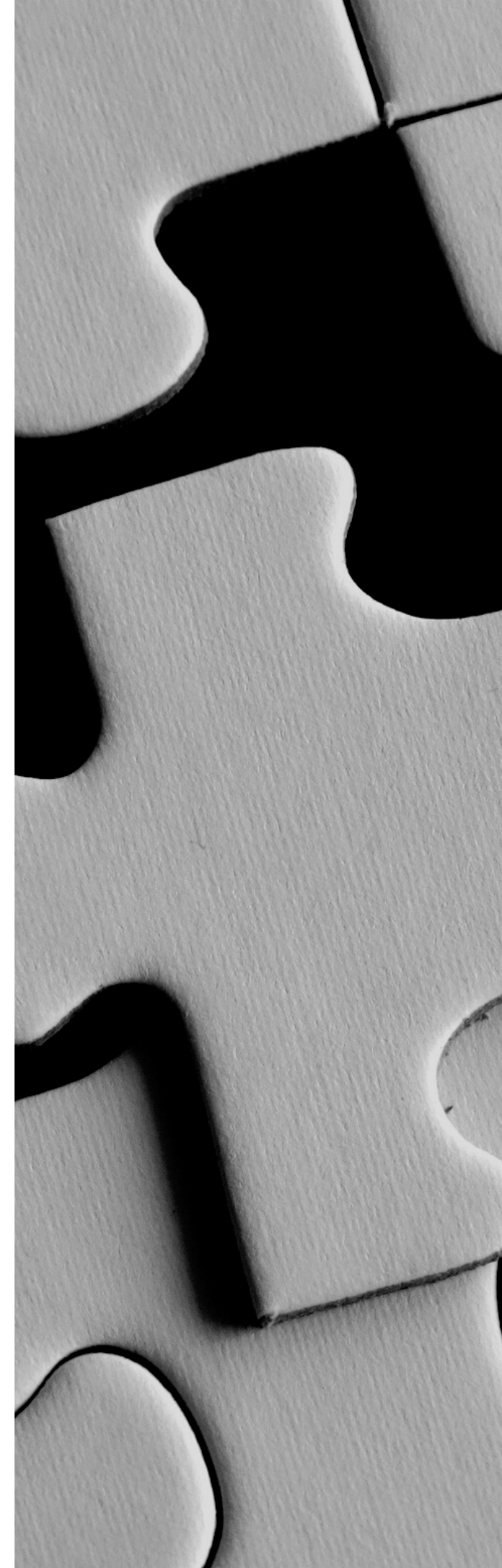


# paper pinecone advertising

Partnership Opportunities | 2022





# Who is paper pinecone?

Founded in 2017, we are the #1 most trusted early childhood resource and bridge the gap between parents and providers. We help parents find childcare that's right for their family and help providers fill openings, streamline operations, and deliver the highest quality care.

