
 March Marketing Madness...

From Robin Leon <rleon@aupairinamerica.com>

Date Fri 21/03/2025 10:38

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 2 attachments (38 KB)

TBM templates.docx; LinkedIn Marketing one pager for CCs.docx;

Happy Friday!

 March isn't just about college hoops and busted brackets...it's also a time where temps are warming up and CCs are getting out there to make some marketing magic. Check out this week's marketing newsletter for pointers on how to *rebound* from any setback and create community outreach that's nothin' but net. 

 Hoops She Did It Again



APIA's Matching Maven, Ulrike Kieffaber, was the special guest on this month's "**Marketing Magic: The Moment a Host Family Applies**". Ulrike shared tips to engage quickly, promote the value of the HF Interview, follow up persistently, and stay organized.

- If you missed this jam-packed training, check it out the recording here:
[📺 March 2025 Marketing Magic Ulrike When a HF Applies.mp4](#)
- Ulrike also kindly shared her email and texting templates (**attached**). Just copy, paste, tweak, and go!

 Not Their First Rodeo



Every year for nearly a decade, Houston Community Counselor Jennifer Stein has taken her au pairs to the rodeo! Au pairs are treated to a VIP experience as guests of the Rodeo International Committee at the Houston Livestock Show and Rodeo. This year's group had a blast touring the venue and getting the opportunity to learn about the 93-year history of the largest rodeo in the world!

Pro Tip: Planning a cluster meeting in public? Mall, outdoor concert, or the like? Rope your au pairs into wearing their APIA tees for extra brand visibility by offering to enter all au pairs in their tees into a raffle for a small prize.

🏀 V-I-C-T-O-R-Y!



Our "Spring Surge" challenge is in full swing! Remember, there are *weekly* prize drawings (gift cards and special treats) for any Community Counselor who had a host family match in the previous week.

This is *in addition* to \$100 for each qualifying incremental matches entered in March & April 2025 over your 2024 total. Full details can be found in the **Spring Surge Challenge: Personalized March Data** email that hit inboxes on Friday, 2/28.

🏀 Basket Blast



Community Counselor Hayes Holliday Saul is helping local families get ready for spring. Hayes created an outdoor spring themed basket for a local Birmingham organization. Hayes used a collapsable sand bucket and filled it with Kinetic sand, shovels, bubbles, a frisbee, a beach ball, hand sanitizer (for afterwards!), and some sidewalk chalk. This basket will put a spring in the step of one lucky winner!

Pro Tip – now's the time! If you're making your own auction basket, you have \$45 to spend. Basket budgets have been bumped up from now until April 30th.

International Acclaim



Huge news! Au Pair in America au pair Dani from Asheville is the runner up for the International Au Pair Association (IAPA) "Au Pair of the Year" contest. Congratulations!

You can check out APIA's Au Pair of the Year winners (including Dani) [here](#). And IAPA's International Au Pair of the Year info [here](#).

Pro Tip: APIA and IAPA's contests are important ways that we share the stories of cultural exchange with our communities. Share these stories on your socials and include them in the next email to your leads, TBMs, and host families.

Girls Just Wanna Have Sun



The time to market for summer is **now**! Is spring break happening in your town? Spring break is the warning shot for parents to be sure their summer childcare plans are solid. Use the above graphic (or others from the [CC Toolkit](#)) when posting on social media - *hosting an au pair is the key to a smooth summer!* And feel free to use the template below to reach out to your leads and TBMs!

Subject: 😊 Kid Fun in the Sun?

Hi [Parent Name],

Summer will be here before we know it! If you haven't started thinking about child care yet, now's the time. Planning ahead means more choices and less stress when summer break rolls around.

Have questions about how hosting an au pair with APIA can help your summer run smoothly? Let's chat!

[Call to Action]: For a lead, give two day/time options for a phone call and include a link to [complete your application](#). For a TBM family, give two day/time options for a HF Interview.

Best,
[Your Name]

Harness the Power of LinkedIn



Are you Linked In? More than just a networking site, LinkedIn is a great way to find professionals in need of childcare. To get the most out of your LinkedIn experience, check out the attached one-pager tip sheet, designed to help you maximize your reach. Even more information can be found in the [digital marketing](#) section of the Marketing Microsite.

🏀 Another great week, seeing our colleagues slam dunk their marketing endeavors!

Now...the ball's in your court, so take your shot! 🏀

Thanks!

Robin