



Children's Nursery Marketing Training Course

- **Overview**

Mosaic's online training course, delivered via Zoom, will give you a detailed insight into the key disciplines required to market your nurseries and grow your business. Each module covers the basics of each discipline and is packed with examples of best practice from your sector, making it tailored and relevant. The course is delivered by Karen Ainley, who has been running Mosaic Media Training for 20 years. Karen is a print and BBC broadcast journalist by profession and has a Masters degree in digital marketing strategy, which she also teaches for the Chartered Institute of Marketing. Please allow 90 minutes for each module, to include time for questions. You will receive a PDF of course notes. Any ideas can be incorporated into your main marketing plan, going forward, and any marketing guide for nurseries.

- **Modules**

Module 1: Integrated Marketing Strategy

This section focuses on Mosaic's 5-star strategy: From looking at your current position to goal-setting, from creating a marketing plan aligned to measuring and evaluating success, plus agreeing a budget to achieve your objectives. The knowledge from this section can be used to inform your overarching marketing strategy for the year ahead.

Module 2: Using your Website to Gain New Clients

Your website should sit in the centre of all your marketing activities. This section focuses on what makes a great website, what encourages visitors to become paying customers. It is also an opportunity to look at what competitors are doing in each of your local areas plus emphasise the importance of ratings and reviews.

Module 3: Social Media - Facebook, Twitter and Instagram

Your customers are big users of social media, so let Facebook, Twitter and Instagram be your shop window. We'll teach you the key techniques of devising content and planning your posts to ensure you reach the right people in the right way.

Module 4: Content Marketing Blogs and Video

Video and blog content will bring your website to life and give your potential customers even more opportunity to find you. Our training includes how to write a blog and how to create really professional video using just your smartphone.

Module 5: Search Engine Optimisation and Directories

However good your website looks, people need to be able to find you online. This module gives you all the tools you need to make sure your website is optimised properly and your directory listings are targeted at people looking for nursery care in your areas so you can convert them into business.

Module 6: Google and Facebook Advertising

This can be a great way to reach new customers – but you need to know what you're doing. This section will tell you how Google and Facebook ads work, how they might be of benefit to you and how to make the most of your ad spend.

Module 7: Email Marketing

Email is a great tool to communicate with both your existing and potential customers. But to avoid being deleted we'll show you how to create an effective marketing email and choose where to send it.

Module 8: Public Relations and Crisis Communications

Every communication is a possible PR opportunity and we'll teach you how to make the most of those chances to maximise your message and your brand. Alongside this we'll also give you essential advice on how to manage your communications in a crisis so you're ready if the worst happens.

Module 9: Branding – Use of Logo, Banners, Flyers

Developing a brand with a quality logo which you can use across your communication is a great way to connect with your customers. Used properly, your brand and logo can become a way to communicate your key messages in every medium. In this section we'll look at integrating your printed material into your overall marketing activity.

Module 10: Measurement

Ultimately you will want to know that your actions are working. We'll help you work out your current position and show you how to measure the outcomes of your new marketing activity. This will help you put the right resources into the right areas to grow your business effectively.

Mosaic Media & Marketing Training

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