

# Solving the Marketing Mystery

Olive Branch Group

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# Mystery!

- How to increase &/or diversify your center's resources:
  - to achieve your purpose for existing &
  - to thrive.

# Solution

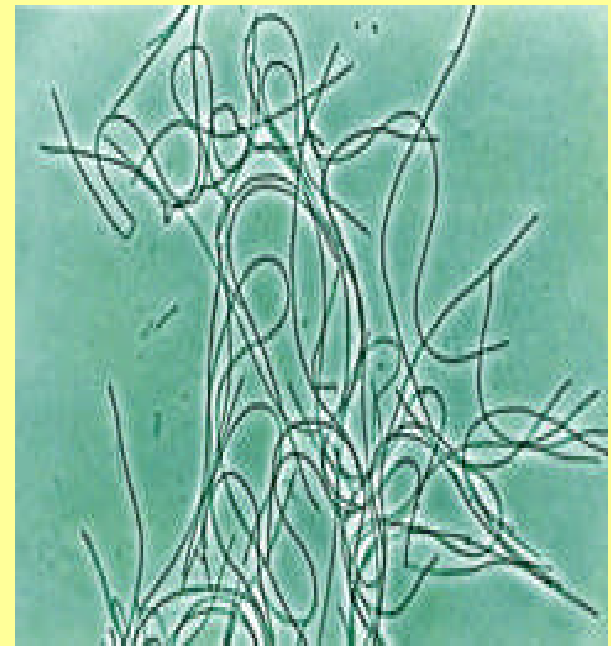
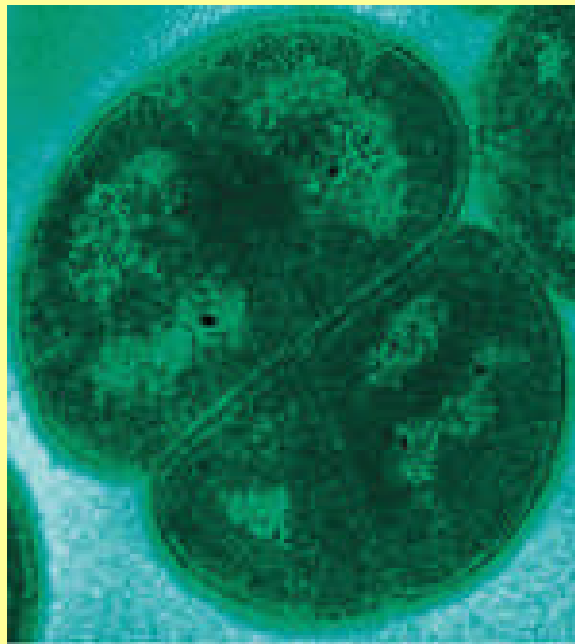
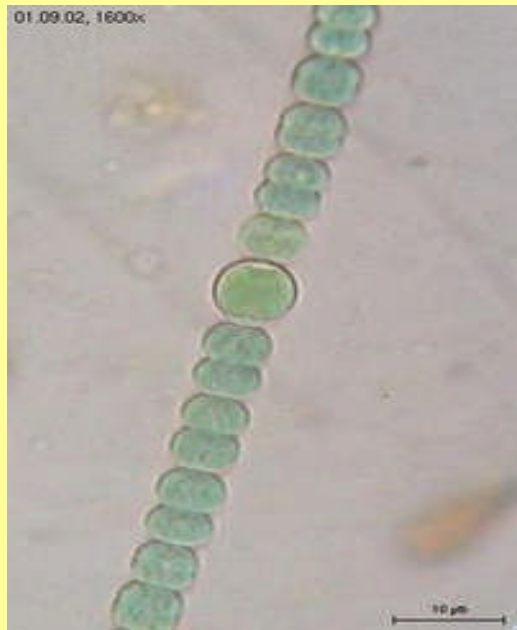
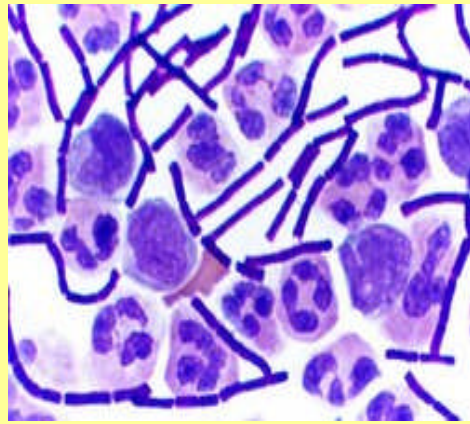
- Know yourself (center)
- Identify, prioritize & establish mutual symbiotic relationships
- Review & compare current process
- Develop optimum information sharing processes
- Define mutual resource needs
- Identify ways of satisfying needs
- Evaluate return on investment
- Consistently implement & adapt

# Symbiotic Relationships

- An association among different organisms – people & organizations -- that exists for mutual benefit and/or dependence.

