

The logo for INA is a white circle with a thick, multi-colored border. The border is composed of segments in teal, dark grey, red, orange, and green. The letters 'INA' are centered in a bold, black, sans-serif font.

INA

The Marketing Toolkit logo is a white circle with a thick, multi-colored border. The border is composed of segments in teal, dark grey, red, orange, and green. The text is centered and reads 'the Nanny Agency' in a smaller, italicized font, followed by 'MARKETING TOOLKIT' in a larger, bold, black, sans-serif font.

the Nanny Agency
**MARKETING
TOOLKIT**

The Website Work Hard logo is a white circle with a thick, multi-colored border. The border is composed of segments in teal, dark grey, red, orange, and green. The text is centered and reads 'Making Your' in a standard font, followed by 'WEBSITE' and 'WORK HARD' in a large, bold, italicized, black, sans-serif font. Below that, 'for your' is in a smaller italicized font, and 'Agency' is in a bold, black, sans-serif font.

Making Your
***WEBSITE
WORK HARD***
for your
Agency

WHAT'S INSIDE

Blogging

3

Next Generation Content

4

Social Media

5

Online Advertising

6

Budgeting

7

Tips & Tools

8

WELCOME



Today's nanny agencies tend to rely on a formerly tried-and-true set of tools for advertising. Since nanny agencies are generally locally based, many focus on advertising through traditional avenues, such as local newspapers. However, consumers increasingly rely on the Internet for their decisions – they use the Web to research even minor decisions like finding a restaurant. It should be no surprise, therefore, that the level of research for something as essential as childcare is high. Similarly, the Internet plays a major role in the job search for nannies.

- Most agencies currently use methods like:
- Word of mouth
- Partnering with local companies such as schools, children's retail stores, and pediatricians' offices
- Buying advertising in local publications such as penny savers and local newspapers
- Hosting parent and nanny training workshops
- Buying Google ads
- Facebook

Nanny agencies operate with slim margins, which means that the marketing budget is often constrained. Given these conditions, even a modest marketing

budget can put the profit margin at risk if the spending doesn't correspond to an increase in placements. This concept of examining what you get for what you put in is known as **return on investment (ROI)**, a key idea in marketing. It should be noted that there is considerable difficulty in determining the return on investment for most of the commonly used methods for nanny agency marketing. Since results are difficult to track, a company might attribute its success to one marketing strategy, when, in fact, it is due to another factor.

Nanny agencies can benefit from expanding their online marketing approach to include ways to actually drive traffic to their websites. The modern approach to marketing involves driving Web traffic to your website through valuable content that families and nannies are searching for on the web. This approach, known as content marketing, has numerous benefits. It is easier to see what's working and what's not as you go along, and to track the return on investment. It's also potentially less expensive to implement, and more effective at reaching new consumers. Finally, it's increasingly widespread, which means that if you're not using it, you may be at a disadvantage.

Online marketing can be implemented on a budget, and it can be used by businesses of all sizes. There is a lot of buzz about how to most effectively use online advertising tools, so below, we'll lay out several key marketing tools that form the basis of an effective strategy.

BLOGGING

The goal of blogging is to give away valuable content and, as a result, become a trusted resource.

One of the simplest and most important forms of content marketing is blogging. An effective blogging strategy involves two key concepts: creating excellent content, and presenting it in a way that will help your website rank higher in search engines when people search the Web (**search engine optimization, or SEO**). The goal of blogging is to give away valuable content and, as a result, become a trusted resource in your area.

High-quality content is the single most important factor in whether or not your approach works. You need to identify what families and nannies in your area are looking for. What are some common questions you get from potential customers? What problems are frequently encountered by nannies in your area? How can you present and explain the latest events in the industry?

Once you know what you want to say, it's important to present it in a way that capitalizes on what search engines look for. *Google* uses algorithms based on a number of factors to determine which websites come up for **keywords**. For example, if a person searches "Fresno nannies," *Google* will look at websites that contain original, non-repetitive content with those keywords in blogs or on a website. Therefore, you should write blog posts that contain keywords that families and nannies frequently search, keep the length to around 500-600 words per post, and publish at least twice each week to keep *Google* crawling your site.

