

MARKETING SOLUTIONS



Websites • Branding • Social Media



Engage parents



Stand out from the competition



Inspire loyalty & trust



Transform your childcare business



Supercharge your childcare business with a powerful website



Perfectly adapts to all devices



Guaranteed to engage parents



Fully secure & GDPR compliant



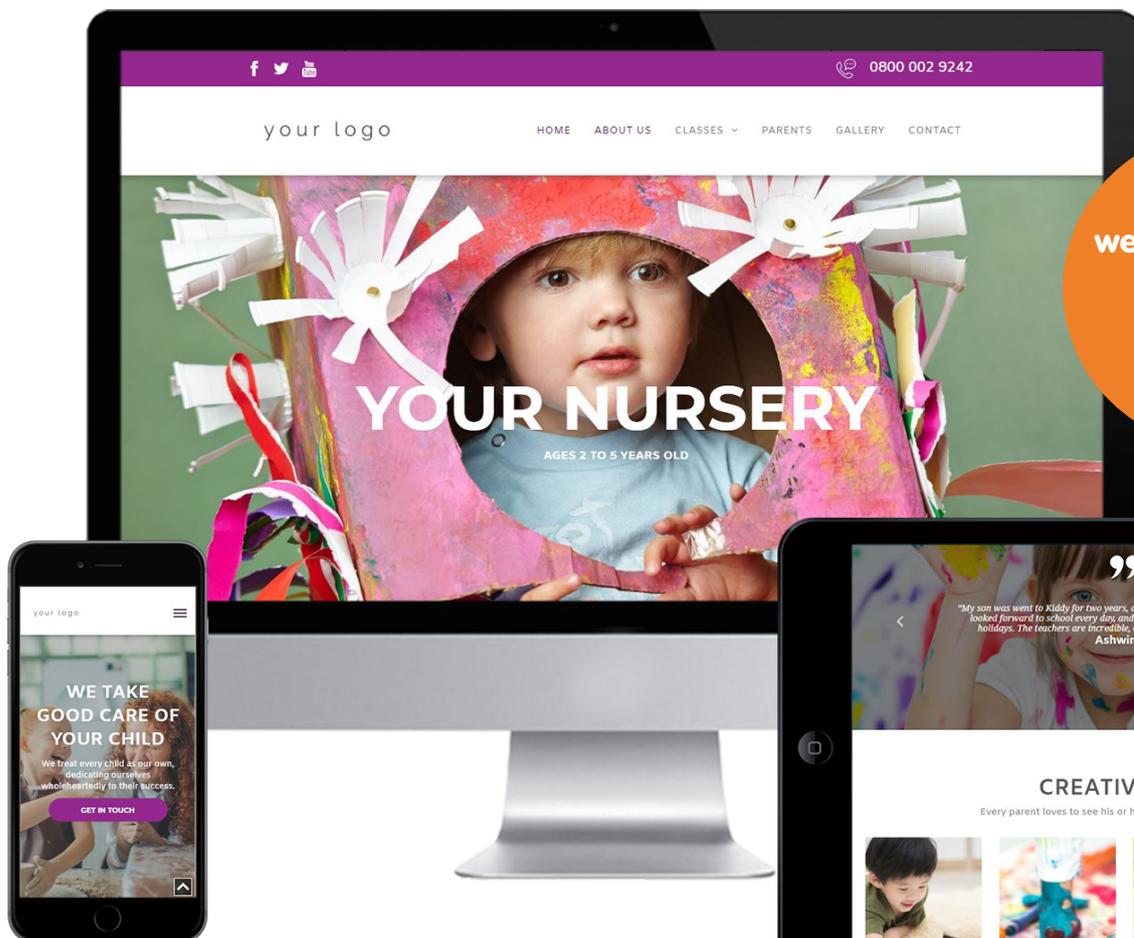
Free support & help guides



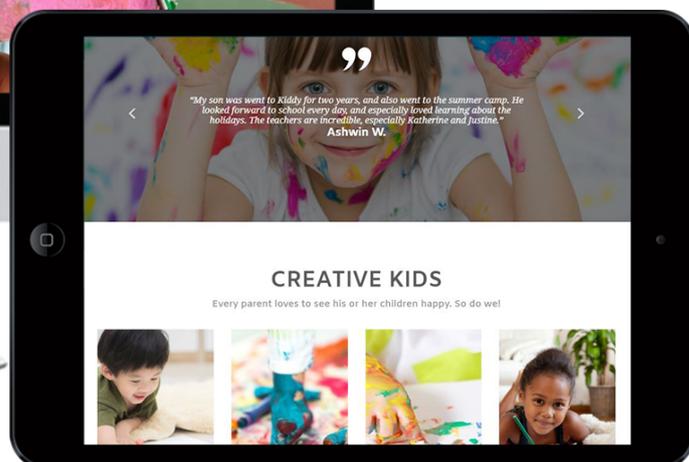
Search engine optimised



Built to Ofsted guidelines



Your perfect website from only
£599
plus VAT

