

# Enrollment Growth Action Plan

## Simple Strategies to Help Fill Your Daycare Faster

Growing enrollment doesn't always require a huge marketing budget. Consistent follow-up, community visibility, and a strong parent experience can make a major difference. Use this simple action plan to help increase tours, improve conversions, and build long-term enrollment growth.

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### 1. Respond to Every Inquiry Quickly

Parents often contact multiple centers at once. Fast response times matter.

#### Action Steps:

- Return calls and emails within 15 minutes whenever possible
  - Use text messaging for faster communication.
  - Create a simple inquiry tracking system.
  - Follow up with every lead at least three times.
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### 2. Improve Your Tour Process

Tours should feel welcoming, organized, and professional.

#### Action Steps:

- Greet parents immediately when they arrive.
  - Keep classrooms clean and active during tours.
  - Train staff to smile and interact with children
  - Explain what makes your center different.
  - Always ask for the enrollment decision before the tour ends.
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### 3. Strengthen Online Presence

Most parents research online before scheduling a visit.

#### Action Steps:

- Update your website with current photos.
  - Add parent testimonials and reviews.
  - Post weekly on Facebook and Instagram.
  - Ensure your Google Business profile is accurate.
  - Make contact information easy to find
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### 4. Build Community Relationships

Community visibility creates trust and referrals.

#### Action Steps:

- Partner with local businesses and schools

- Attend family and community events.
  - Offer referral incentives to current families.
  - Create relationships with pediatricians and churches.
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## 5. Focus on Parent Experience

Happy parents become your best marketing tool.

### Action Steps:

- Communicate consistently with families.
  - Address concerns quickly and professionally.
  - Celebrate children's milestones.
  - Ask satisfied parents for online reviews and referrals.
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## 6. Track Your Numbers

You can't improve what you don't measure.

### Key Metrics to Monitor:

- Weekly inquiries
  - Scheduled tours
  - Tour-to-enrollment conversion rate
  - Open classroom capacity
  - Parent referrals
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## Final Thought

Enrollment growth is usually the result of consistent daily habits, not one big marketing campaign. Small improvements in communication, follow-up, and parent experience can create significant long-term results.

### Bells & Binkies Child Care Solutions

Helping daycare owners streamline operations, reduce stress, and grow enrollment successfully.