



# Advanced Marketing Ideas Guide #2

## Introduction

Follow this *Advanced Marketing Ideas #2* booklet to ensure the success of your NannyPod Sitter & Nanny business.

As you know from reading the *Advanced Marketing Ideas #1* booklet and the *Business Success Guide #1*, NannyPod has a special formula that if carefully followed will help you develop a local service that will last for decades and provide you with consistent clients!

You must market your brand, your sitters and your service constantly around your local area.



*We know our Advanced Marketing Ideas work because we're running a local NannyPod service, just like you!*

NannyPod | 310 Seaport Lane #2121 | Mount Pleasant | SC 29464

T 843 819 3840 | [www.NannyPod.com](http://www.NannyPod.com)

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## Advanced Marketing Idea #1 - Go Meet Career Departments

Use your Handshake access to connect with local colleges and universities. Then, set an in-person meeting the head of each career department to build credibility about your brand, and the NannyPod app.

Ask if you can get connected into the Education Department with students who are aiming to be teachers. NannyPod is a great way for them to get even more exposure and experience with children!



Leave some flyers with the career center and a few magnets. Drop by periodically to say hi with a coffee. You'll soon have more applicants than you can handle.

## Advanced Marketing Idea #2 - Craigslist Ads

It only costs about \$25 to put a job ad on craigslist locally for 1 month. However, the benefits are huge as you get great local search engine optimization. This is a great way for LAMs to connect with local Sitters. Direct them to your custom website where they can see it's a safe secure platform to get work.



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### Advanced Marketing Idea #3 - Use Care.com

Believe it or not, we love the company Care.com who actually helped NannyPod get going in many ways. We used the website to find babysitters to put on our app, and to find families looking for care!

Use these site links here (note that they're completely different):

Find Sitters: <https://recruitment.care.com/>

Find Families: <https://www.care.com/>

Tip: If you're going to pay extra for these sites, then make sure you're constantly on them each day so that you're getting the best bang for your buck.

*\*Using the NannyPod brand gives you an immediate advantage as it is already well recognized by families!*



## Advanced Marketing Idea #4 - Facebook Groups

Facebook Groups are really powerful in several ways.

- 1) Connect with and follow all of the Mom's Groups and Babysitter Groups around your local area that you can find.
- 2) Start your own Mom's Group and Sitter Group under your own personal social networks.



The more people that know you as the NannyPod LAM, the better.

Tip: Don't just post things about NannyPod. Mix it up! Create and find great local content so people see you as center of influence. \*Limit your time on all Social Media to a strict 1 hour/day!!

### Extra Tip:

*Don't forget to add applicable Hashtags e.g. #LocalConcert #MomsTips #Party #SitterJobs #NannyPod #Starbucks #LadiesEvening or something similar!*

## Advanced Marketing Idea #5 - Press Releases

Now we're going to get really technical! Press releases are phenomenal, but have to be done in a specially configured way.

- 1) Use a special press release company. We like <https://globenewswire.com/> which is not the least expensive, but you get immediate very professional exposure.
- 2) Create your press release in the correct format, then send it to [info@nannypod.com](mailto:info@nannypod.com) for approval. You can view some of our press releases here as ideas: <https://www.nannypod.com/press>



*\*If you are unsure about Press Releases, and how they benefit you, do some research on them. They'll feed news into your local media, who will then pick it up and hopefully publish it. This gives you great branding and local content.*

*Google: "How to write a great press release".*

## Advanced Marketing Idea #6 - Use TimeLapse Videos

Ever used the TimeLapse feature on your phone when taking videos? It's a great way to take a 10 - 15 minute video, then it condenses it down and plays it at high speed when you view it. This will get you lots of views. It's just something different to get eyeballs on you and your brand!

Tip: Be sure to re-label the file before you post it anywhere. This will help you with search engine optimization. Make cool content, then post it everywhere, especially on YouTube!



## Advanced Marketing Idea #7 - Strategically Placed Flyers

Flyers can create litter, so don't just leave a stack in the street! Take your bike out one day, grab a cold one and cruise around some neighborhoods.

- If you see some parked cars that look like they have children, stick a flyer their door (choose each one wisely)
- Look for the community notice boards (take some pins with you!)
- Try leasing offices of large apartment complexes. Politely introduce yourself on one of their quieter days and ask if you can leave some flyers with them to insert in their Welcome Packs.

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**Sitters, Nannies & Night Nurses Needed!**

- Paid by Direct Deposit
- Paid for Cancellations, Overnights and for Exact Time Worked
- 2 Hour Sitter Minimums, 6 Hour Night Nurse Minimums
- Families are Background Checked for your Safety
- Covered by NannyPod's Liability Insurance
- Work When You Want!
- Gym Discounts, CPR Course Discounts & Events!



**\$13 - \$35  
Per Hour**

### *Top places for NannyPod Flyers Marketing*

- Neighborhoods, Apartments & Local Communities
- Children's Events
- Family Festivals
- Parks
- Schools

## Remember, NannyPod Clients Include

- Families
- Hotels
- Resorts
- Vacation Rentals
- Gyms and Leisure Centers
- Wedding Planners
- Event Planners
- Corporates
- Nanny Agencies
- Physician's Practices, Clinics and Hospitals
- Real Estate Agents & Relocation Companies

\*Use these ideas to find people and grow your local NannyPod business!

*Tip: Don't give heaps of flyers to one person! A few is better. Get their contact info / business card and ask if you can keep in touch via email when you have special NannyPod promotions. Even better, connect with them via social media!!*

## Advanced Marketing Idea #8 - Join Your Local Chamber of Commerce

Chambers of Commerce can be great organizations full of professional business people, and more importantly centers of influence (COIs). COIs help spread the word about your business, it's just in their nature!



**U.S. Chamber of Commerce**  
Standing Up for American Enterprise

*Tip: Chambers of Commerce have meetings frequently. Be first to arrive. Spend 5 minutes meeting as many people as you can. Grab their cards and connect socially.*

*Here's my favorite way to introduce myself: "Hi, I've been here a while but don't think we've met yet have we? Pause. I'm Lindsey with NannyPod".*

*Here's my second favorite: "This looks like a rather intelligent group, are you the NASA flight crew?" (light comedy helps break the ice!)*

## Advanced Marketing Idea #9 - Work from WholeFoods

This is a simple one. Put your magnets on your car, and park it on one of the corner spots at WholeFoods or Starbucks or somewhere nice that you can work using their wi-fi. Get there well before lunch and spend 2-3 hours working a few times per week. Treat yourself to a coffee. You'll be surprised who you meet, who asks you about your company!

*Tip: Keep some flyers out handy or a few magnets and cards. Even better, coincide it with some meetings. Be ultra polite and warm to anyone and everyone who sits near you.*



## REMEMBER

*The secret to the success of running a local NannyPod Sitter & Nanny business is combining technology with in-person interviews / approvals of all local sitters and families, and being visibly present within your community as "The NannyPod Local Area Manager".*

*Keep promoting this key concept, and your business will flourish. Good luck!!*