# Media Highlights

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NEARLY 1,000,000 USERS

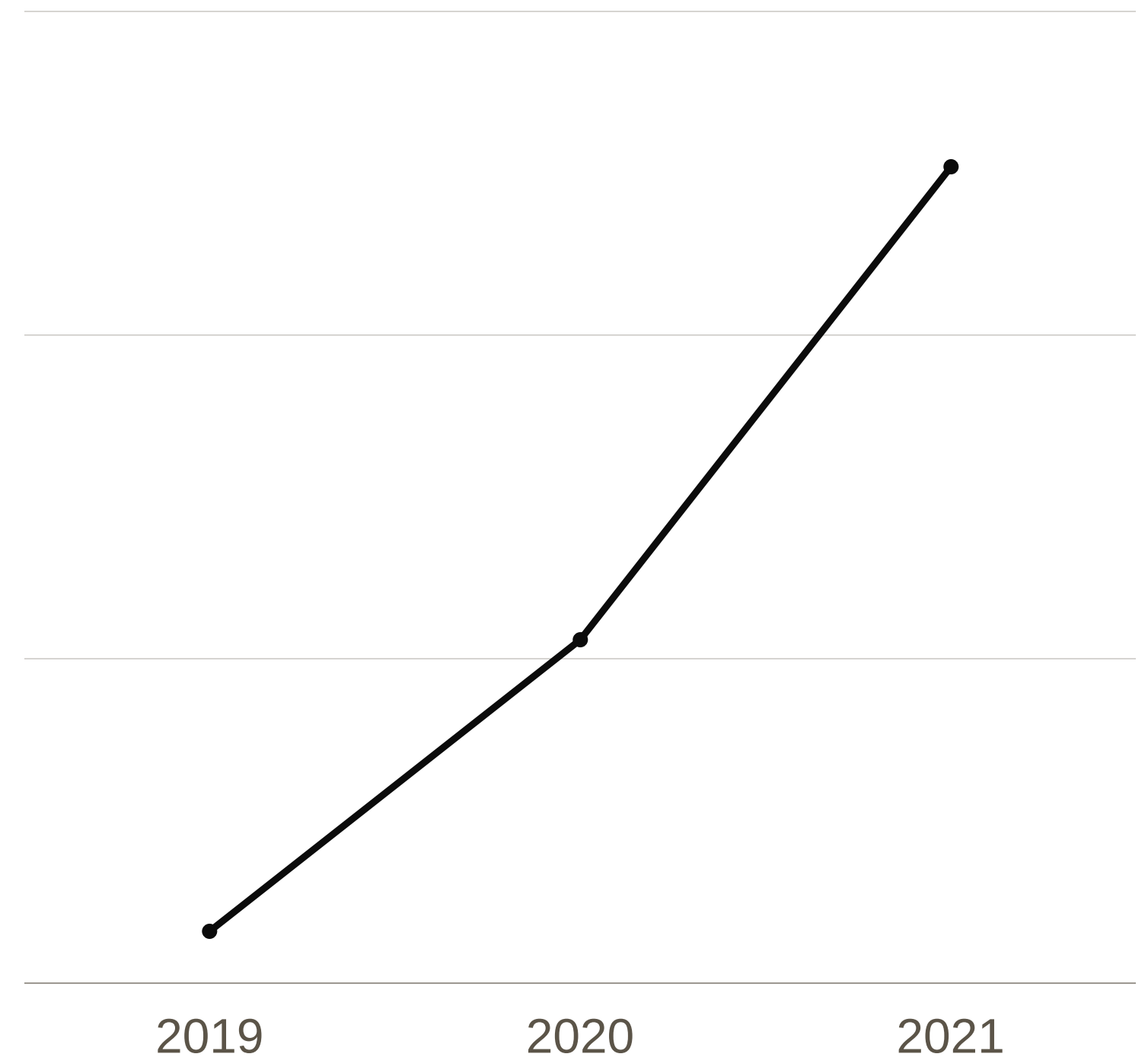
75% AGES 18-44

75% FEMALE

# Unprecedented Growth

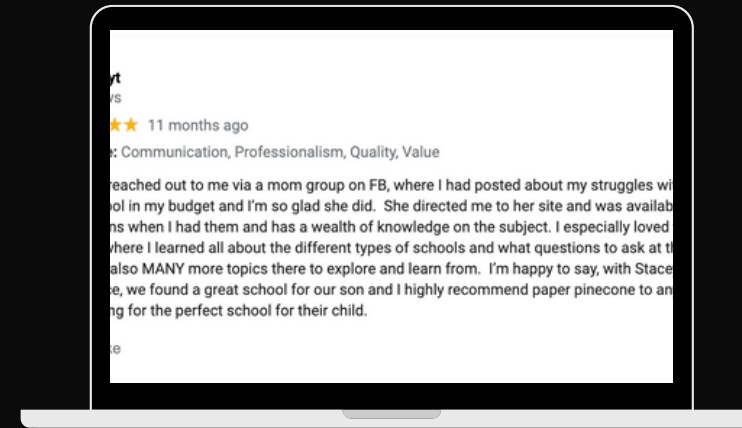
We experienced almost  
**1500% growth** between 2019-2021

Fueled by exceptional content  
and word-of-mouth buzz



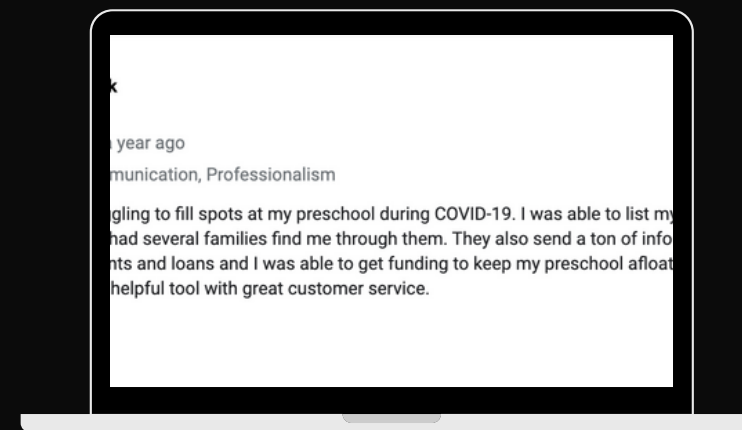
## TRUSTED BY PARENTS

Parents know we provide the best information and access to the best daycares & preschools.



