

If time is a little tight right now and it feels too tricky to think up and introduce a whole new Marketing Plan, then check out these **TOP 10 TIPS, small ideas that will deliver big results**, all from the safety of your [CareforKids.com.au](https://www.careforkids.com.au) dashboard:



### 01 Be Beautiful

Optimise the results from your CareforKids.com.au profile, by making it as gorgeous as your service. Pictures, up-to-date info, reviews, it all helps to create a positive view of your service.



### 02 Be Reliable

Log in to CareforKids.com.au every month and update your vacancy and fee information. We reward services which update regularly by moving them to the top of our search results list.



### 03 Be Honest

Make sure you only list vacancies which are available NOW (not where parents have to go on a wait list). Falsely advertising vacancies makes parents very grumpy.

### 04 Be Open

If you are doing a great job, why not invite parents to rate your service? It's the best way to win customers and parents love reading about the experiences of other families.



### 05 Be Clever

Consider new opportunities for filling vacancies quickly through opportunities such as a partnership with Care Corporate, which gives you direct access to a network of parents looking for care right now in some of Australia's biggest companies.



### 06 Be Different

If you want to stand out from the crowd then do something different. Use your CareforKids.com.au profile to showcase a special offer or opportunity. Everyone loves a cherry on the top!



### 10 Be Yourself

CareforKids.com.au enables you to showcase all the unique, amazing and excellent things about your service. Put your best foot forward and update your profile right here right now!



**CareforKids.com.au**  
*Child care search made easy*

# Cheat Sheet

### 09 Be Responsive

We love hearing from you, so when we send a reminder email asking you to update your vacancy and fee details, please drop us a line to let us know where you are at.



### 08 Be Connected

Vacancy Alert provides access to an unlimited database of families that need care in your area right now. It's the fastest and best way to fill vacancies in your service.



### 07 Be Easy

Making life easier for families looking for child care will make them love you more. Enabling parents to waitlist with your service from your CareforKids.com.au profile is a great example of this.



Check out [CareforKids.com.au](https://www.careforkids.com.au) services [here](#) or [schedule a call](#) with our sales team to learn more about our new multi-list service and enjoy a special rate.