Build Email Marketing Campaigns Like a Pro

A Step-By-Step Guide for Childcare

ChildcareCRM

Guide Contents

There are a lot of factors to consider when you're trying to market to prospective parents or keep your enrolled families engaged with your centre. Coming up with new strategies for childcare marketing isn't always easy but we've created this guide to help you remember the little details that can **make a big difference in the success of your email campaigns**.

Create a Plan for Your Marketing Email

Don't just jump in the car and drive. Map out which direction you are going.

If you're creating a drip campaign, **establish a schedule in advance and determine how often you want to send emails**. Look ahead in your centre's calendar and make note of upcoming holidays to plan your content around special dates and events.

Unfortunately, if you send too many emails too often, your messages may be diverted to spam or parents may simply unsubscribe. But don't let that scare you! **Sending one brief newsletter every 1-2 months helps to keep your audience engaged** and invested in what's going on at your organisation. For help on designing a newsletter for your childcare business, use **Canva**. They already have **templates created specifically for childcare and preschools**, most of which are free.

In terms of your email recipients, **segment your contacts into smaller collections of people** within your customer database. At its core, customer segmentation (also commonly referred to as market segmentation) in childcare can be best described as the separation of prospective parents into various groups based on their enrolment needs, such as children's ages, whether they are seeking full time or part-time care, and more.

For example, if you're attempting to fill open spots in your toddlers' room, group the contact information from families that have enquired at your centre with children who are roughly 18-24 months old.

Use an Attention-Grabbing Subject Line

The subject line is often the determining factor in whether a reader will open your email. In fact, **47% of email recipients open an email based on the subject line alone**. In contrast, **68% of email recipients will report an email as spam based solely on the subject line**. To ensure your emails are being well-received and read, your subject should be on-topic with your email but catchy enough to capture attention and boost your email open rates. Here are some tips when designing an email subject line:

Utilize the Fear of Missing Out.

Humans are naturally afraid of missing out on something better, being left out, or not having what someone else has. By simply including words that imply time sensitivity or limited availability, parents will be more inclined to reach out to your centre sooner rather than later.

Examples:
- "[PRIORITY] Last toddler spot available until next year!"
- "Don't miss out on early enrolment."
- "Our waitlist is almost full!"
- "[URGENT] One more day until our Open Day!"

Appeal to Parent's Curiosity.

Leverage the natural desire for knowledge by creating open-ended email subject lines that will leave parents begging for more information.

Examples:
- "Simple ways to improve toddler communication."
- "4 new trends in raising preschool-aged children."
- "Check out what other parents are doing."
- "Does your child do these things?"
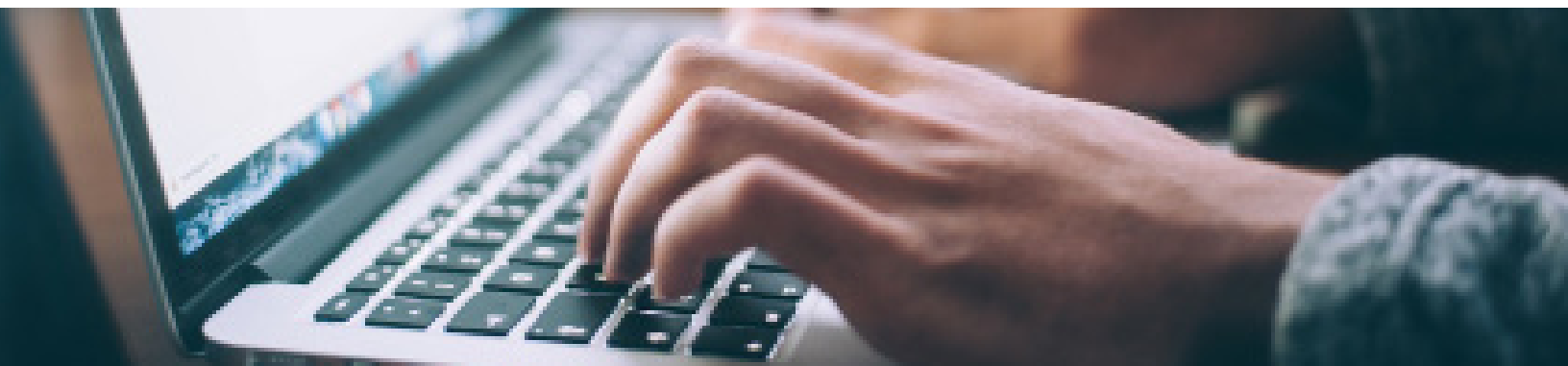
Add Emojis.