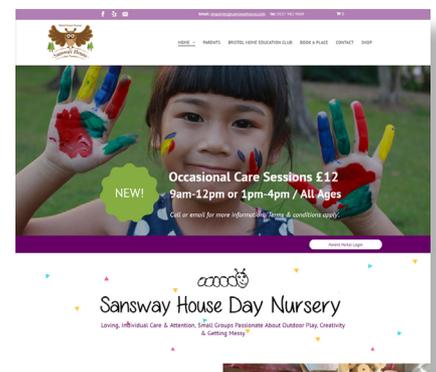
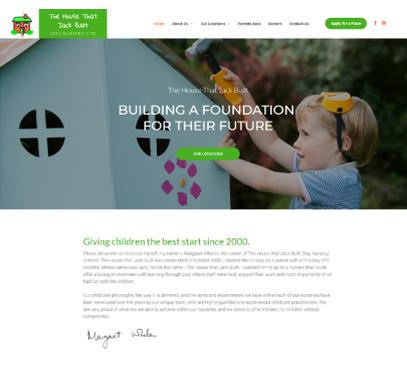
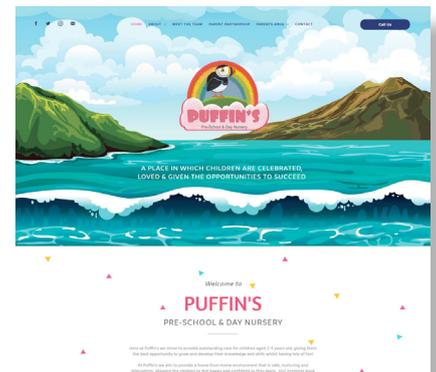
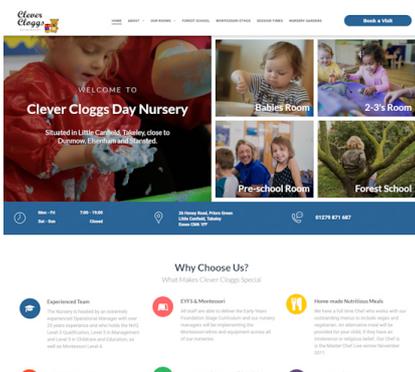
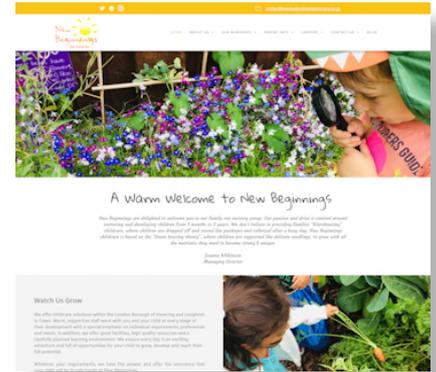
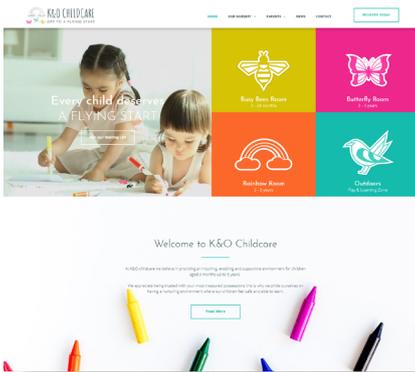


Experts in childcare websites

Our team have built hundreds of childcare websites over the years. We understand what will get more parents to engage with you and we ensure parents looking at your website will get the most out of their online experience. We can help, whatever your budget or technical experience.

