

👉 On Wednesdays...

Robin Leon <rleon@aupairinamerica.com>

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To:Robin Leon <rleon@aupairinamerica.com>

...We do marketing!

👉 No mean girls here...just marketing advice that's oh so nice. Read on for marketing tips that are incredibly *fetch* 👉

👉 Rock that Ribbon!



This month, Amanda Wagner, our CC in Kansas City, partnered with her local Chamber of Commerce to host an APIA Ribbon Cutting. As part of this event, Amanda provided a kids table, lots of swag, and custom APIA cupcakes – all a huge hit! Several attendees took home APIA info to share with friends and colleagues, and Amanda made valuable connections with members of her community, even earning a “shout out” in the Chamber’s e-newsletter. Congrats!

👉 Crafty Marketing



West Virginia CC Stephanie Carper is getting crafty! Her local children’s museum recently offered community members the opportunity to purchase tiles that will line the museum’s entry way. Stephanie broke out her Cricut machine and made a gorgeous mini-mosaic, featuring the APIA logo. Now *that's*...the art of marketing.

👉 A Tasty Event



Linsley Culpepper, one of our GA CCs, recently represented APIA at “A Taste of Glynn” – a local fundraising and culinary event, benefiting survivors of domestic violence. The event included tasty treats and eats from local chefs, as well as a silent auction. APIA was proud to help sponsor this great event.

Walk It Off



One of our CCs in CA, Jennifer Brewer, recently hosted an APIA table at The Mom Walk Co.’s winter event. Jennifer provided snacks and snow themed activities, in addition to APIA swag and a raffle item. She shares that her penguin footprint craft, polar bear handprint craft, winter themed beanbag toss, and pretend snow sensory bins were a huge hit with the crowds of kids and families in attendance. Jennifer created her own social media recap and the organizers also gave APIA a shout out on social media. Awesome work!

Heroic Effort



As the CC representing APIA in our HQ’s backyard, Christine Meek, is working to make sure APIA is *the* choice for families in Stamford, CT. She recently hosted a table at her local moms group’s Stamford Superheroes event. Christine chatted with local families while their little ones enjoyed an APIA crown

decorating station. Several of her current host families stopped by as well, a sure sign that this event was the perfect place to be.

Let's Plan



Join us for **"Marketing Magic: Let's Plan 2024!"**

When: Tuesday, January 30th, at 1 PM Eastern/10 AM Pacific

We'll review:

- Options for staying organized
- Seasonal activities to keep on your radar
- Custom marketing ideas to meet your goals

[Reserve](#) your spot!

Now that's some auction action!



We've said it before, and we'll say it again...Spring is a *the* time for school and community auctions. Florida CC, Lauren Schuler, recently put out an offer for auction baskets to her networks and received 12, count 'em, 12 requests for APIA baskets, along with an offer to present about APIA and host a booth at one of the auction events Go Lauren!

Why not put out an “all call” in your area?

Sample for posting on Social Media, sharing with Facebook groups, sending to your personal networks, etc.: “Hi [friends/moms/town name members/etc]! I’m putting in an order for auction baskets with my company, Au Pair in America, and I’d be happy to add you to my list. If your school, team, or charitable organization has an upcoming auction, and you’d like a high dollar value item donated (\$500+), please let me know, and I’ll add you to my order.”

You go, CCs... (and Glen Coco)!

All best,

Robin Leon (she, her, hers)

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All best,

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