Aside from being really cute and fun to look at, emojis have some major benefits in marketing. Adding emojis to your email subject lines is a great way to draw attention from parents. In fact, **56% of brands that used emojis in their subject lines had higher open rates**.

Ensure that your email doesn't look like spam by not using too many emojis in one subject line. Also, make sure they're used in a relevant way that matches the tone and topic of your subject line.

> **Examples:**
> - " 📅 Only a few spots left for tours this week!"
> - "The time to enroll is now ⏰ "
> - "Prepare your child for Kindergarten 🙌 "

Use Clean Formatting.

Refrain from overwhelming readers by **avoiding using too much capitalization or too many punctuation marks**. Using all caps or five exclamation points in your subject line tends to rub parents the wrong way. No one wants to be yelled at, either in person or via email. It's okay to use a question mark or an exclamation point every now and then, just not more than one at a time.

> **Examples:**
> - "TIPS to encourage your child to share."
> - "Schedule a tour today before it's too late!"
> - "Is your child ready for Kindergarten?"

Make it Engaging with Pictures

Authentic images are going to capture your readers' attention. **Use pictures that are relevant to the topic** and that will leave a lasting impression; but try to **avoid using stock photos**. These can imply a lack of authenticity and may signify that your centre isn't worth highlighting in your email marketing (which, of course, it is!).

Whether it's a festive holiday picture or a goofy picture of the children in your centre with funny hats on, make sure parents will remember it. It's also important to keep in mind that you should never use pictures of any children from your centre that breaches any safety regulations such as a child without their hat (NQS Quality Area 2), or without their parent's written permission. In fact, **ask willing parents to sign a marketing release form** well in advance so that you have photos readily available when you need them.

Use Your Logo and Branding Elements

Branding and logos are essential when you're thinking about how to advertise a childcare centre. **Your brand elements should be the graphic signature of your centre's communications** and should provide a basis for the fonts, colors and design choices in all of your marketing materials.

In particular, when designing your email signature, use fonts that are easily readable and break up important contact information into different lines so parents can find how to reach you at a quick glance. It's also recommended that you **include your logo and any links to your website or social media** at the bottom of your signature.
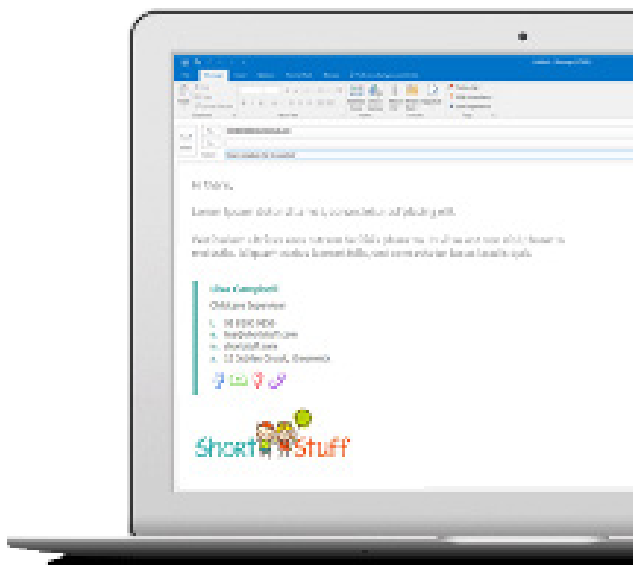

Nearly all of today's parents to children under the age of 12 are active on social media. If you have social media accounts or a blog, share the links in your email signature line for the reader to find more information. Use these links to point your readers to places where they can access other website resources or program information.

Personalise Your Messaging

If you want your communications to stand out from the rest, it's important to **connect with your reader**. Make parents feel special when they receive an email from you by **adding their name at the beginning of the email**. It immediately gives parents a feeling of belonging to your center before they even enrol.