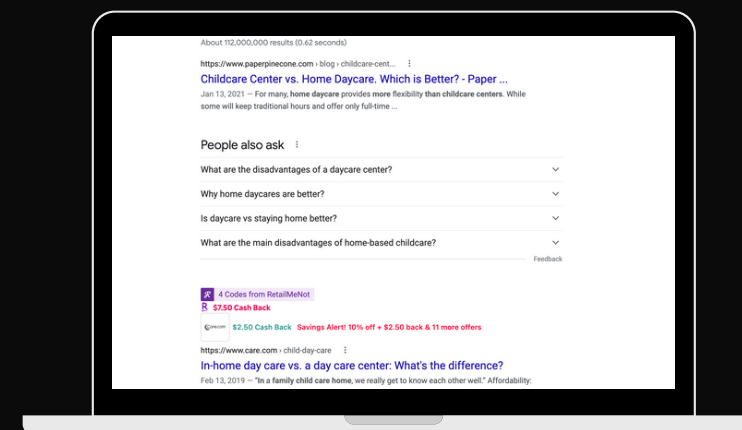
## TRUSTED BY PROVIDERS

Providers know they can count on us for referrals & the most helpful information.



## TRUSTED BY GOOGLE

We consistently rank ahead of more established brands.



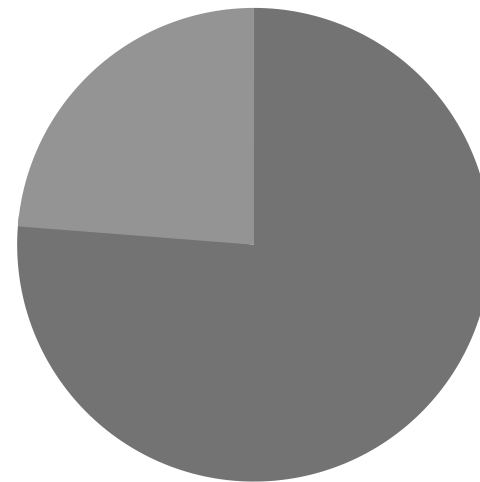
# #1 Most Trusted

## COSTS 62% LESS



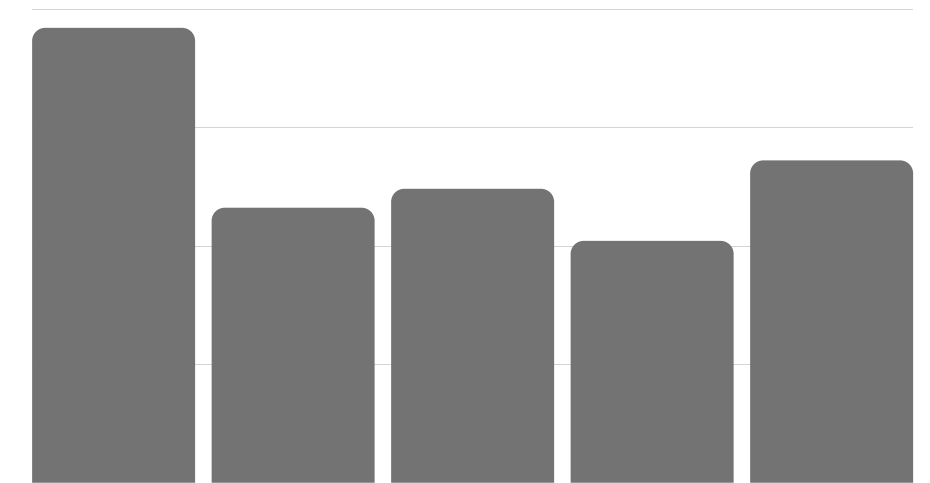
Content marketing costs significantly less than other marketing channels.

## 3X LEADS



Content marketing generates 3X more leads than other marketing channels.

## MORE WINS



Companies who use content marketing have a 27%+ higher win rate than those who don't.

