



Got Kids? Marketing your After School Programs

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Thanks to:
Beethoven Diosa



Goals For Today

- Marketing Basics (4 P's)
- Identifying Students Needs (Market Research)
- Developing Marketing Materials (Promotion Strategies)
- Increasing program participation and knowledge of the after school program among students, school staff, parents, and the community (Promotion Continuum).

Marketing

[mahr-ki-ting]
the total of activities involved in the transfer of goods from the producer or seller to the consumer or buyer, this includes advertising, shipping, storing, and selling.

Marketing Basics

- Marketing is the set of activities used to:
 - Get your potential customer's attention
 - Motivate them to buy (be interested)
 - Get Them to actually buy (get them to stay)
 - Get Them to buy again (get them to return)


Marketing 4P's

- Marketing is how you define your product, promote your product, distribute your product, and maintain a relationship with your customers.
 - Product
 - Positioning
 - Price
 - Promotion

Product

[prod-uhkt]

The totality of goods or services that a company makes available; output.




Product

- The Product is the PROGRAM.
- You are not the program neither are your activities or the calendar.
- Your STAFF makes your program so enrich your staff keep them on the same page as you.

Believe in the product

- Not only are they staff but they we also former Club TC STUDENTS.
- Program staff believe first hand the positive effects of being in Club TC.
24 Total Staff!!!!
Over 80% retention each year.



Positioning

- Positioning is how your target market defines you in relation to your competitors
- Examples of Competitors: Academic Enrichment, Mandatory 7th period, & detention
- External factors: mall, friends, agencies
- Know your competition (neutralize on-campus competition)

Good Position vs. Bad

- Good position:
 - Your program is unique & identifiable
 - You are considered a benefit to your target market/ area and school
 - Your program is used as a benchmark for others
- Bad position:
 - Low attendance
 - Negative Image: kids don't have a choice
 - Not retaining kids (revolving door; one-hit wonder)

Discussion Question:

- What are some examples of Good Position at your after-school program
- What are some examples of Bad Position at your after-schools
- How is your position reflected in your daily attendance average

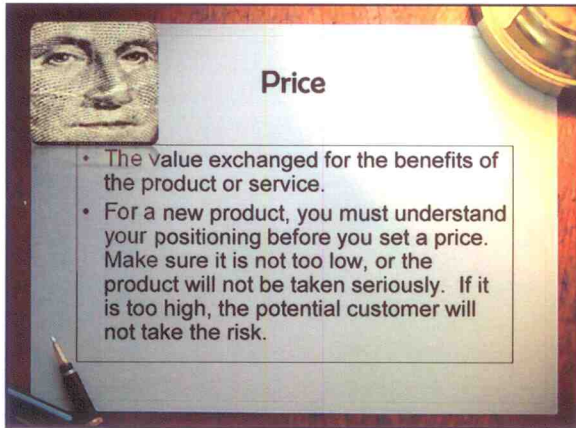
Chula Vista Middle Club TC

Funded Daily Attendance:

AM: 90 ADA PM: 242 ADA

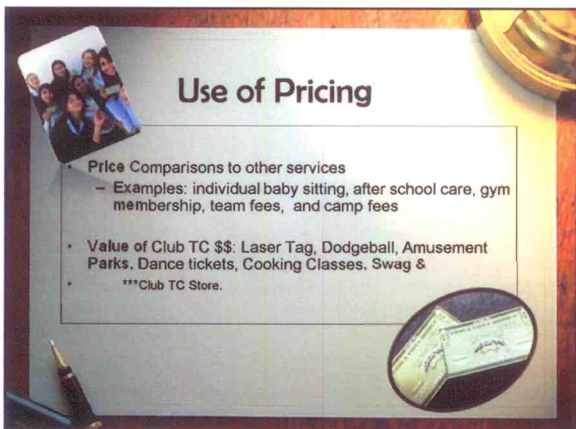
Currently:

- Average of 109 youth meet weekly attendance minimum, approx 120%
- Average of 229 youth meet weekly minimum attendance, approx 94%
- Average Daily Attendance is 131 youth during AM and 246 youth during the PM (not state numbers)



Price

- The value exchanged for the benefits of the product or service.
- For a new product, you must understand your positioning before you set a price. Make sure it is not too low, or the product will not be taken seriously. If it is too high, the potential customer will not take the risk.