Beyond using their name or their child's name in an email, use the information you already know about this family to **relate to them and write engaging content that is tailored to their specific program interests and care needs**. For example, if a parent is seeking healthy meal options for their child, include details about this week's menu, highlighting areas with fresh veggies, fruits, or other health-focused items.
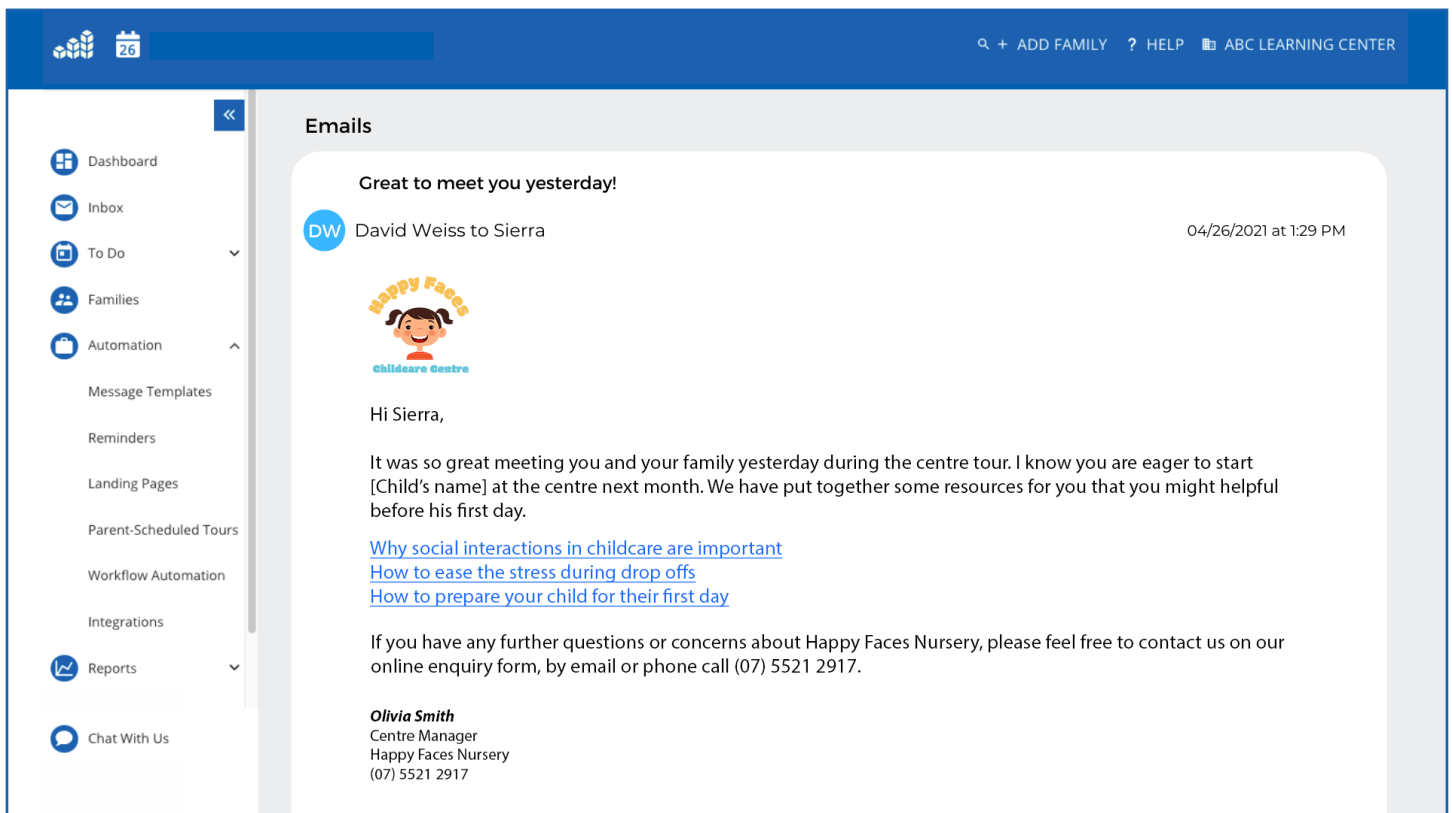
Brief Copy Performs Better

Nearly **80 percent of people are only scanning your email's key points**. Your first sentence is the most important so keep your most important points at the top. Try not to make your email too long, keep it to the point to make it easy for parents to scan quickly by using bullet points or numbered lists. The **ideal email copy length is between 50 to 125 words** and can result in **email response rates over 50%**. Although this may not seem like a lot, brief copy simply performs better.