# Content Marketing

montessori parenting

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🔍

🔍 All

🛒 Shopping

📰 News

📺 Videos


🖼️ Images

⋮ More

Tools

About 23,600,000 results (0.35 seconds)

What parenting style is Montessori? Montessori parenting can be defined as a **relaxed parenting approach in which the toddlers are given ample freedom to play, work, study and learn**. They are not punished for bending the rules and are respected for being themselves. Sep 1, 2021



https://www.paperpinecone.com › blog › montessori-pare...

Montessori Parenting Style - Your Comprehensive Guide to ...

🔍 About featured snippets • 🗨️ Feedback

People also ask ⋮

difference between daycare and preschool

×

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🔍 All

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Tools

About 49,500,000 results (0.62 seconds)

Daycare is typically for infants and toddlers with full time child care though they may offer after school care and other flexible options. Preschool is for children between the ages of three and five and typically follow a traditional school schedule with a focus on kindergarten preparedness. Dec 8, 2021



https://www.paperpinecone.com › blog › what-difference-...

What is the Difference Between Daycare and Preschool?

🔍 About featured snippets • 🗨️ Feedback

https://www.wonderschool.com › parent-resources › pr...

Preschool vs. Daycare: What's the Difference? - Wonderschool

Nov 25, 2020 — The words “**preschool**” and “**daycare**” or “**child care**” may be used interchangeably among parents, but this is actually incorrect. While both offer ...

https://www.procaresoftware.com › Resource Center

Daycare vs. Preschool - What's the Difference? - Procare ...

May 11, 2021 — Although both **preschools** and **daycares** offer education for kids, **preschools** tend to be the more academically focused of the two. **Daycare** ...

https://rileycrossingchildcare.com › Latest News

What's the Difference Between Preschool and Daycare?

Oct 10, 2019 — One of the biggest **differences between daycare and preschool** are the hours. Daycare centers usually offer longer hours and are open during ...

is stem important in preschool

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Tools

About 19,000,000 results (0.50 seconds)

**STEM Teaches Important Foundations for Math and Science**

The preschool and early elementary years are often centered around teaching children to read, and much of the math done during this time is rote memorization. Dec 3, 2020



https://www.paperpinecone.com › blog › 10-reasons-why...

10 Reasons Why STEM Is Important in Preschool - Paper ...

🔍 About featured snippets • 🗨️ Feedback

People also ask ⋮

What is STEM education for preschoolers?

How do children benefit from STEM?

Why is STEM education important?

What is STEM in early education?

Feedback

benefits of forest preschools

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📰 News

🖼️ Images

📍 Maps

📺 Videos

⋮ More

Tools

About 4,850,000 results (0.47 seconds)

https://www.paperpinecone.com › blog › understanding...

Understanding the Benefits of Forest & Outdoor Preschool

**Benefits of Outdoor Preschool** · Improved gross motor skills · Improved social skills, language and communication, concentration, and motivation Feb 28, 2020 · Uploaded by REI

important questions preschool tour

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🔍

🔍 All

🖼️ Images

📰 News

📺 Videos

📍 Maps

⋮ More

Tools

About 76,100,000 results (0.49 seconds)

https://www.paperpinecone.com › important-questions-...

Important Questions to Ask on a Preschool Tour - Paper ...

Asking about college degrees is one thing, but more importantly, what practical experience do they bring? Do they have teachers who specialize in certain areas?