A word of caution about keywords: Overstuffing your blog with keywords is a good way to lose reader interest, as well as potentially fall in the search results.

In most cases, a keyword density of no more than 1.5% is sufficient for SEO. The main goal of each post should be to provide relevant, meaningful content, which is the most important factor in drawing interest and traffic.

Finally, capturing frequent readers and ultimately enticing them to engage with your agency is the long-range goal of blogging. On each blog post, and all of the other pages on your website, include a way for families or nannies to act on what they have learned. This **call to action (CTA)** is an invitation to your reader to take the next step by:

- Subscribing to the blog
- Downloading important information in exchange for an email address
- Calling or emailing you for more information

The CTA helps generate *leads*, or personal information on potential customers. You can then build a relationship with your leads using methods like an email campaign.

The Takeaway

Provide high-quality content

Use keywords (not too many!)

Use CTA's on each blog post



NEXT GENERATION CONTENT

The key to powerful content is to make sure each piece of content tells a story.

Content marketing goes beyond simply posting blogs. The ever-advancing world of technology creates many new opportunities for content marketing to provide real value. Some next generation content marketing tools include:

VIDEO

With smartphones, webcams, and digital cameras, high-quality recording is available and affordable. Making a few videos with strategic keywords and descriptions is a great idea. You can create a *YouTube* channel and then post the videos across venues, including your own website and social media outlets. Videos can be candid shots of your nannies with kids, interviews with workers, scripted skits, or perhaps even a slideshow offering guidance or advice.

GUEST BLOGGERS

Occasionally ask an expert or an esteemed local individual to write a guest post; this can garner excitement and create trust. Your own nannies or hiring families may serve as good guest bloggers.

TESTIMONIALS

Review websites are very popular, but you can't control what people say about you in their reviews. You might ask satisfied nannies and families to write testimonials for use on your website or on selected review sites like *Yelp*.

Regardless of the platform, the key to great content marketing is to deliver meaningful and relevant stories that will move and motivate your readers. Since working as a nanny is such a personal business, that story is relatively easy to identify. One way is to look at problems parents or nannies often face, and how your agency helps solve the problem.

A common complaint among content marketers is not being able to create enough content. Keep in mind that one of the best ways to get more "bang for your buck" on content is to reuse the same content across several different platforms. For example, a blog post, a white paper, and a video can all take a look at the same concept. Just make sure you don't replicate content on the same platform, or Google will penalize you.

The Takeaway

Posting multi-media content makes your content more appealing and digestible.

SOCIAL MEDIA

*Content is most valuable
when it is shared.*

A strong social media presence on social media platforms like [Facebook](#), [Twitter](#) and [Pinterest](#) will distribute your content and boost your SEO. You may also want a *LinkedIn* profile and membership in relevant *LinkedIn* groups to connect with nannies, families and referrers in your area.

Setting up an account is easy to do; you will be asked to provide a name and profile picture, along with information about your business. From there, you can start building a base of friends, followers and connections.

Establish your social media presence with a strong, SEO-oriented “About Us” description, accompanied by a few images, like your logo or personal photo. Images are important because they reinforce a personal connection to your business. Each time you share content, this image representing your agency will be visible.

FACEBOOK

The most personal form of social media, Facebook is a virtual conversation about people, events and resources that hold value for your followers.

LINKED IN

Connect with related LinkedIn communities and share business-focused content.

TWITTER

Create buzz by generously sharing third party content and addressing information your audience may need.

PINTEREST

Think of this virtual bulletin board as a visual representation of your blog posts, newsletters and emails.

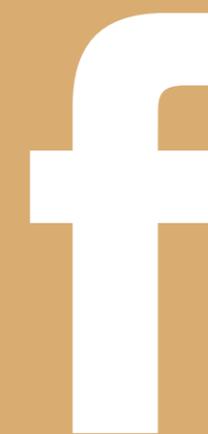
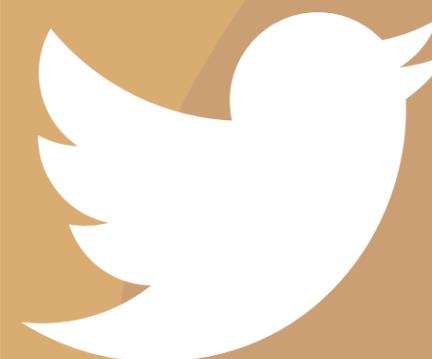
Sharing content you’ve created is an essential function of social media. If you develop a substantial social media presence, even people who don’t visit your website will be able to see the content you’ve developed. You can share your own content across networks, and broaden your reach. Sharing buttons allow others to share content you’ve provided.