Engage the Reader in a Conversation

Making your message seem like more of a conversation than a lecture leads to higher response rates and greater engagement. Keep your message interesting and informative by **including parent testimonials, updates about your staff and programs, and information about upcoming events and celebrations.**

Try asking questions throughout your email that get your audience to agree with you and want to communicate more. For example, if you're writing an email about important milestones in young children, ask parents about how exciting it was when they're child first started walking or what their first word was. This helps **begin a conversation that is meaningful to them and their family** while also allowing you to learn more personal information that will help you better market to them in the long run.

Include a Call to Action

A call to action (CTA) is **a big part of what encourages prospects to move to the next step in your marketing funnel or enrolment journey**. CTAs are used in both traditional and digital advertising. A huge benefit of digital advertising is that your CTA can be more than just saying "Call us to schedule a tour". Instead, **your CTA can be a clickable link** that says, "Click here to schedule a tour". This makes the process much faster and more convenient for the parent and reduces the number of steps to enquire for care which leads to higher enrolment rates.

Using CTAs encourages enquiring families to dive deeper and become more involved with your centre. Without CTAs, you can't point email readers in the direction you want them to go. Once you've decided where you want parents to go next, **your CTA should clearly state these expectations**. Depending on your marketing strategy and enrolment goals, this could mean that you ask parents to click a link in your email which will lead them to a contact form on your website or your Facebook page with all your parent reviews.

Keep your CTA brief and to the point such as "Click here to visit our website" or "Call us to learn more". Above all, it's strongly suggested that any CTA in an email be clickable on both desktop and mobile devices.

Have a Privacy Policy Link and Never Forget the Unsubscribe Link

You should **always include a link to your organization's privacy policy** to give your readers peace of mind and protect your organization in the rare scenario that someone complains they don't know how you got their contact information.

The number one reason people unsubscribe is because they're receiving too many emails. **Offer your readers a nice way to tell you that they aren't interested** by including an unsubscribe link toward the end of the emails (this will also save you from going to the spam mailbox). Check out the **Spam Regulations on the Australian Communications and Media Authority website.**

Send Test Emails to Yourself and Coworkers for Review

Sending test communications seems obvious but it's easy to forget. **Always double and triple check your email for typos and make sure all your links work correctly** prior to sending. It usually helps to get a second pair of eyes so ask for feedback on the layout and email copy in case a coworker notices something you may have missed.

Measure Your Performance

ChildcareCRM offers several reports that show you how many people have read your email, responded to you, and whether they clicked any of the links within the email.

Delivery Rate
An email counts as delivered if it did not bounce. Emails bounce for various reasons, some of which include invalid email addresses, un-subscriptions, vacation/autoreplies, full mailboxes, and more. So, **your delivery rate reveals the number of emails delivered divided by the total number of emails sent**. It's preferable that you maintain an email delivery rate of about **95% and higher.**

Open Rate
Your email open rate is the percentage of your **readers who open a specific email out of the total number** of recipients. Your average email open rate should be **between 15-25%.**

Response Rate
An email response rate considers any **direct replies to your marketing emails**. Ideally, you should be receiving responses from roughly **10% of your email recipients on each email send.**

Click-Through Rate
Click-through rate (CTR) identifies **how many people clicked on a hyperlink, CTA, or image** within a particular email communication in relation to how many emails were sent out. Your average click-through rate should be **approximately 2.5%.**

Click-To-Open Rate
Beyond identifying an email's overall performance (which is a culmination of many different factors), the Click-To-Open Rate (CTOR) only examines the success of the content within your email. This means that the CTOR is tracking **how many people clicked your links only relative to the number of people who actually opened the email**. Your average click-to-open rate should be **between 20-30%.**

Automated emails get higher click rates than broadcast emails so set your workflow automations to catch people at the right moment when they are ready to act. Additionally, **most people check their email first thing in the morning** so the best time to check your email performance is in the afternoon.

