
🌸🍷🍷 Unmask Your Marketing Mojo

From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

Gumbo, rice, and everything nice – are you ready for Mardis Gras? In the spirit of this special celebration, we're throwing on some beads & bling, and pretending we're in the Big Easy.

Speaking of *easy* (sorry), check out the simple but effective marketing ideas below. And *laissez les bons temps rouler*! 🌸🍷🍷

🌸 Wheely Great Event



Virginia community counselors Sandra Washington and Inga Brown teamed up to take on “KidFest”, a local event all about families. Big kids were treated to giant Jenga while the little bitties were parked with toy cars in a pack n play. (Genius idea for creating an environment where parents are actually able to talk and learn about the program.) A snack box provided refreshments, while the prize wheel was doling out temporary tattoos, pens, and the like. Sandra and Inga had *car*-ma on their side and left this event with ***15*** quality leads!

🌸 Done? We've Just Begun!



You worked hard to get those promo HF apps through the door, now what? Time to work those TBMs! Families who applied by our “VAL” February 14th deadline are eligible for \$500 savings when they match by April 30th .

Now is the time to provide consistent, professionally persistent follow up. Reach out to your TBMs discuss what they are looking for in an au pair, add au pair profiles to their portal (be sure to let them know the “why” behind your pics), and encourage them to reach out and begin their interviews. Sharing [this video](#) is a great reach out.

🌟 Too Good to Bid True



Angie Hoialmen, CC in Minnesota, is taking advantage of all her local chamber of commerce has to offer. Angie created auction baskets for the upcoming Annual Dinner 2025 and Black Gown Gala. Auction baskets are a great, low-cost way to get the APIA name in front of lots of people. Basket budgets have increased to \$45 between now and April 30th. How many will you deliver in your community?

🌟 Hankies ready?



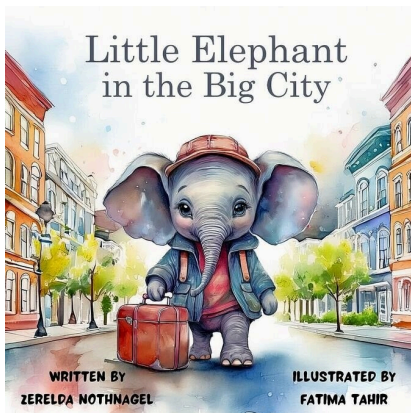
We are pleased to announce the Au Pair in America “Au Pair of the Year Award” Winners! This year, we received an overwhelming number of heartfelt host family nominations, each of them filled with inspiring stories about their au pair – **thank you judges!** Choosing our winners was challenging, and we are thrilled to honor and acknowledge these amazing young people.

Congratulations to ***Geraldine Gamboa Santiago*** – Our First Place Winner!

Click [here](#) to read about Geraldine, along with the rest of our amazing winners.

And when you see APIA sharing these amazing stories via our socials, be sure to like, comment, and share!

🌟 Wonder Woman



Our community counselors are a talented bunch! Did you know? Zelda Nothnagel, community counselor in the Bronx, is also a published children’s author! You can read all about how her experience as an au pair inspired this sweet story [here](#).

Ready to see your name in the headlines? Let’s talk about pitching your story to local press.

🌟 It’s a Sign



Marketing doesn’t have to be complicated. Georgia’s Cindy Hallen simply left an Au Pair In America sign at the entrance of the parking lot where her cluster meeting was to be hosted. While Cindy and her au pairs were roasting s’mores around a bonfire, local families were seeing the APIA logo.

Remember, customers typically need ***seven*** interactions with a company before any purchase takes place. What a great way to keep our brand top of mind, Cindy!

🌟 It's a Family Affair



The Hilton Head Rec Center recently hosted a Daddy/Daughter Dance and Mother/Son Game Night. Community Counselor Lauren Cantor made sure that APIA was the life of the party, and our crowns and swag bags were a huge hit. We love seeing our swag in action!

🌟 Lights, Camera, Love



Another beautiful example of doing well by doing good. "Love is Love," hosted by Unity Point Health-Meriter Foundation and UW Health at Madison's Overture Center for the Arts, brought together artists, musicians, and community members to raise money to support LGBTQ+ youth in Wisconsin. Amber Young, our community counselor in Madison, was on hand to represent APIA. Let us know how you're getting involved with local organizations and how APIA can help!

🌟 Ready to stand out in a crowd?



Join us for "**Marketing Magic: Saturation Situation**" - featuring special guest star, **Denise Eliopoulos!** Tuesday, February 25th, at 1 PM Eastern/10 AM Pacific

Is your cluster market saturated? Feeling lost in a sea of competitors? Learn how to **stand out in a crowd!**

We'll review:

- ✅ Creative ways to use your strengths as a CC
- ✅ Practical marketing strategies to help you stand out in a sea of competitors
- ✅ Smart, easy ways to connect with your future customers and make your mark

[Reserve](#) **your spot now!**



That's that on another marvelous week of marketing. As spring begins rolling our way, be on the lookout for the best local Egg Hunts, Earth Day celebrations, Spring Flings, and local auctions in need of a donation.

Enjoy the weekend and *mardi* on! 