
FLEX Your Marketing Muscle

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 3 attachments (6 MB)

Auction baskets.docx; 1 Week 2 Win Lead Tracker.xlsx; 1 Week 2 Win Lead Content.docx;

Happy Friday - you made it!

 January is all about New Year's Resolutions, so this week, we're asking you to work on some heavy lifting in the marketing department. This is your opportunity to train your marketing brain, lunge for your leads, and pump up those TBMS to get them matched. 

Read on for ways to flex that marketing muscle and set positive habits for the year ahead.

Your Pace or Mine?



Mary Tjoelker, one of our CCs in Michigan, sprinted into 2025 with a great marketing event. Mary spread the word about APIA at her local Resolution Run, a fun annual race, attended by many local families. Mary was decked out in our swag (we see you, APIA snuggie!), and she continues to be her community's expert on child care and cultural exchange. That's some gold medal marketing – kudos, Mary!

Marketing, It Does a Body Good



Ready to tackle your 20205 marketing goals? Check out the latest installment of Marketing Magic: “Let’s Plan 2025.” We walked through 12 months (and 4 seasons) of marketing ideas and tips to make the year ahead smooth and successful.

📺 Recording of the call here: [Marketing Magic Jan 2025 – Let’s Plan](#)

📌 Think Outside the Basket



Did you know...your auction basket doesn’t always need, well, a basket? Community counselor Amanda Wagner recently used a Christmas stocking adorned with a matching Nutcracker for her donation of a Clara doll and APIA swag to Kansas City Ballet’s Sugar Plum Fairy Children’s Ball. How sweet!

Looking for inspiration for your next auction basket? Check out the attached document, chock full of amazing baskets created by your colleagues.

📌 Wonder Women



Take a page from Florida CC Lauren Schuler’s book and plan to partner with your local chamber of commerce this year. These community groups typically offer events, networking opportunities, and a way to help spread the word about APIA in your area. Lauren recently attended the Professional Women's Forum hosted by her chamber and walked away with multiple leads. Way to find our target audience!

In Love with APIA



Have you heard? We're feeling the love at APIA, and we want *you* help spread the word!

The promos:

1. New family promo

New host families receive a \$500 discount when they apply with code **VAL** by February 14, 2025 and match with an au pair by April 30, 2025.

- This promo is for HFs who apply between 1/23 and 2/14, so please do **not** go out to TBM families who have already applied about this discount. Leads are fine.
- This discount cannot be combined with any other offer.

2. \$ Switch and Save Discount

Are you currently hosting an au pair on the Exchange Visitor Program from another agency? Try Au Pair in America to experience the difference! Apply for free between January 23, 2025 and February 14, 2025 to receive up to \$1,000 off your program fee when you match by April 30, 2025.

- Valid for first-time host families only. Use code SAS when applying. Must show proof of hosting with another agency to be eligible.
- This discount can always be combined with a referral credit. It cannot be combined with other discounts/promotions.

What's happening "behind the scenes":

- Postcard mailed to leads from the past 2 years with \$500 offer and mention of Switch and Save discount
- Email to current leads, additional promo info added to all marketing emails
- Social Media campaign

What can you do?

- Reach out to past leads to let them know about the promo
- Include details of this promo in your outreach to any new leads
- Post on your social media channels about the offer
- Share this promo info in any local Facebook groups that allow it

Where can I find alllll the details on APIA promos – short term and standing?

[Au Pair in America - Discounts](#)

They Had Their Cake...



Late last year, Maryland CCs Natasha Wrobel and Jan Peedin teamed up for a fantastic Host Family Day and official APIA Marketing event. In addition to the always popular sheet cake, attendees enjoyed global foods prepared by au pairs. The event gave host parents a chance to interact while the children made crowns and colored world maps. Jan and Natasha got excellent bang for their buck by publicizing the event before and after.

👉 You Can *Plank* Us Later



One way to ensure you'll crush your marketing goals for 2025? Know your resources and keep them handy! Save and bookmark the below and attached, so you'll have everything you need, right at your fingertips.

A few faves:

✂️ CC toolkit (home to APIA Youtube content, blog posts, and shareable graphics): [CC-toolkit - Au Pair in America - Regional](#)

🤖 CC Marketing Manual - One stop shop for all your marketing needs: [APIA Hub – Marketing Manuel](#)

📅 1 Week 2 Win - easy content for 7 days of lead outreach as well as auto-filling tracker (both attached)

👉 Don't sweat! Marketing can be easy and fun! You just need to make a plan and show up consistently. So use these resources and inspo from your fellow CCs to pump up your cluster and flex that marketing muscle. 👉

Robin Leon (she, her, hers)

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