# About ChildcareCRM's Email Marketing Features

ChildcareCRM is the **leading provider of cloud-based CRM software for childcare organisations.** We help childcare centers grow their business by boosting enrolment and saving time. **More than 4,000 childcare centres across the world rely on ChildcareCRM** to automate sales and marketing so their team can focus on what matters most—caring for their enroled families. The ChildcareCRM platform includes lead management, sales and marketing automation, analytics, and online family enrolment.

With ChildcareCRM, you can **automate email marketing to save time and increase parent engagement.** Automatically send emails to keep parents connected. Use email and text templates to create personalised emails designed with your childcare centre's look and feel.

Key features include:

Two-Way Communications
Enhance your communication processes and optimise lead management with either SMS or email messaging. With ChildcareCRM, you can both **send and receive messages from families all in one place.**
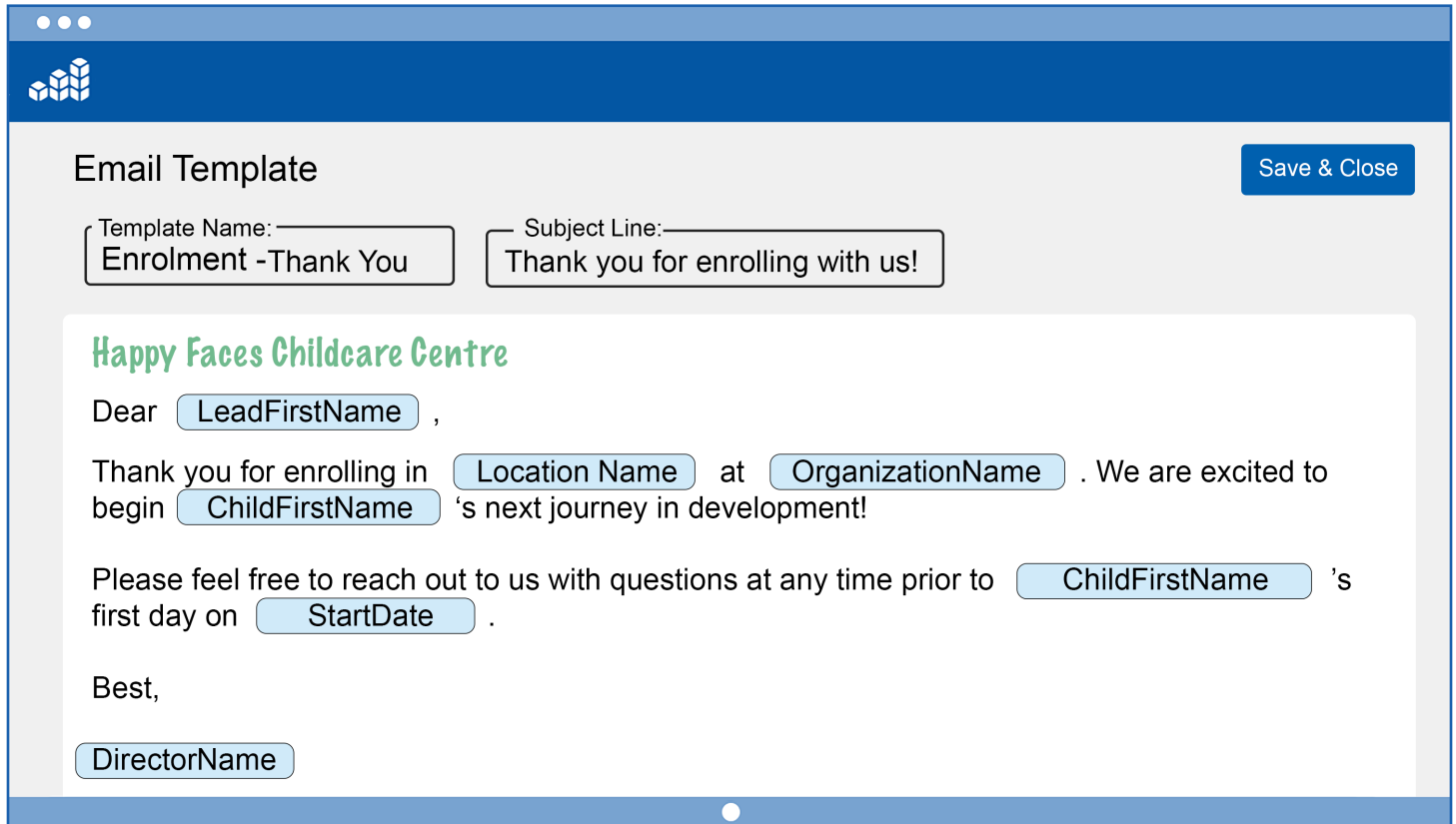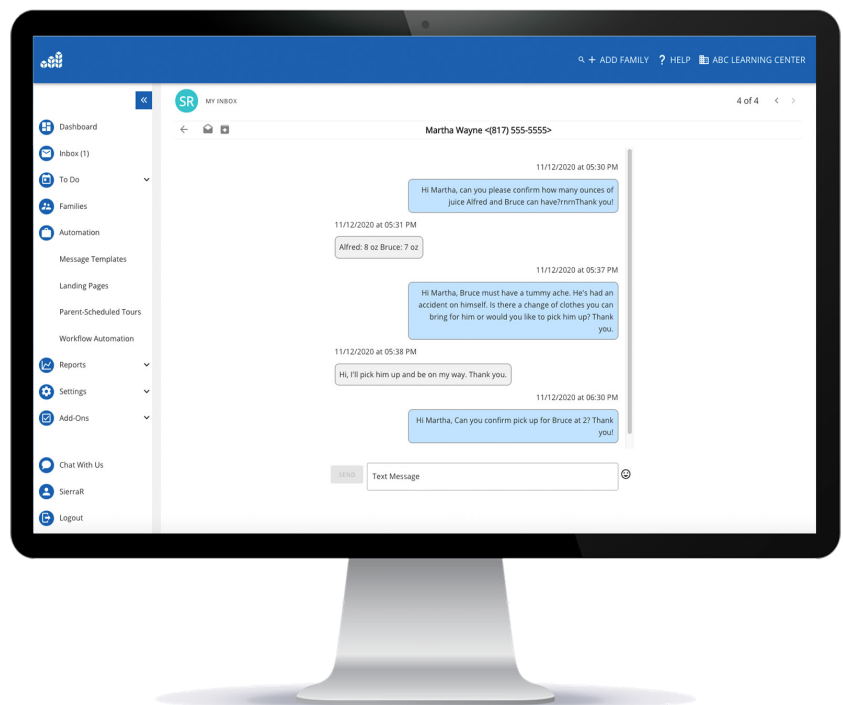

