**Strategic Discussion: Communication: We raise brand awareness through marketing strategies**

**Summary Statement:** Our brand is ‘Kindergarten’; our essence is our focus on relationships, and placing children at the heart of our service. A unique combination of factors builds our brand: education, teachers, the kindergarten movement, preparation for school, parent participation, not for profit, community, fun. Core messages need to attract the attention of parents, highlighting the wealth of organisational and education expertise we hold and our capacity to make a difference for their children. Thinking about how we do that, we need to be speaking the language that engages parents, showcasing parent endorsements and reaching them through the mediums they utilise. Parents are telling us that the most effective marketing comes to them through word of mouth, however the method by which word of mouth now occurs may have changed, with social media often providing that function in the 21st century. Parents through the Board’s community meetings have shared with us how important first impressions and reputation are in making a decision to enrol at kindergarten.

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|  **Area** | **Ensure:** | **Further Initiatives to be explored** |
| Board | * Allocate sufficient funds to enable an effective, strategic marketing program be delivered
* Regularly monitor effectiveness of marketing
* Continue Board/community meetings to elicit information relevant to marketing and promotion
 | * Increase allocation of budget funding
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| Managers, leaders | * Core messages are delivered clearly and concisely
* Promote kindergarten events that engage parents; celebrations, parent inclusion, incidental parent education
* Track outcomes of targeted marketing to gauge success
 | * Parent testimonial videos
* Social media management
* Sharing of good news stories
* Open facebook account for NKA
* Support from Tiki Atu associations
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| Staff | * Regularly check in with parents about what is important to them when looking for an ECE service
* Check with parents when enrolling – how did they find out about this kindergarten, and what persuaded them to choose this kindergarten
* Recognise that marketing occurs with every exchange that is had with any person (parent or other) visiting the kindergarten – 1st impressions count!
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