

Training Manual (Marketing)

Hall Bookings

Check out as many venues as you can and choose those that:

- Offer best value for money
- Are in close proximity to each other when you are scheduling morning and afternoon classes – you don't want to spend too much time travelling from one place to the next
- Don't run classes that are in competition with your business
- Have an area where you can leave flyers / display posters about classes
- Have car parking facilities – or free parking nearby (if people have to pay parking charges on top of class fees it makes attending classes expensive)
- Have easy access for prams and buggies or wheelchairs
- Have baby change facilities
- Have heating in the winter and ventilation in the summer
- Are large enough to accommodate your class numbers as they grow, but not so big that classes seem lost in them (if numbers are low when you are starting out)

Also

- Find out if the venue has a newsletter / website / social media presence where you can also promote your classes

Competition

Always keep abreast of what competition there is locally when planning your classes:

- Check out if there are similar groups running in your chosen location and if so, try and run on a different day and at a different time – the market is big enough for more than one provider as the offer is always different – but there is no point making life difficult for yourself by going head-to-head
- Find out when the local baby clinic is on – if you run classes when that is running, you are reducing your market immediately with new parents

Marketing

- Add your details to the local NetMums and MumsNet. Look for other similar sites to which you can add your class details.
- Find out if there is a local directory of services produced (e.g. All Things Local) and check out advertising costs – many of these sorts of publications have free listings sections for local groups
- Set up your own Facebook page and link to Twistin' Tots HQ page
- Keep your local website page up to date

- Create a Twitter account
- Find out if there is a local National Childbirth Trust (NCT) Branch (or group) in your area. Ask if you can go along and introduce your group and do a free taster session for them
- Ask NCT about advertising locally in their branch magazine – these target our key market and are often very cost effective
- Attend the local baby clinic and introduce yourself to the Health Visitors and midwives – ask if you can leave flyers / posters
- Offer to do taster sessions at local play centres – if you strike up a good relationship with Play Centres early on, once your group is established, they may ask you back to undertake paid sessions
- Offer to attend local Pre-schools, nurseries and Playgroups to undertake free or reduced rate tasters – they usually have a budget for this sort of thing and it's a good way of getting to hand out your flyers to the key audience
- Keep a note of any groups, pre-schools, play centres that you visit and record them in the TT database for future marketing purposes
- Always carry posters and flyers with you in your car and your bag – if you see a noticeboard put up a poster (preferably laminated to withstand the rain) and if you are shopping, hand out your flyers to anyone with a pre-schooler, or ask shops if you can leave some when you see an appropriate place
- Add posters about your classes to any noticeboards that you see in your Territory
- Add details of classes onto Facebook pages in your area
- Leave flyers on coffee tables in hairdressers, dentists, doctors in your area
- Do leaflets drops door-to-door in the neighbouring vicinity of your classes
- Create a Facebook / Instagram / Tik Tok etc account and post regularly

Classes

Try to persuade people to book blocks in advance rather than single weeks. Although single week bookings are more lucrative, it's often best to have secured the income for a number of weeks, as with single week bookings, people may only come intermittently. Advanced block bookings which mean money up front – whether customers attend or not.

Always keep your equipment out of reach of the children – either on a table or stage. Otherwise you will find children helping themselves to equipment at the wrong time, which can cause disruption when other children see the prop(s) and also want one.

Make sure equipment is stored safely away from the edge of tables / stage etc. You don't want children to be able to reach them and pull them off on top of themselves.

Try and get to know the children's names as early as you can – and their parents' names if it's not too difficult. It's a good idea to give them stickers with their names on as they arrive. Ask parents to put the child's sticker somewhere you can see it which will make it easier in class.