We received full support even after our website was designed and live, I find updating our website easy and I feel the design and set up are professional.

Alison Starkie,
Sansway House Nursery



EXPLORE SOME OF OUR CUSTOMER WEBSITES AT

nurserywebsites.com/customer-websites

Website subscription plans from only £19.99 plus VAT

	BRONZE PLAN	SILVER PLAN	GOLD PLAN	PLATINUM PLAN
Website Hosting	✓	✓	✓	✓
Email & Phone Support	✓	✓	✓	✓
Monthly Website Stats	✓	✓	✓	✓
Website Updates		1 x Monthly	Unlimited	Unlimited
Access to Template Suite			1 x Newsletter	Unlimited
Quarterly Marketing Report				✓
Social Media Package				✓
Google My Business Listing				✓
A5 Promotional Leaflet				✓

BRONZE

You'll receive a unique login for your website – allowing you to make any changes or updates yourself, or you can upgrade to our Silver package and let us keep your content up-to-date on a monthly basis.

SILVER

Our Silver package includes a monthly bulk update. The upshot? You can save precious time and provide us with a list of content to update once a month on your behalf which will improve your search engine optimisation and Google rankings. Alternatively, our Gold package will enable us to update your website as often as you like.

GOLD

Our Gold package offers you unlimited website updates, which allows us to make as many changes and additions to the website as you need. Just released a newsletter? We can present this as a beautifully laid out blog post. We can also make changes to your staff pages, food menus, news and events, term dates, promotions and so much more!

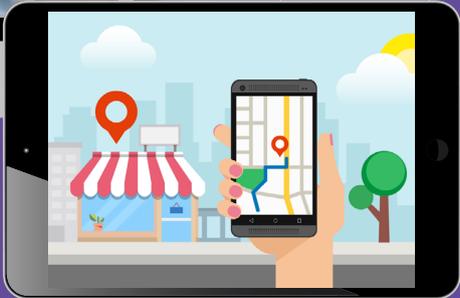
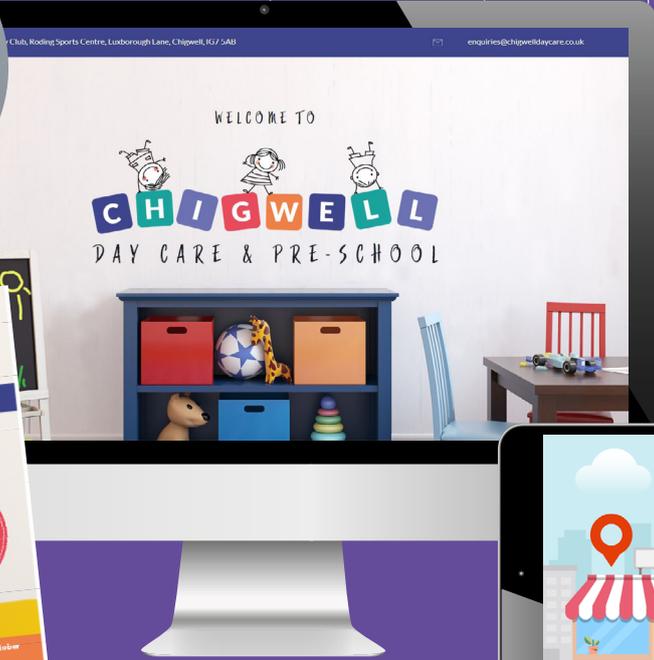
PLATINUM

What more could you ask for? This is our most comprehensive package and provides all these amazing benefits: Unlimited website updates to help improve your Google search ranking, a quarterly Marketing Report - tracking your success with suggestions for getting more parents to visit your site, unlimited access to our Template Suite, social media package, Google My Business listing and an A5 double-sided leaflet to promote your business.