Email Templates
You can easily access all your email templates from inside your inbox, customise them in seconds, then hit send. With this functionality, you're able to **send more emails in a shorter amount of time.**

Drag-and-Drop Editor

ChildcareCRM's drag-and-drop editor is a state-of-the-art, powerful tool that allows you to **easily create beautiful emails** with block modules that you can actually drag and drop into your email template. These modules are all editable, allowing you to change the color, style, size, and location to **fit your brand**.

Email Template   Save & Close

Template Name: Subject Line:
Enrolment -Thank You   Thank you for enrolling with us!

Happy Faces Childcare Centre

Dear LeadFirstName ,

Thank you for enrolling in Location Name at OrganizationName . We are excited to begin ChildFirstName 's next journey in development!

Please feel free to reach out to us with questions at any time prior to ChildFirstName 's first day on StartDate .

Best,

DirectorName

Customisable Emails

Use your own brand colors, logos, directors' names, and more to **personalise every message your audience receives.** You can also add personalisation keys, like a parent's first name to increase engagement with your families.

Document Attachments

Attach important documents to your email in the blink of an eye. Use this feature to send registration forms, touring information, enrolment fee information, and more via email or SMS.

Document Storage

There's no need to track down a document on your computer after you've uploaded it once into ChildcareCRM. Now, you can **store and organise your documents** for future use, helping you save time and increase efficiency.