Use of Pricing

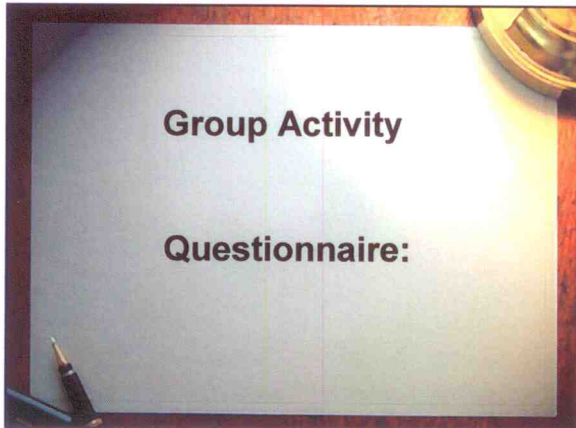
Price Comparisons to other services

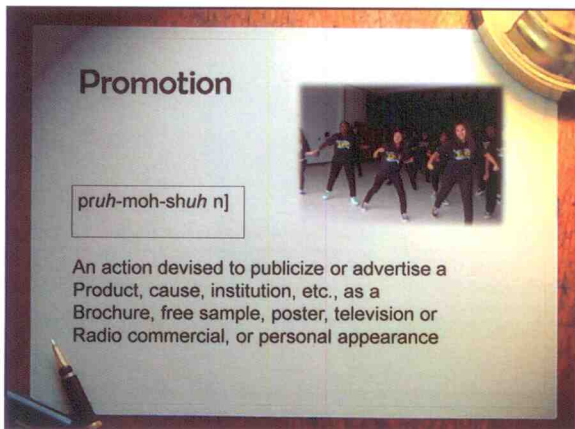
- Examples: individual baby sitting, after school care, gym membership, team fees, and camp fees
- Value of Club TC \$\$: Laser Tag, Dodgeball, Amusement Parks, Dance tickets, Cooking Classes, Swag &
- ***Club TC Store.

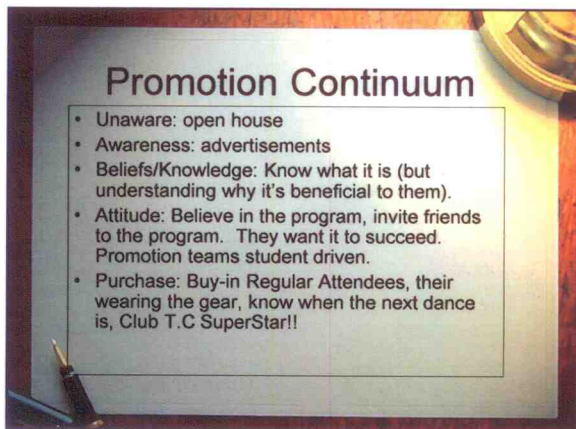


Research Development

- Surveys
- Multi-media Research
- Attendance Data
- Lunchtime Questionnaires
- Student Councils (Listen to the kids)
- One-on-One discussions














Branding


- Attaching the jingle (tv morning announcements), song, phrase, person to your product
- Different types of branding strategies: auditory, visual, kinesthetic

"Did the advertisements work?"

- 1) How much is a Foot-Long Sub at Subways?
- 2) The commercial where they jumped into the pool/court was promoting what drink?
- 3) Which commercial was most memorable?

Commercials from Memory

- 4) Burger King's current slogan is "Have it _____".
- 5) Who says, "I'm Lovin' it!"
- 6) Who says, "Can you hear me now?"
- 7) "Silly Rabbit... _____ are for kids!"







Products are strategically Advertised and Marketed to Consumers by identifying the business Position.
Product:cereal, Marketing / Advertising; images colors, characters, Position: despite multiple shelves, product is strategically placed at eye level of targeted consumer.
