

## S Are you ready for some...?

From Robin Leon <rleon@aupairinamerica.com> Date Fri 04/10/2024 09:31

Marketing! (What did you think we were going to say? ())

For many, fall can mean only one thing...Football! (*American* football, that is). From Friday night lights to College Game Day to the pros in the NFL, we can't get enough of the gridiron. So, whether you love the Cowboys or Giants, the Bucs or the Pats, it's time to see how our teammates across the US are using their marketing playbook.

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CCs Karen Walker and Katja Lewis whipped up a "*Great Cluster Bake Off*" theme in New Jersey for their host family day plus marketing event. They mixed in a dash of leads, a hint of TBMs, and a pinch of host family fun to ensure the event's success. The winning dish... a blueberry pavê, yum!

If you're interested in turning the temperature up on *your* host family day, you can make it a marketing event! Get all of your FAQs answered <u>here</u>.

Top chefs take note... when submitting a swag order for ANY event, please make sure you use the <u>Monday.com form</u> (bookmark me!)

Solution Of the Please Please Place Please Place Place



APIA's new Marketing Microsite is live! This brand new, AMAZING resource is devoted to Community Counselor marketing. Check it out to find info on everything from managing a lead to promoting yourself in a digital space, from rocking your community events to creating awesome auction baskets.

Find the link to access the Marketing Microsite in the "Announcements" section of Field Point.

S Home Field Advantage



The Kansas City Chiefs are feeling a lot of hometown love at the moment, and Kansas City area Community Counselor Amanda Wagner took advantage of *all* the local pride. Local upscale shopping center Zona Rosa hosted a "Red Tailgate Kick-Off party" and Amanda and her au pairs were on hand to celebrate with a spinning wheel full of red prizes and APIA swag. Even KC Wolf, the Chief's mascot, stopped by to give the wheel a whirl and learn more about our amazing cultural exchange program.



Florida's Karen Brown recently partnered with the Jax Bump and Beyond Baby Expo to host an APIA table at her area's most popular event for new and expecting parents. Karen captured a whopping 20 leads at expo, along with a ton of great connections.

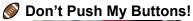
While the primary focus of community marketing events is connecting with prospective host families, don't overlook the networking possibilities. At Bump and Beyond, Karen was able to connect with other vendors to set up co-marketing opportunities, like providing APIA bibs to an ultrasound boutique for client goody bags, brainstorming with a post-partum wellness organization, and identifying a potential new Host Rep who's ready to help spread the word about Au Pair in America.

\*Questions about Host Reps? Check out the "Community Opportunities" section of the Marketing Microsite.

Shell-e-brate Good Times!



Florida Community Counselor Monique Larson broke out of her shell and hosted her very first marketing table at the Turtle Krawl, a local road race with proceeds going to protect turtles and their habitat. Monique reports that she learned so much at this event and can't wait for her next one. Kudos on a great event!





Lauren Schuler's recent booth at Tallahassee's "Downtown Get-Down" was the place to be for Florida State football fans. Lauren's secret for a festive fan event? A button maker for making wearable swag! She reports receiving many compliments from event attendees. Other ideas for attention grabbers for your next APIA booth include bubble machines, kids games, international <u>flag banners</u>, and eye-catching raffle baskets.



Community Counselor, Alejandra Alvarado, recently made marketing magic at Boise's Baby & Tot expo. Alejandra says, "I had such a great time at the event. It wasn't overwhelmingly busy, which made it

easier to really connect with the right audience. I got 10 solid leads, so overall, it was a very successful day!"

*Pro Tip: Be on the lookout for baby fairs, preggo expos, and other events that target new and expecting parents in your area.* 

Ø Our APIA players have been in top form this fall. But now it is your turn to hit the field. Get out there and hustle – you're all MVPs!

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