

Bibble&Bubble Marketing Guide



This Marketing guide has been designed to assist our Bibble&Bubble Student Teachers with building brand awareness and increasing booking enquiries for your classes.

This guide includes the following:

- Brand Guidelines for Branch Leaders
- SEO & Paid Search Advertising
- Content Marketing
- Email Marketing
- Traditional Offline Marketing
- How to Implement Marketing



“The aim of marketing is to know and understand the customer so well that the classes sell themselves.”



Brand Guidelines (this applies to Bibble&Bubble branch leaders only)

Why does it matter?

The way we speak, present ourselves and write is extremely important to demonstrate Bibble&Bubble's personality and professionalism. A strong visual identity represented by our logo, photography, colours and typography is all supported by the way we speak, present ourselves and write, making it important to reflect who we are in everything we say and do.

Tone of voice & manner

From everything we say in our classes to what we publish for marketing, it's important to remain professional yet warm, friendly and nurturing. As experts in child development, our instructors need to present themselves as such while also having an open door style to support parents in the most friendly and welcoming manner.

Appearance

When representing Bibble&Bubble, it's important to present yourself well, keeping high standards of hygiene, hair tied back and a clean uniform.

Visual Identity

We have recently developed a strong visual identity through our logo, colour scheme, photography and graphics which is important to uphold. Although we don't expect professional photography skills, all photos must be light and bright, not grainy or blurry. We can assist with any graphics you may need.

SEO and Paid Search Advertising

SEO

If you decide to have a website, then investing SEO is very important. SEO stands for Search Engine Optimisation, and without it, it can make finding your website on search engines very difficult.

The SEO of a website comprises of a number of elements which all work together to help Google decide whether or not to present your website to the right people who are looking for your business. Here is a very basic list of just some of those elements a website needs to have to make it optimised for search engines:

- Fast loading speed (caches, minified code, optimised images etc)
- Relevant, interesting content that is well written, informative and isn't duplicated.
- Keywords included within content, image file names and alt text, and headings.
- Regularly updated content via a blog
- Optimised headings of content
- Each page and post need to have optimised meta titles and descriptions
- Backlinks - links to your website from other relevant websites
- Social Media - provides valuable backlinks as well as allowing you to share content and information.

Paid search

Paid search in the form of Google Ads and remarketing requires a large investment either in time, money or both. However when set-up correctly, the results can bring about an increase in enquiries and class bookings.

Google Ads are adverts at the top of a Google search results page when someone searches a specific keyword.

Ever seen an ad pop up for something you were looking at on another website? That's remarketing adverts set-up to retarget people who have already shown an interest by visiting your website.

These are all possible to set up yourself, however you can easily waste a lot of money if it's not set-up correctly. There are courses online available to help you learn about these in more details and there are also specialist companies who can set up these adverts up on your behalf for a fee.

Content Marketing

The aim of content marketing is to raise interest in your classes indirectly through useful, valuable and entertaining information that you put out on social media, in email newsletters and on your blog (if applicable). This content can be videos, articles, list articles, basically any content that isn't the hard sell, but makes it interesting enough for people to stay loyal to your brand and keep listening.

If you choose to have your own website, a regularly updated blog not only provides the perfect platform for content marketing but it will also contribute towards good SEO practice, helping people find your website through related searches. This content can then be shared via social media and email newsletters. Here are just a few ideas of good blog content:

- How to settle a baby with colic
- Top 10 places to take the kids in Hampshire this summer
- The Benefits of Baby Massage
- The Best Baby Friendly Cafe's in *insert location*

Email Marketing

Email marketing is an important part of a marketing strategy. It allows you to send information direct to your list of customers, (previous, current and potential) without relying on a third party such as Facebook to show them your content.

There are a number of ways to gather email addresses: pop-up email sign up forms on your website, and in-class forms. Please note you must have the person's permission to add their address to an email newsletter list and comply with GDPR - we can assist with this).

Once you have a database of email addresses from your customers, you can set-up automated email newsletters using Mailchimp including 'Welcome' to new subscribers, and a re-engagement email for a week later reminding customers of class timetables, refer a friend initiatives etc. It is worthwhile setting up a monthly email newsletter of fresh information, offers and engaging content (see content marketing section).

Email marketing isn't about the hard sell. Make it useful! So as well as including new class info and offers why not include 5 things to entertain your children this month, or Top 3 Kid Friendly Attractions to Visit this Month so it actually makes parent's want to read it, and even better, potentially forward it to a friend! This kind of content would be great for social media too.

Traditional Marketing (we can assist with artwork if required. Branch leaders must only use our official artwork to keep with brand consistency)

Traditional 'offline' marketing strategies are still extremely effective. Please see below ideas you can implement in your local area.

- Posters, leaflets and cards in the location of your classes, local leisure centres, notice boards in shops, complementing baby groups, baby nearly new sale events, local weigh in centres.
- If you have local, independent shops selling baby items, ask them if you can leave leaflets on the counter.
- Adverts within local press.
- Advertorials and adverts within national press.

How to Implement Your Marketing Strategy

Set specific time aside.

It's important to allocate time to your marketing efforts and not try and do it here and there. This way you can clearly analyse how much time your spending on it and adjust to meet your goals or focus on specific channels that work for you.

Make clear goals for your marketing.

Your goals for marketing should be to receive enquiries for your classes. From there, it is then up to your correspondence and their experience in the class to whether they then book.

Be patient

Marketing does take time. You cannot expect instant results, especially if it is a brand new business. Really ramp up your marketing efforts in the beginning with FREE Taster Classes and stick to your strategy going forward. Be sure to review and analyse what is working and what isn't working so you can focus your efforts on what is getting you the enquiries.

If you require any assistance in the design or implementation of the practices outlined in this guide, we have the resources to assist you. Please email heathermariepage@gmail.com