Along with posting your blog content, you should use social media as a platform for interaction. Connecting with, following and sharing content from related groups (for example, childcare groups) and individuals (such as satisfied customers, local parents, and nannies) helps to reinforce your presence and improve your reputation. Like blogging, social media gives you the opportunity to establish yourself as a resource for the community.

To keep social media affordable and convenient, look for inexpensive ways to auto-publish your blogs and other content on and across social media sites. [Hootsuite](#) is one website that provides those tools, and allows you to analyze traffic to your social media sites.

The Takeaway

*Broaden your reach by sharing
content across relevant social
media platforms.*

The LinkedIn logo, consisting of the lowercase letters 'in' in a white, sans-serif font, is centered within a large, semi-transparent orange circle. The background of the entire page is a solid orange color with several overlapping circles of varying shades of orange and white, creating a modern, abstract design.

ONLINE ADVERTISING

Online advertising campaigns need to be carefully budgeted and measured against expected returns.

Online advertising consists of buying ads that appear on search engine results pages (referred to as SERPs) when people search, display ads that are rotated into relevant online properties, and ads that are placed on particular websites. When a potential customer clicks on an ad, they are directed to a *landing page*, where there is an opportunity to declare interest and share contact information.

Online advertising requires a discrete budget. However, if you have keyword-rich, carefully targeted ads with a motivating offer and landing page, you may see excellent results. One advantage of online advertising is that it is easy to measure the return on investment. The cost of a campaign can be assessed against the number of sales it generated. Since online ads include a link to a specific, campaign-based webpage, traffic, leads and sales can be linked to a specific campaign.

For nanny agencies, a manageable advertising option is to purchase **pay-per-click (PPC)** from *Google Adwords*, ads which run alongside search results based on what people are actually searching for. Costs are calculated based on what competitors bid for a click through to a website or landing page.

Banner ads, also known as display ads, appear embedded within a webpage, usually with a picture, logo, and relevant text. The cost is often based on the number of impressions, or people who view (but not necessarily click on) your page. Ads can be purchased through a number of sources: directly from websites that relate to the nanny industry, or by purchasing media packages through online advertising services.

PPC stands out as the most affordable and controllable kind of advertising. With display ads, you pay the same

amount regardless of whether few people actually pay attention to your ads. Since you can choose which keywords are linked with your ads, you can design your advertising campaign to ensure that they appear on the pages that are most relevant to your business.

Planning the right **keywords** for both online advertising and content marketing is a matter of using the available tools to choose your initial keywords, and then using analysis to determine which ones work and which ones don't. *Google AdWords* allows you to plan keyword usage using their Keyword Planner, which displays data like the average monthly searches for a keyword.

You can also use what you learn from PPC to find the best keywords for future advertising and content creation. If you implement PPC advertising with *Google* or other search engines, you can see where visitors are sourced from before they clicked on your website.

Providing an offer in your ad, such as a downloadable tip sheet, coupon or free resource will help narrow your attraction to the right prospects, reducing your chances of a wasted click-through by someone who is less likely to become a client. One tip: Since nanny agencies operate locally, you often get the most mileage out of using keywords with a local focus.

The Takeaway

Cost effective campaigns have a compelling offer, relevant keywords and a targeted message.

BUDGETING

It's important to estimate and evaluate the return on your marketing investment.

Even a cost-effective marketing plan will have some expenses, so it's essential to plan for, track and evaluate your costs. To create a starter marketing budget, the most important component is the specific goal of a particular marketing initiative. For example, you might have to choose between recruiting nannies or raising awareness among employing families; or between running low-level marketing year-round as opposed to having a more intensive campaign during high-volume seasons, such as back to school.

