



Automate normally manual tasks, such as email and text communications, and design hands-free marketing campaigns for every stage in the prospective family's enrollment journey.



Marketing Automation

Email & Text Templates

Spend less time writing emails and/or texts and track who opens, responds, and more.

UTM Campaigns

See which leads responded to a particular campaign or came from a social media platform.

Custom Web Forms

Create trackable links that direct visitors directly to custom contact forms.

Drip Campaigns

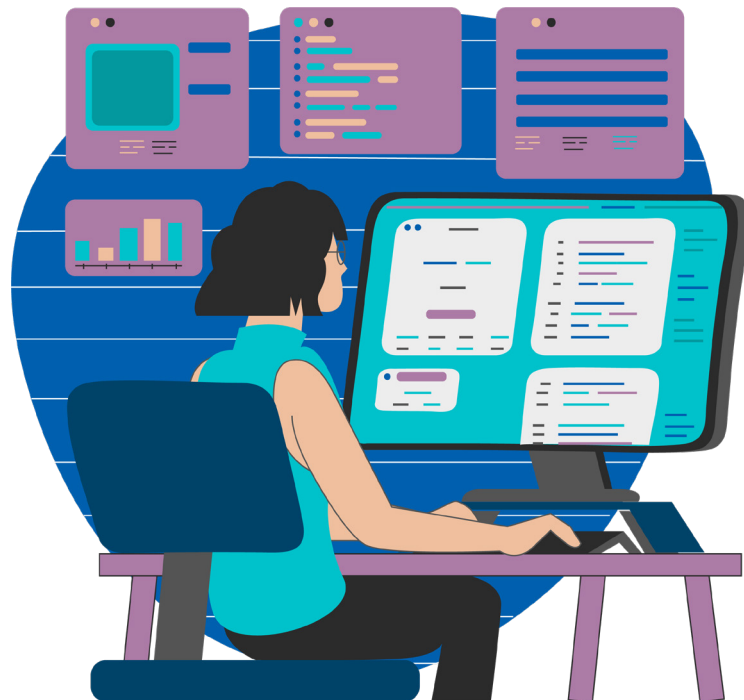
Take advantage of behavior-based visual workflows to easily build email campaigns.

Lead Source Tracking

Track and analyze new leads from anywhere on the web, such as Facebook and Google.

Detailed Analytics

Measure how efficiently your marketing budget and resources are being spent.



“My favorite aspect is the email and text templates that make our Directors' lives easier.”

Actual User Review From Capterra.com

“If you are looking to increase your enrollment and see how well your marketing dollars are being spent you need to use ChildcareCRM.”

Actual User Review From Capterra.com

Save time | Optimize Communications | Increase Engagement

Learn more at www.childcarecrm.com

Let's Get Down to Details...



What Really is a Drip Campaign?

Drip campaigns can be used throughout the entire prospective parent's journey to enrollment. However, drip campaigns are also **powerful tools for re-engaging** families who have become disengaged and may be considered a 'lost opportunity'.

Drip campaigns allow you to **communicate with prospective families based on how they interact with the content you share**. Because these messages are all part of a single campaign, you can better monitor their effectiveness, your return on investment, and how the recipients are responding.

For example, in a typical drip campaign, you would send out an email to all prospective parents. Those who opened and clicked through could then be given a task in your CRM to follow-up with them by phone. Those who did not open the email could automatically be sent a text at a designated time and date of your choosing.

What Really is a UTM Campaign?

UTM codes are pieces of text added to the end of a URL that help you **track where your website traffic is coming from**. By integrating your UTM tracking code with ChildcareCRM, you'll be able to see **which leads responded to a given marketing campaign or came from a particular social media platform**, enhancing your ability to measure the effectiveness of marketing strategies.

It is helpful to include a unique trackable link in each of your social posts that can direct prospective parents to your website or any other webpage you'd like them to visit so they can learn more about you and your childcare center.

You'll not only know how much traffic came from social media, but you'll also know the specifics, such as how much of that traffic came from Facebook, or even a particular post on Facebook.

What Really are Business Rules?

The primary goal of business rules is to **automate follow-ups with parents** at each stage in the enrollment journey so they **remain engaged and interested in your center** for their childcare needs.

For example, you can create a business rule that will send an email to a prospective parent 2 days after your initial phone call, another email at the time they schedule a tour, a follow-up email 1 day after their tour has been completed, and a touchbase email 10 days after their tour was completed to gauge their interest in enrolling.