



# Who Your #1 Parent Demographic Is and How to Reach Them

# Today's Agenda

- **The Challenges with Today's Parent Experience**
- **What You Need to Know About Your #1 Parent Demographic**
  - **How to Identify Today's Parents**
  - **What Today's Parents Are Looking For**
- **Takeaways & Next Steps**

## The Challenges with Today's Parent Experience

The parent experience defines the journey a parent takes from inquiry to retention, including key conversion points along the way.

Today's parent experience is often a series of starts and stops that can take several months. It is inconvenient, time-consuming, and full of obstacles that cause families to choose another childcare center altogether.



“Our families have indicated dissatisfaction with the current enrollment process. Before ChildcareCRM, families told us that our process for enrollment was lengthy, painful, incorrect, information was lost, and lacked customer service satisfaction.”

# The Challenges with Today's Parent Experience

**Some common challenges with today's parent experience include:**

- ⊗ **Slow or no response** to new inquiries and tour requests.
- ⊗ **Wasted time** with back-and-forth emails and calls to schedule a tour date.
- ⊗ **No follow-up** after completed tours to discuss next steps.
- ⊗ **Time-consuming** and lengthy enrollment paperwork.
- ⊗ **No options** to pay enrollment and waitlist fees online.
- ⊗ **Sitting indefinitely** on waitlists with little communication.
- ⊗ **Limited or no** ongoing communication to encourage retention.

# The Challenges with Today's Parent Experience

**This is what parents want instead:**



**Convenience** when searching for childcare and inquiring online.



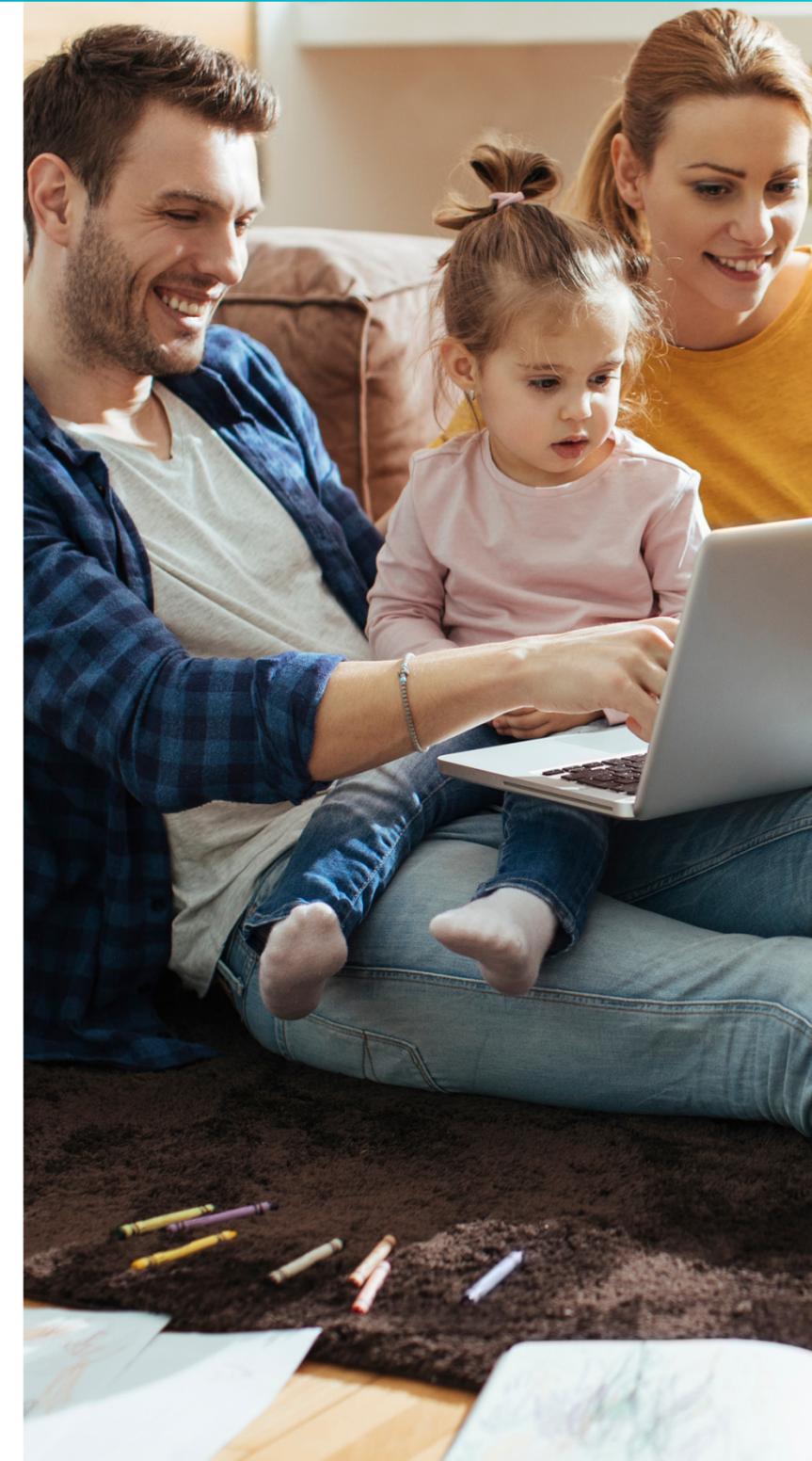
**Self-service options** for scheduling tours without the back-and-forth.



