

LOVE is in the air...

From Robin Leon <rleon@aupairinamerica.com> Date Fri 07/02/2025 09:02

Happy Friday!

Cupid's arrow found its way straight to our marketing hearts this week! We're crushing on all the great outreach,

partnering, sponsoring, and advertising happening coast to coast, and we're sure you'll love it too.

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Karen Brown has found her perfect match! Karen and Jessica, a local lactation consultant, have teamed up to refer each other's businesses.

As an extension of this referral arrangement, Karen was even invited to speak at a Lactation Station meeting sharing the benefits of live-in,

flexible, affordable childcare with more than a dozen local mothers.

Karen recommends "when selecting your referral partners, make sure you choose the BEST in the business! You should confidently refer the best professionals to your trusted clients!"



### (copy and paste me)

We're feeling the love at APIA, and we hope you are too! Check out this adorable video of host children learning to say "<u>I Love You</u>" in different languages.

Want to make your Valentine's Day even sweeter? Use code **VAL** when submitting your application by February 14th and matching by April 30th to save \$500!

### The Promos:

- 1. <u>New family promo</u> New host families receive a \$500 discount when they apply with code **VAL** by February 14, 2025 and match with an au pair by April 30, 2025.
  - This promo is for HFs who apply between 1/23 and 2/14, so please do **not** go out to TBM families who have already applied about this discount. Leads are fine.
  - This discount cannot be combined with any other offer.
- <u>Switch and Save Discount</u> Are you currently hosting an au pair on the Exchange Visitor Program from another agency? Try Au Pair in America to experience the difference! <u>Apply for free</u> between January 23, 2025 and February 14, 2025 to receive up to \$1,000 off your program fee when you match by April 30, 2025.
  - Valid for first-time host families only. Use code SAS when applying. Must show proof of hosting with another agency to be eligible.
  - This discount can always be combined with a referral credit. It cannot be combined with other discounts/promotions.
- <u>Federal Employee Discount</u> Au Pair in America is pleased to offer a \$700 discount on our program fees to federal employees who apply to host by March 1, 2025 and match by May 31, 2025. <u>Create an account today</u> to submit your application at no cost or obligation.
  - New host families only. Apply with code FED. Must show proof of employment with the U.S. federal government.
  - Cannot be combined with any other offer. To qualify, you must apply to host between January 30, 2025 and March 1, 2025 and match with an au pair by May 31, 2025.

Where can I find allIII the details on APIA promos – short term and standing? <u>Au Pair in America</u> – <u>Discounts</u>

# 📥 Flashback to Fall



West Virginia's Stephanie Carper, did a (red) delicious job representing Au Pair In America at her area's Apple Butter Festival last October.

Stephanie wrapped up this event with five leads and a new connection with a local lactation consultant. She kept her table a-peel-ing by

utilizing baskets to display her swag, and she made it a goal to talk to as many attendees and vendors as possible. Kudos!



## Finding Your Marketing Zen

APIA recently sponsored a very special retreat for moms. Hosted by Mindful Return, an organization focused on helping new moms return to work smoothly,

this getaway focused on wellness and connection. APIA provided swag bags for attendees, filled to the brim with goodies and info on the benefits of hosting

au pairs with our agency. Mindful Return also shouted out their thanks to APIA on social media.

Know of a great audience for us to reach? Let us know! Robin Leon at <u>RLeon@aifs.com</u>

# 🚰 Doing Well, Doing Good



Chicago CCs and clusters collaborate to care! Windy-city area counselors Marcy, Ulrike, Pam, and Lana gathered their APs and HFs,

invited their leads, and advertised on social media that APIA was headed to Feed My Starving Children for a special volunteer event.

Everyone worked together, packing meals for folks in need. The counselors also provided goodies to all of the children in attendance.

What a great way to take a host family day and "make it marketing" while also giving back in your community. Amazing job!

Ready to make your HF Day Marketing?

- Get event approval first (rleon@aifs.com)
- Reach out and invite leads
- Encourage host families to bring friends
- Invite community leaders/referral partners
- Share event info online/FB groups

## Ch Goody!



Monique Larson's got it in the bag – the goody bag, that is. Monique recently created several APIA swag packs and dropped

them off at *Kids Night Out* at her local Small Wonders Gym in Vero Beach, Florida. Goody bags were filled with an APIA crown & crayons,

an APIA tattoo, playdoh with APIA sticker, a fruit and granola snack, and pop-it kids bracelet. Way to connect!

### To Market, to Market



Despite what the groundhog had to say, spring is on the way. As the days get longer and the weather warms up, where can you find local families?

Why not check out the Farmers Market! Dianna Ryel in Asheville, is a huge fan of marketing at the market. At a recent booth, Dianna passed out branded,

reuseable grocery totes - a great way to get the Au Pair In America name visible with farmers market shoppers – and walked away with several leads and community connections.

### Spread the APIA Love

A basket of food and drinks

Al-generated content may be incorrect.

It is time for your annual spring "auction all call." But we're making it sweeter by bumping your basket budget from \$25 to \$45/basket,

between now and April 30th! Copy and paste the below and share with HFs, TBMs, leads, on your own social media pages, and in local Facebook groups"

Hi [friends/moms/town name members/whatever]! I know spring auction season is here, so 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. That's all for now, sweethearts. We hope you're feeling the love!



Marketing Girl