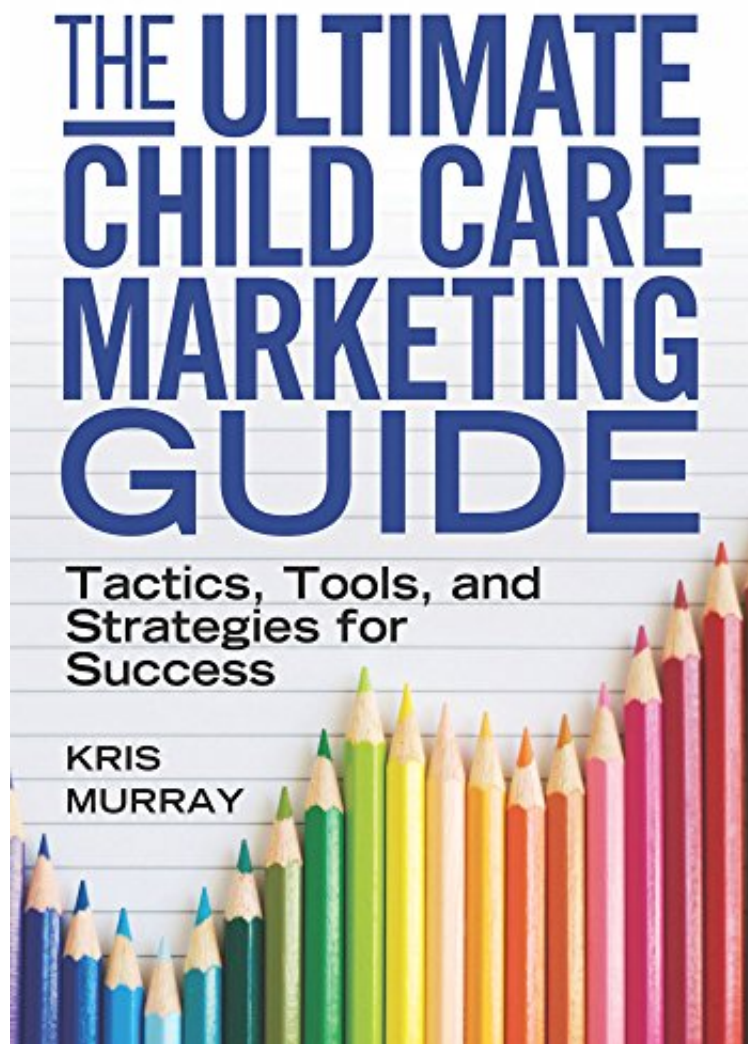


# The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success

*Kris Murray*

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**Kris Murray : The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ultimate Child Care Marketing Guide: Tactics, Tools, and Strategies for Success:

3 of 3 people found the following review helpful. Packed full of great ideas!!!By DonnaKris Murray takes child care marketing and makes it seem so simple. So many A-ha moments and "why didn't I think of that" examples. I have been in the industry over thirty years and learn something new from Kris every time I read her books or listen to her videos. I highly recommend for new or seasoned directors. Worth every penny and then some!3 of 3 people found the

following review helpful. If you are in childcare you need thisBy Jennifer OgdenIf you own an independent childcare learning center then you need this. Even if you are a director at one you should consider ordering it. The guru Kris Murray will help you get your business going. If you are able attend one of her conferences too. Great experience.5 of 5 people found the following review helpful. Invaluable Information for child care centers of all sizesBy CustomerI found the information to be interesting and actionable. I've read other childcare marketing materials and they are just vague enough that they stop short of being useful. You will make your money back, many times over, so don't delay.

Built around the four pillars of marketing—metrics, market, message, and media—this comprehensive resource is filled with guidance and advice from an experienced child care business coach and marketing consultant. The Ultimate Child Care Marketing Guide helps child care center directors and family child care owners manage and grow their child care business, find and retain the best customers, and keep their program fully enrolled. Filled with tools, exercises, and case studies, this resource will help early childhood professionals create a marketing plan, analyze strategies, improve customer and staff retention, and more.

About the AuthorKris Murray: Kris Murray, founder and CEO of Child Care Marketing Solutions, is the author of The Child Care Business Success System, The Daycare Success System, and The Ultimate Child Care Marketing Guide. Kris speaks at early childhood and small business conferences around the country and has twenty years of experience in business management, profitability, and marketing.