



## Publicity & Advertising

Now that you have done your market research, use the service user's comments to identify what it is that makes your setting special. Use these in any promotional material you produce or when talking to new service users enquiring about your setting.

The best way of attracting new service users to your setting is through word of mouth. Personal recommendations mean far more than anything anyone may read about you.

Advertising can be very expensive but there are ways to keep the costs down. Some publicity material can be produced in-house, providing you have access to a computer, printer or photocopier.

### Leaflets, brochures or posters

If producing your own leaflets, brochures or posters, you need to consider the following –

- Include a bright eye-catching logo with your setting's name clearly displayed
- Any information must be clear, easy to understand and free from jargon.
- Keep it short and simple – too much written information can be off-putting
- Contact details – who to contact and how - telephone number, website or email.
- If including photographs – ensure you have the necessary permission to do so.

Once you have produced your posters and leaflets, consider how best to distribute them to ensure you reach those people who need to be made aware of the service you offer.

Posters can be put up or leaflets can be left (with permission)

- on local notice boards
- at doctors and dentists surgeries
- in local Baby and Toddler Groups
- at local schools
- in shops and supermarkets
- in libraries
- in Children's Centres
- in Community Centres and Village Halls
- with Health Visitors
- door to door in surrounding area

Regularly check that information included is up to date and accurate. Publicity should be refreshed frequently so that people think they are reading something new.

## **Advertisements – Newspapers, Radio and Magazines**

These can be placed in newspapers, parish magazines, and free papers or on local information websites. Some publications may charge for advertising space so consider whether the cost will bring sufficient new business to warrant such expense. However some of these publications may offer free editorial space so try sending photographs with a “story” about special events such as an “outstanding” OFSTED report, fundraising activities or trips out.

Sometimes you may want to invite a reporter from the newspaper, the radio or even from the television. If so make sure you give them plenty of notice and where possible provide them with a press release, giving details of the planned event. On the day of the event, ensure that someone is prepared to talk knowledgeably and enthusiastically to the reporter, and that information given is clear and accurate.

## **Other Forms of Publicity**

- Ensure your setting is listed in telephone directories – Yellow Pages, British Telecom and Thomson Local Directory.
- Websites – create your own or link to an existing local information website.
- Ensure information held by the “Family Advice Service” about your setting is accurate and up to date. Check the information online at [www.childcarelink.org.uk](http://www.childcarelink.org.uk)
- Introduce a clothing and accessories range carrying your name and logo. Clothing can be sourced relatively cheaply and provides widespread publicity as children will wear it with pride wherever they go!
- Signage – do service users know where you are? A permanent sign outside your setting provides constant publicity, ensuring that anyone passing knows that you are there. If you are unable to have a permanent sign, use an A-frame board which can be put out during opening hours.
- Open Days – invite the local and wider community. An enjoyable visit to your setting will result in good publicity through word of mouth recommendations.