Customisable Workflow Automation

Use workflow automation to **automate follow-ups with parents at each stage** in the enrolment journey so they remain engaged and interested in your centre for their childcare needs.
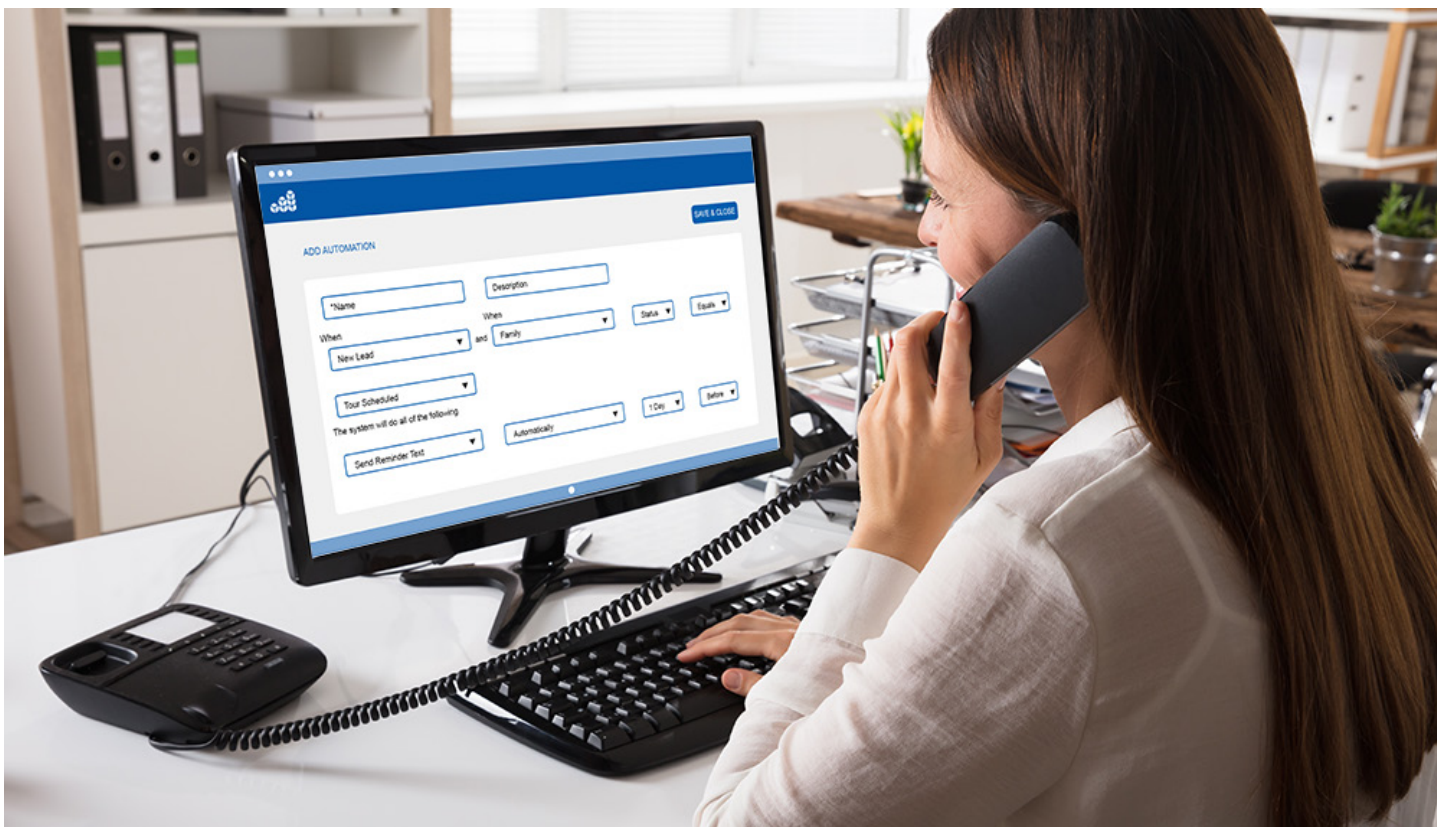
Drip Campaigns

Take advantage of behavior-based visual workflows to easily build email campaigns. Drip campaigns allow you to **communicate with prospective families based on how they interact** with the content you share.

Multicentre Branding

Streamline the marketing process with ChildcareCRM's branding functionality. **Store multiple logos, color palettes, fonts, and more** to fit your multi-site organisation's needs. This is great for operators with various logos and branding elements across several locations.

Email Reporting

Measure how efficiently your marketing budget and resources are being spent. ChildcareCRM tracks email delivery rates, open rates, click through rates, and more to provide you with a full view on the performance of your email marketing campaigns.

Click Here to Learn More   **Click Here to Request a Demo**