WHY CHOOSE OUR PLATINUM WEBSITE PLAN?



Exclusive to PLATINUM subscribers



Unlimited Updates



Social Media Set-up



Marketing Reports



Google My Business



A5 Double-Sided Leaflet



Template Suite

UNLIMITED ACCESS TO OUR TEMPLATE SUITE

Customisable Certificates, Menus, Posters, Newsletters & More!



Raise your profile and stand out with professional branding



Create a professional image that engages parents



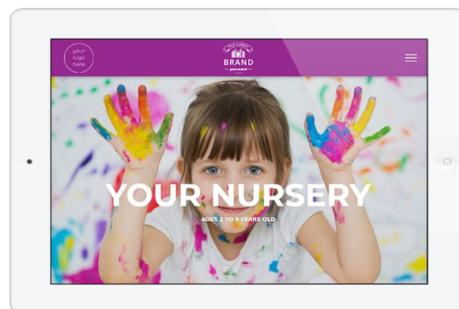
Stand out from your competition



Inspire confidence, loyalty and trust from parents



Promote your unique selling points, benefits & strengths



Branding is so important for a nursery and sometimes gets overlooked, but is a crucial element of marketing that ensures your childcare setting looks professional, and engages parents. **Branding is important because people purchase on emotion. Parents choose businesses that share their values, especially when it comes to their children.** It's important to identify and promote your image so you can connect with your customers and prospective customers at a glance. Consistency is king when it comes to your branding. We can help with the following:

- Logo Design
- Prospectuses
- Newsletters
- Certificates
- Email Signatures
- Leaflets
- Menus & Placemats
- Greetings Cards, and more...

A logo is an important part of your company's brand, and makes a significant impact on prospective parents' perception. In fact, a logo is one of the most important branding investments a business can make. A logo can be described as the face of a company. Here are just a few of the logos we have designed for our happy customers.



BRAND BUNDLE
£149
plus VAT

Logo Design

1 x Newsletter Template

Email Signature

Social Media Banner

1 x Template of Choice*

"We love it!!! No amendments needed, it's perfect. Thank you so much."

Angels on the Park

We can design a professional logo and a variety of marketing materials for your setting including designing your website and social media accounts so that they are in-keeping with your branding. Our Brand Bundle will help you to achieve a consistent look and feel across your business. After designing your logo we will then create 4 branded materials including a newsletter template, Email signature and social media banner design, along with 1 extra template of your choice. *Choose from a food menu, greetings card, certificate or business card design.

Connect with parents and improve your engagement with social media



Engage with parents, the early years community & the local community



Showcase your setting & increase your occupancy



Advertise events, job vacancies, fundraisers & more



Build your brand & become a voice in your industry



We can set up your social media accounts so that they are in-keeping with your branding and help you get started with your first posts. We can help market your nursery by giving you hints and tips on how best to use social media to your advantage.

If you sign up to our Platinum website plan you will receive FREE social media set-up which includes setting up a Facebook Business Page, Private Parents Group and Twitter Account. We link this to your website to increase your overall social engagement and website presence.

GET OUR FREE SOCIAL MEDIA GUIDES

With every social media package we provide you with a set of free guides for getting started on Facebook and Twitter.

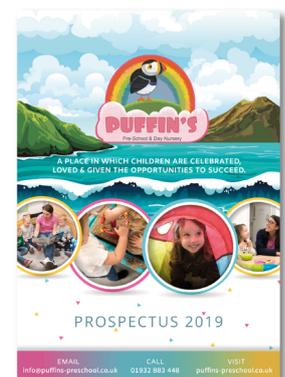
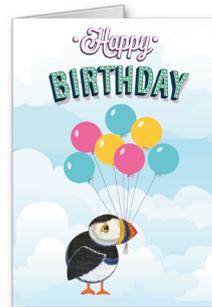




Customer Case Study

We worked with Puffins Preschool, a brand new childcare setting in Surrey that provides care to 2-5 year olds. They already had a logo design so we worked with them to develop their branding and create the following marketing materials ready for their launch:

- Responsive Website
- Prospectus
- Newsletter Template
- A5 Double-Sided Leaflet
- Birthday Card
- Business Cards



Website & branding from
£749
 plus VAT*

*If you purchase a website with our Platinum Website Hosting Plan and Branding Bundle with our Platinum Website Hosting Plan you can receive all of the following:

- Responsive Website
- Logo Design
- A5 Double-Sided Leaflet
- Newsletter Template
- Greetings Card
- Social Media Set-up
- Google My Business Set-up
- Unlimited Updates
- Access to Template Suite
- Quarterly Marketing Report
- Free Domain (1 Year)
- Free Business Email (1 Year)

We have had a good look through the website – we absolutely LOVE it! Thank you so much for all of your work so far. We really are so happy with how it looks already. The leaflet really does look amazing, and you have completely exceeded my expectations. The weekly newsletter is working really well and in regards to the birthday cards the parents and children love them!

Puffins Preschool





Don't take our word for it...

... here is what a few of our customers say about our Marketing Solutions service:

Wow!!! It looks fantastic!! Thank you for all your hard work...The website is fabulous...We are ready to go live whenever you are!!!

- St Bernards Day Nursery

We are both really pleased with what you have done, many thanks for making this easier than I thought it would be...We are not techo!

- Inwood Nursery

Wow I am so impressed with how quick that has been updated! I was worried when sending a 24 page document but I am thrilled with the result! Thank you so much. Great customer service and results!

- Little Angels Schoolhouse

We love it!!! No amendments needed, it's perfect. Thank you so much.

- Angels on the Park

Absolutely delighted with our new website. Can't thank Samantha from Parenta enough for her patience and understanding. We really wanted our web page to be something special to capture our business. We were fussy about changing photos, different sections and how we wanted it to look. During the re-build of our new design we would send constant emails with photos and bits of information - quite a task. Nothing was too much trouble to alter or add to the site and our emails were responded to so quickly, most often the same day. We've have had so many compliments about the new website and most importantly to us people tell us how easy and efficient it is to navigate. The help didn't end once the site went live - Samantha offered to help with any support we might need to enhance our features at a later date such as new photographs in the summer and a little video too. Very happy clients!

- Sansway House Day Nursery - Proprietor Kelly Allaway

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- Puffins Preschool

We received full support even after our website was designed and live, I find updating our website easy & I feel the design and set up are professional.

- Alison Starkie

READY TO GET STARTED?

We can help you create a website and branding you and your parents will love.

Call our friendly team on
0800 002 9242 or drop us a line at
websites@parenta.com



FAQs

WHY SHOULD I INVEST IN A WEBSITE?

If you ever struggle to think of new ways to keep filling places and would like to boost your occupancy rate, a nursery website provides the ideal solution. The internet is usually the first go-to place for parents wanting to find a childcare provider, so having a website presence in today's market is a necessity. All our websites are fully responsive which is important because tablet and mobile devices are now being used more than ever for web browsing and online searches.

HOW CAN IT HELP ME?

Having a website will positively enhance the way you run your own setting. Not only can you market your presence to new parents, you can also offer an improved service to existing ones. Here are just some of the benefits:

- Make local parents aware of your service
- Show parents how professional your setting is
- Allow parents to book showrounds easily
- Tell visitors what makes your setting unique
- Less time and effort than having a marketing plan
- Open your business to parents outside your area
- Let visitors know about upcoming events
- Stress-free, 24/7 marketing for your business
- Publish your policies & procedures online
- Get feedback about your service easily
- Meet Ofsted requirements for your website

I'M NOT REALLY SURE WHAT STYLE OF WEBSITE I WANT. CAN YOU HELP?

We have created a collection of existing website customers to help you decide what kind of features and layouts you would like for your website. You can view these by going to nurserywebsites.com/customer-websites. These are not fixed templates and we can combine different elements from the demos to suit your requirements.

WHAT SUPPORT WILL I GET?