07

# Top Ranked Blogs

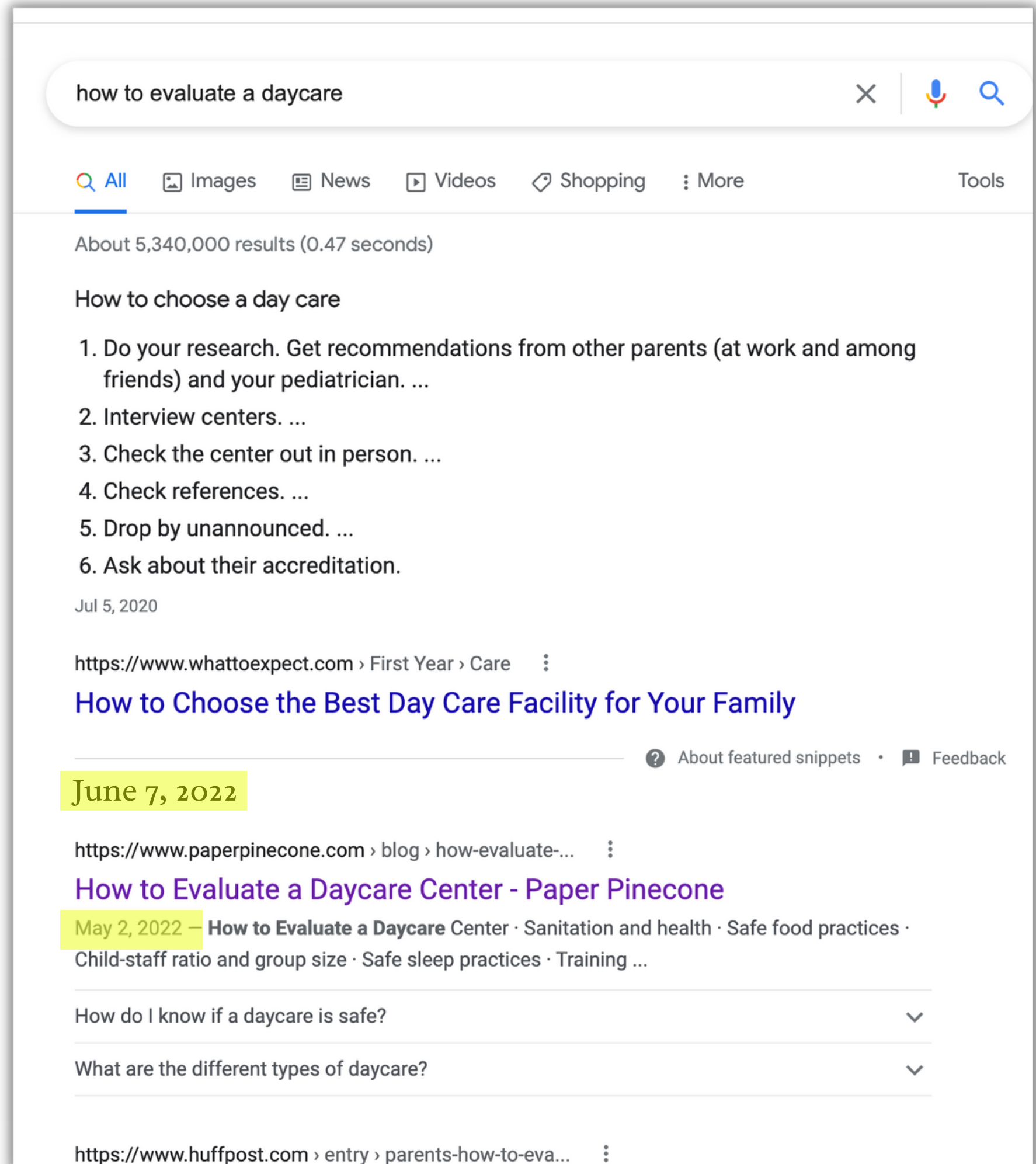
Our blogs consistently rank in the top positions for major early childhood keywords.

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# Fast Rankings

Content consistently appears on  
page 1 within days or weeks.

Partnership Opportunities | 2022

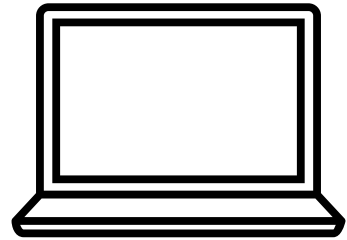


## LIFECYCLE MARKETING

Targeted content towards any stage of the consumer lifecycle, from brand awareness to advocacy.



## EXISTING BLOGS



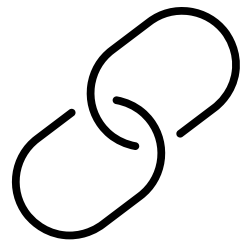
Insertion of content into existing blogs, including backlinks, infographics, and videos.

## NEW BLOGS



Our team of experts will do keyword research, suggest topics, and write exceptional content to represent your brand and promote your business.

## INTERNAL LINKS



New content is supported by internal links on existing blogs.

# Advertising Opportunities

# Advertising Opportunities



## HOME PAGE FEATURE

Trending section of our homepage is dedicated to featured providers.



## CHILDCARE SPOTLIGHT

Jump into the spotlight with an article setting your daycare or preschool apart from the others. Shared on social & in our newsletter.



## NEWSLETTER

Our open and CTRs are far above industry averages and a newsletter ad gets attention.



## SOCIAL MEDIA

Have a story best told on social? We'll create a graphic about your business and share it with our audience across social channels.

thank you

## CONTACT

paper pinecone  
advertising@paperpinecone.com