



Marketing Ideas for Eds

How will Kiwikidz support me with marketing?

Kiwikidz Home-Based provides a website which is regularly updated and maintains an active Kiwikidz facebook page.

We also provide:

Motor vehicle signage for your cars
Kiwikidz branded t-shirts for eds
Signs for your gate /fence
Media advertising / local radio / local publications
Printed flyers

How do I go about getting children to care for?

Use your own networks of family, friends, neighbours and acquaintances to find children to care for.

How about having your own facebook page advertising yourself as an educator?

Get some ideas from the educator profiles on our Kiwikidz facebook page.

Make sure you go along to other playgroups in your area, Mainly Music, Library Time, Playcentre.....

Do a write up about yourself and attach to our leaflets and deliver them around your neighbourhood.

Get some ideas from the profiles on our Kiwikidz facebook page on how to do your write up.

Put an ad on your facebook wall or your local community ones eg. Warkworth Buy and Sell, Wellsford, HBC, Helensville and other Community Pages.

Put your own ads up in supermarkets, doctors, dentists, cafes, playgroups etc.

Approach Mums and ask, "Are you looking for care? I am a home based educator and we offer 20 FREE ECE hours and 9 FREE WINZ hours if eligible" etc

If you need leaflets, help, ideas please get in touch