



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

Kris Murray

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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.

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