# Cells & Center Marketing

- To fulfill purpose, survive & replicate (grow) they:
  - Know themselves
  - Share relevant information & resources with similar cells
  - Share relevant information & resources with other organisms
  - Adapt to thrive



# Know Yourself – Intimately!

- What are you?
- What business(es) are you in?
- What makes your center unique?
- What “quality” are you?
- What are your resource needs?
- What is your Staff’s & Board’s capacity & courage?

# What are you?

- Day care?
- Child care?
- Early child education?
- Early child care & education?
- Infant care?
- Pre-school?
- After-school?

# What business are you in?

- Social service
- Education
- Workforce development
- Economic sustainability
- All of the above

# What makes you unique?

- Vision, values, guiding principles
- Leadership & management systems
- Teacher qualifications
- “Quality” – accreditation
- Services – children, families, employers
- Options for families & employers
- Curriculum
- Physical environment
- Classroom materials

# Quality of Center

- Number & diversity of children
- Staff qualifications & performance
- Leadership & managerial systems
- Physical environment
- Classroom curriculum & materials
- Resources needed to sustain

# What are your resource needs?

- Resources:
  - Capital
  - Qualified staff
  - Professional development
  - Space
  - Supplies & equipment
  - Expertise
- Prioritize

# Your Capacity & Courage to Share Information

- Director, staff, & board
- Technical, conceptual & interpersonal skills: knowledge & experience in formulating & sharing information
- Courage: love & commitment
- Risk taking quotient: fear, ignorance & limitation levels

# Who are you symbiotic partners?

- **Explicit:** Families, social services, employers, secondary education ...
- **Implicit:** Employers, economic development, workforce development, local & state government, secondary & post secondary education, suppliers ...

# Know your Partners

- Vision, purpose, values, needs
- Resources
- Preferred information sharing:
  - Language: values or analytical logic?
  - Methods: face-to-face, email, web, text messaging, print?
- Perceptions & value of ECE
- Locations relative to you

# Families

- Generations
  - Boomers (1943-1960)
  - Generation X (1961-1981)
  - Millennial (1982-2005)
- Demographics
  - Economic class
  - Ethnic culture
  - Income & education
- Psychographics: beliefs & values

# Employers

- Profession & size
- Range of salaries & type of work
- Number of creative knowledge workers
- Workforce – current & future  
-- concerns

# Workforce Development

- Different stakeholders?
- When does workforce development begin?
- What needed skills – now & future -- to remain globally competitive?
- How & who is developing them?
- Where does ECE fit?

# Economic Development

- Different stakeholders?
- Local & regional economic status?
- Essential elements required to attract & sustain businesses that employ creative knowledge workers?
- Where does ECE fit?

# Mutual Partners

- Mutual survival is dependent on sharing information & resources.
- Identify & prioritize:
  - Mutual resources
  - Mutually dependent partners
  - Sharing options and processes

# Center Resources

- What resources do you have that each partner needs?
- What resources do they have that you need?
- How do you help them fulfill their purpose & thrive?
- What is the cost?

# Prioritize Relationships

- Current & potential partners
- Current perceptions (low, medium, high accuracy)
- What resources can each offer, how & when
- Potential ROI (low, medium, high)
- Prioritize (immediate, medium, long term)

# What are the most effective ways of sharing information?

- Word-of-mouth
- Face-to-face
- Newsletter
- Web: You Tube, My Space ...
- Text messaging
- Social networks
- Coalitions & public policy groups
- Different “languages” & messages

# Share Information

- Who and what you are
- Why they need you to survive & thrive
- What you can provide them
- What they can provide you
- Resource sharing options
- Obtain commitment – close the sale!

# Evaluate Investment

- **Return on Investment (ROI):**
  - Received time, money & resources : invested time, money & resources
  - 3:1 ratio -- minimum \$3 received : \$1 spent
- Evaluate & adapt

# Key to Survive & Thrive

- Know your unique self & needs
- Know your mutual symbiotic partners
- Know mutual resource needs
- Agree how to satisfy mutual needs
- Prioritize, implement, evaluate, & adapt
- **JUST DO IT!**

**Mystery Solved!**