From day one you'll be able to chat with our websites team, who can give you advice on what content to put on the website, how often to update it, and even how to help your nursery appear higher on search engines. We'll work with you to create a well designed, functional and engaging website that will attract new parents and meet the needs of your setting. We also provide you with easy to follow guides to help you with editing your website, analysing your stats and getting started on social media.

WHAT MAKES YOU DIFFERENT TO ANY OTHER COMPANY?

We have over 20 years' experience in designing hundreds of websites for childcare providers just like you, so we know exactly what works to generate leads from parents. We also take the time to get to know what you want, so we can deliver an exceptional experience as well as a great website.



Think of it like this - a website is like having your very own marketing team working on promoting your setting 24 hours a day, 7 days a week, 365 days a year.

WILL MY WEBSITE BE OFSTED COMPLIANT?

We pride ourselves on being able to apply our expertise in the childcare and education industry in designing your website. We know what Ofsted is looking for when it comes to your online presence and will advise you on what you need to include to score top marks when they come to evaluate your website, such as ensuring to include the following:

- Statement of British Values
- Ethos, aims and values
- Admissions process
- Policies
- GDPR
- Statement of curriculum

DO YOU DO WEBSITES FOR NURSERY CHAINS?

Yes, we can do multiple websites for your nursery chain as part of a discounted package. Just ask us for more information about this during your consultation.

WHAT FEATURES DO YOU OFFER?

We have a new and exciting software platform for all our website customers which includes:

- Responsive design - adapts perfectly to all sized devices (more parents are using their phone and tablets to browse the internet)
- Video backgrounds - great for nursery tours or engaging introductions to your nursery
- E-Commerce - allows you to take secure payments
- SSL certificates - meaning your site is secure and you can safely take payments and gather email subscribers. Google also ranks these sites higher
- Entrance animation - brings your website to life
- Mobile Editor - keeps your website up-to-date on the go
- Marketing - pop ups, notification bars, promotions and special effects for seasonal events
- Click to call, Facebook comments, social media feeds, daynurseries.co.uk and Yelp reviews, and so much more...

Speak to our dedicated websites team to find out more on 0800 002 9242 or email websites@parenta.com



Parenta Solutions



SOFTWARE

NURSERY MANAGEMENT - ABACUS

- Save hours by reducing planning time by 50%
- Speedy invoicing to all parents and carers in minutes
- Instant view of all financial reports
- Manage payments and track debt

EYFS LEARNING JOURNEY TRACKER - FOOTSTEPS 2

- Record meaningful and detailed EYFS observations
- Improve essential safeguarding and save hours of time
- Reduce your workload and spend more time with the children
- Identify at a glance each child's development pathway

ONLINE DAILY DIARY - DAYSHARE

- Share every magical moment of each child's day with their parents and carers with our online diary software

PARENT PORTAL APP

- Bringing parents and carers closer to their child's day by providing a timeline of their progress
- Download Parent Portal App on Android or iOS



ONLINE CPD COURSES

No deadlines, no time restrictions, no classroom! Support your staff or further your professional development with our online CPD accredited courses



TRAINING

Increase employee motivation and keep staff for longer within your setting by offering training - the ideal tool for you to develop your team.

Parenta courses include:

- Level 2 Early Years Practitioner
- Level 3 Early Years Educator
- Level 5 Early Years Lead Practitioner

PLUS ... Parenta offers a free recruitment service - no fees!



MARKETING SOLUTIONS

WEBSITE DESIGN

- Our childcare websites generate genuine interest and leads from parents and carers
- We specialise in designing and building childcare websites so you can rest assured that our team know what Ofsted and parents/carers are looking for

BRANDING & DESIGN

- Showcase your setting with branded products. From newsletters to logos and prospectuses to business cards, we take care of all your branding needs

SOCIAL MEDIA

- We assist you with setting up and using your social media accounts in no time to help you increase your setting's visibility

Working together for our children



0800 002 9242



hello@parenta.com

Follow us on social media @TheParentaGroup



www.parenta.com

Parenta, Stratford House, Waterside Court, Neptune Way, Medway City Estate, Rochester, Kent, ME2 4NZ