

Lets Reflect....

Preparing to Market
June 2020



Unlocking Early Years Leadership

What have we done so far?



We have learnt that marketing isn't as easy as sending out a few leaflets in late August and we need to prepare to market early on to capture the audience we need.

Our Elevator Pitch - This is how we sell our service to a potential user in as little as 30 seconds, with our elevator pitch we confirm a second appointment!

Profiling and Segmentation - This is how we locate our customers and recognise who they are and how we might reach them!

Market positioning - Where are we now and how do we compare to our competitors?

My Notes.....

My elevator Pitch....

My Segmentation and Profiling
so far...

My Market Position

Other things for you to consider before next months bundle....



There is always more that we can do to prepare. On the following pages there are some tools for you to use if you will find them helpful.. Never forget, if you need support with any of this just get in touch with us
hello@thekeyleadership.com

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1. SWOT
 2. What makes us brilliant!?
 3. Competitor analysis

My Settings marketing SWOT Analysis



S

Strengths

e.g. We are situated in a busy, vibrant housing estate

W

Weaknesses

e.g. Our community tend to not need full time hours and prefer ad hoc - short days.

O

Opportunities

e.g. A new build estate is only 1 mile away...we could also access motorway commuters.

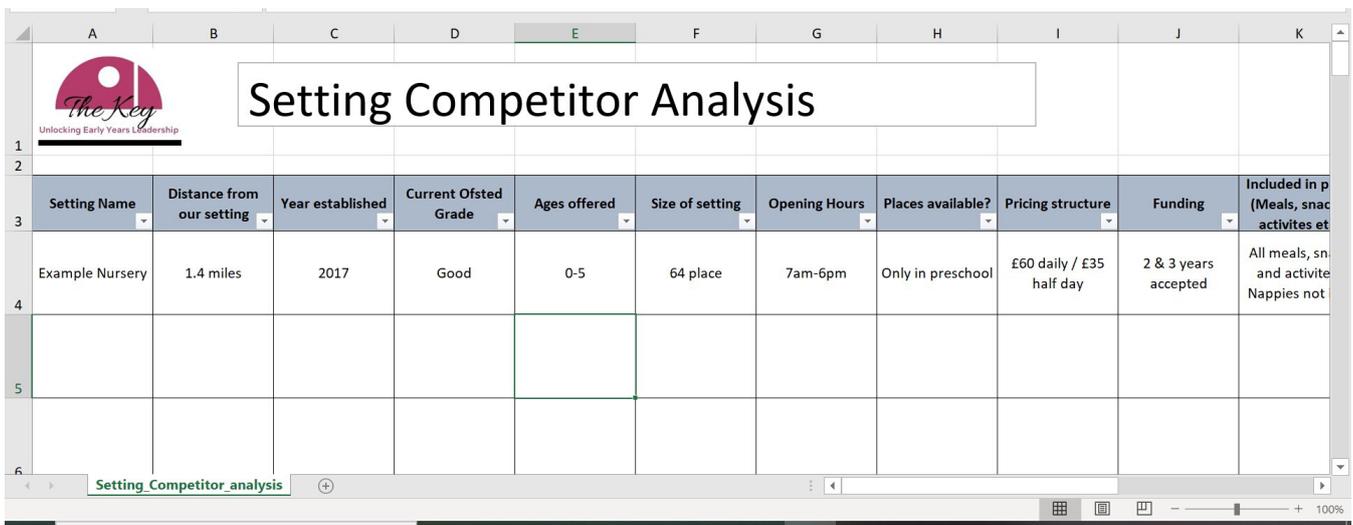
T

Threats

e.g. The school on the new build estate will have a preschool attached.

Competitor Analysis

A competitor is a business that is in direct competition with your own. To be a competitor they will offer the same age children the same type of day care that you offer. The clue with your competitors is to keep a great relationship with them, never try and go underhand to gather the below information, if you do this you may cause a rift, and any bad relationship is bad for marketing. Use their website, known information or call them and be honest about why you want the information, chances are, they will want the same information from you.



The screenshot shows a spreadsheet application window with a title bar that reads "Setting Competitor analysis". The spreadsheet has a header row (row 3) and a data row (row 4). The header row contains the following columns: Setting Name, Distance from our setting, Year established, Current Ofsted Grade, Ages offered, Size of setting, Opening Hours, Places available?, Pricing structure, Funding, and Included in p (Meals, snack activities et). The data row contains the following values: Example Nursery, 1.4 miles, 2017, Good, 0-5, 64 place, 7am-6pm, Only in preschool, £60 daily / £35 half day, 2 & 3 years accepted, and All meals, sn and activite Nappies not. The spreadsheet also features a logo for "The Key" in the top left corner, which includes the tagline "Unlocking Early Years Leadership".

Setting Name	Distance from our setting	Year established	Current Ofsted Grade	Ages offered	Size of setting	Opening Hours	Places available?	Pricing structure	Funding	Included in p (Meals, snack activities et
Example Nursery	1.4 miles	2017	Good	0-5	64 place	7am-6pm	Only in preschool	£60 daily / £35 half day	2 & 3 years accepted	All meals, sn and activite Nappies not

[You can download a copy of our competitor analysis here](#)

Our USP's



USP's (Unique Selling Points) are the things that make you special compared to everyone else. We will be looking more at USP's next month and how we can develop and market these appropriately. For now though, just have a quick brainstorm... What makes your setting special?

It could be due to the people...the premises...the location....the resources or all of these...

Get ready to explore your findings more next month..

My setting is brilliant because....

