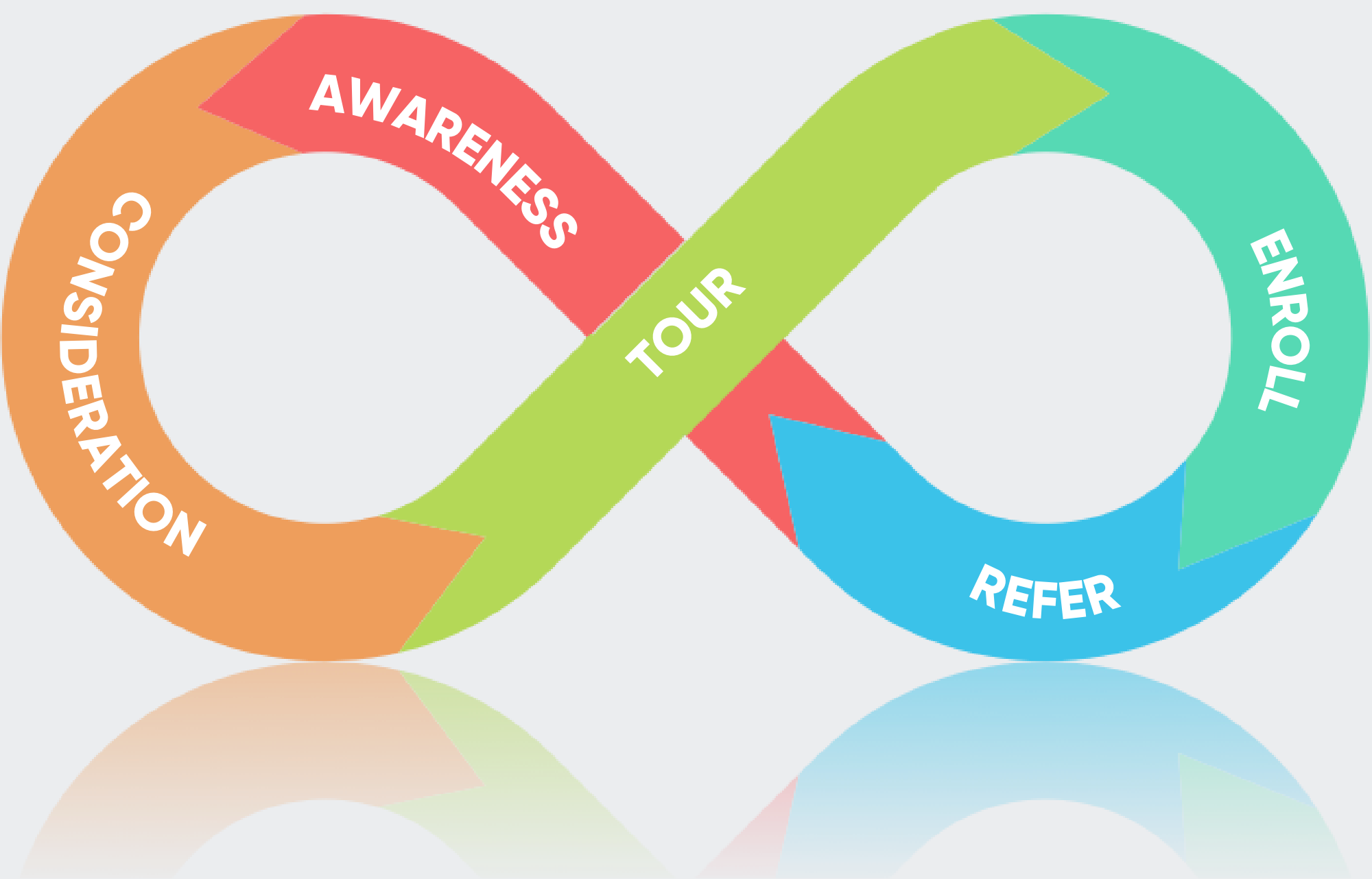


CHILDCARE LIFECYCLE MARKETING

USING THE RIGHT MESSAGE AT THE RIGHT TIME WILL PUSH PARENTS THROUGH THE LIFECYCLE. EVERY MESSAGE SHOULD HAVE A CALL-TO-ACTION TELLING PARENTS WHAT YOU WANT THEM TO DO NEXT.



AWARENESS

A parent is hearing about your childcare for the first time.

TIMBER Forest School is Franklin's only full day outdoor preschool.

Visit our website to see all that TIMBER Forest School has to offer.

CONSIDERATION

A parent is evaluating childcare options and knows about you.

TIMBER Forest School has limited availability for fall!

Schedule a tour on our website or by emailing us to reserve your spot today.

TOUR

A parent has scheduled a tour or has attended a tour of your program.

Your child will thrive at TIMBER Forest School and parents love our flexibility!

Enroll today by filling out these forms and sending a deposit.

ENROLL

A parent has decided to enroll in your program.

Welcome to TIMBER Forest School!

Join us for our pot luck dinner to get to know the other families at our preschool.

REFER

A parent has a child enrolled in your program.

We love you and appreciate all you do!

As a thank you for referring a friend, we're offering a free month's tuition when they enroll!

MANY FAMILIES NEVER COMPLETE THE LIFECYCLE AND STOP AT ENROLLMENT. MARKETING TO EXISTING FAMILIES CREATES REFERRALS, AND THAT STARTS THE LIFECYCLE AGAIN WITH NEW FAMILIES