**Immediate responses** to inquiries and tour requests.



**Text communications** that make it easy to determine next steps.



# What You Need to Know About Millennials—Your #1 Parent Demographic



21%

Of a Millennial's day is spent on their mobile phone.



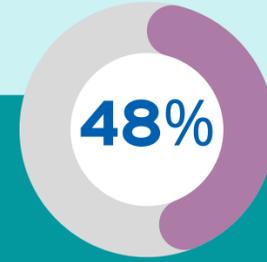
40%

Of Millennials prefer self-service over human contact with business.



42%

Of Millennials don't own a printer.



48%

Of Millennials prefer to receive notices about payment through text.



50%

Of Millennials prefer to receive reminders through their mobile device.



52%

Of Millennials never use checks.



60%

Of Millennials like to communicate via text messaging.



60%

Of Millennials don't carry cash and would rather use credit or debit cards.



67%

Of Millennials shop online.



73%

Of Millennials say that valuing their time is important.

## What Today's Parents Are Looking For - Speed to Response

**Use marketing automation to respond to new inquiries instantly.**

Contacting a lead within 5 minutes of their inquiry is **21 times more effective** than contacting them after 30 minutes. Plus, the center that follows up first has an **80% higher chance of enrollment**. If you aren't taking the necessary steps, you could be losing up to 79% of your potential families.

**Increase conversion success and parent satisfaction** using automated workflows that ensure families are being followed up with - fast.



The childcare center that follows up first has an 80% higher chance of getting that enrollment.



## What Today's Parents Are Looking For - Convenience

Make sure **scheduling a tour** is prominent on your website and easy for parents.

Eliminate the hassle of scheduling tours with a digital tour scheduler that allows families to book tours from timeslots that fit your availability. Automated confirmation and reminder texts or emails lead to decreased no-shows and increased enrollments.

Offer parents **online enrollment options**.

Filling out enrollment paperwork is time-consuming and requires parents to fill in the same information multiple times. It takes more than 2 weeks, on average, for families to return their paper forms. In contrast, it takes an average of 4 days to complete online enrollment and the completion rate is 65%.



40%

Of Millennials prefer self-service over human contact with business.



ABC Learning SCHEDULE A TOUR

Apr 12 - 16

Mon 4/12	Tues 4/13	Wed 4/14	Thurs 4/15	Fri 4/16
6:00 AM	6:00 AM	6:00 AM	6:00 AM	6:00 AM
6:30 AM	6:30 AM	6:30 AM	6:30 AM	6:30 AM
7:00 AM	7:00 AM	7:00 AM	7:00 AM	7:00 AM
7:30 AM	7:30 AM	7:30 AM	7:30 AM	7:30 AM
8:00 AM	8:00 AM	8:00 AM	8:00 AM	8:00 AM
8:30 AM	8:30 AM	8:30 AM	8:30 AM	8:30 AM
9:00 AM	9:00 AM	9:00 AM	9:00 AM	9:00 AM
9:30 AM	9:30 AM	9:30 AM	9:30 AM	9:30 AM
10:00 AM	10:00 AM	10:00 AM	10:00 AM	10:00 AM
10:30 AM	10:30 AM	10:30 AM	10:30 AM	10:30 AM

## What Today's Parents Are Looking For - Communication

### **Keep parents engaged and moving towards enrollment after their tour.**

There are many steps in the parent journey - from new inquiry to tour scheduled, tour completed, and waitlisted or registered. Without guidance, parents can get lost along the way.

**Guide parents through the journey** with automated communications at each stage that let them know what to do next and how to move forward.

### **Use automated marketing to:**

- Provide parents with clear, consistent communication.
- Standardize communications across individual centers, regions, and brands.
- Save staff time and reduce the number of manual email and text reminders they need to send.

## What Today's Parents Are Looking For - Communication

### Personalize Your Messaging to Build Meaningful Relationships.

Build a better connection with parents by adding personalization keys to your email and text templates. Add a parent's name at the beginning of your automated emails by including a variable tag like [Guardian First Name].

Plus, make sure you're following up with them about the correct location with a variable tag for [Location Name] and [Organization Name] if you have multiple sites or brands.

As you collect more information from the family, you can start to tailor your communications to the child's age or care needs. For example, if a parent with a toddler inquires for care, send them information based on the child's age such as potty training tips or program start dates.

[Guardian First Name]

[Organization Name]

[Director Name]

[Location Name]

## Take the Next Step for Childcare Success

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Childcare Success Report.**

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