After identifying your marketing priorities, it's time to determine all of the elements you need for a successful program, including their costs. Several free marketing budget templates are available [here](#). If your budget cannot accommodate a particular marketing program, consider a short-term trial period to determine its effectiveness.

Managing your budget for aspects like the cost of content or hosting fees is relatively simple, but managing a PPC budget can be more complex. You don't want to overspend, but, at the same time, you don't want to pull advertising in the middle of a successful campaign. Most major PPC companies offer flexible ways to manage your budget; for example, *Google* allows you to set a daily budget which is then extrapolated into a monthly budget, so that you can go over on individual days but are ensured you won't go over-budget for the month as a whole.

Another important aspect of budgeting is determining whether or not the money you spent resulted in higher earnings. It's important to estimate and evaluate the return on your marketing investment. Part of calculating your ROI involves identifying what success means to

you – for example, one company's goal might simply be more website traffic, while another might want to see bookings directly attributed to the campaign.

At the outset, it takes some time to get enough data to calculate an accurate ROI. The basic calculation is $(\text{Value Gained} - \text{Amount Invested}) / \text{Amount Invested}$. Since there are so many factors that influence online advertising, the [calculation](#) can be more complicated. You must take into account:

- Overall cost of the campaign
- Number of placements directly attributable to PPC advertising
- Number of placements made by new contacts from the campaign, or leads, found by calculating the number of leads by the conversion rate, or percentage of leads who make a booking

Calculating the return on investment for more intangible factors like promoting goodwill in the community is even more difficult, but should be kept in mind throughout the calculations, especially at the outset. If you find that you have a negative or neutral ROI, it may be time to take another look at your strategy.

The Takeaway

Identify clear revenue objectives for your marketing campaign before you plan, budget and implement.



TIPS & TOOLS



Creating a Website

There are numerous free and inexpensive services for hosting your website. Options include [biz.nf](#) and [Zoho](#).



Creating Content

Establishing a blog and adding blog content weekly builds website traffic and client leads. Content providers like [Content Launch](#), [PenRocket](#) and [Digital Sherpa](#) are some affordable options for generating high-quality content quickly.



Engaging Prospective Customers

Always provide a place on each website page where a visitor can subscribe to a blog, ask a question, or download a free piece of valuable content. See [Hubspot](#) for more lessons about building a lead generating website.



Social Media Training

Learn how to use social media for free at one (or a few-it's free, after all) of these [25 social media courses](#).



Templates for Premium Content

Use Campaign Monitor's [template builder](#) for a quick, free way to create templates for newsletters and other premium content.



PPC Training

You can learn some pay-per-click basics from WordStream's [PPC training modules](#) or Affilorama's [PPC videos](#).



Special Events

Take advantage of special events to keep your online marketing relevant and up-to-date. For example, use email, social media, and PPC to let potential customers know about a special event or promotion.



Photography

Web pages and blog posts help tell a story. Start out with an inexpensive or free stock photography service, such as [Shutterstock](#) or [EveryStockPhoto](#).

About **INA**

INA is a volunteer, not for profit educational association that is committed to providing information, education and guidance to the public and to industry professionals. We look to people like you, who are interested in the professionalism of the in-home child care industry, to partner with us and support our efforts.

JOIN US

For more information on joining INA, please visit our [member benefits](#) page on the INA website, www.nanny.org.

If you have questions or comments about INA, please contact us by phone at 888.878.1477 or by email at admin@nanny.org.

Membership is open to:

- Nannies and all other in-home child care providers
- Nanny Employers
- Nanny Placement Agencies and Staff
- Industry Service Providers
- Individuals who support the in-home child care industry
- Industry Educators

INA's Weekly Brief

Each week, INA distributes fresh ideas and valuable resources for Nannies and Agencies via email. Topics include business solutions for effective agency management, innovations in recruitment and family-client communications, and more. [Subscribe here.](#)

INA Annual Conference

Each year, INA holds an industry conference attended by agencies, nannies and related business partners from around the world. This three-day event features speakers and workshops that help INA members improve business performance, connect with the nanny community, and address challenges and opportunities across a range of issues. [Learn more about this year's INA Annual Conference, including our workshop agenda, keynote speakers, costs and dates.](#)