
🌀 SURF into...

From Robin Leon <rleon@aupairinamerica.com>

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Happy Friday!

Goodbye popsicles, beach trips, and flipflops. Goodbye pool parties, triple digit temps, and sleepaway camp. The unofficial end of summer is here, and autumn is knocking on the door. Let's take one last look at some *hot* marketing ideas as we surf into the (summer) sunset.

🌀 Not to Brag, but it was All the Flag



Gina Lascink and two of her au pairs recently hosted a booth at a local Portland, Oregon street fair. Gina used a prize wheel to help attract future host families to her table. Gina also credits the multinational flags hung at eye level for getting her noticed - and they really worked! Gina chatted with many local families, and the event was a success.

Remember, CCs are entitled to a \$100 payment when you host a marketing event plus a \$75 bonus if you collect and enter five or more leads.

🌀 Congrats Grads!



Introducing a very exciting offering! Chicago CC Ulrike Kieffaber is helping APIA CCs across the US to elevate their TBM game through her course, "Aim for Success - Skills & Strategies to Grow Your Cluster."

APIA piloted this course over the summer, and the results have been amazing! Ulrike and her intrepid course participants talked about skills to get families to commit to APIA and make a match.

But you don't have to take our word for it...here's what course graduates are saying about Ulrike's coaching:

- *Working with Ulrike has been an enriching experience. Her skills have broadened my perspective and abilities.*
- *Ulrike has given me the confidence in my ability to conduct a lead/follow up/interview using helpful language to engage the prospective host family.*
- *I think that every CC, old and new should have the opportunity to take this course.*

Congrats to our first set of "Aim for Success" grads, and hats off to Ulrike for helping them succeed!

*Interested in learning more about the next session of this course? Reach out to Ulrike Kieffaber:

ukieffaber@aupairinamerica.com

🔊 **This is HUGE!**



This week, APIA launched a promotion for new families who apply through September 30th and welcome an au pair this year! Please see details on our [home page](#).

We've also increased the Switch and Save promo to \$1,200 for the same time period and will be emailing leads with this information.

These are two great promotions that give you a great reason to reach out to leads!

🔊 **Lake Life...**



Our Rhode Island counselors, Ginger Kroll and Sarah Merriam, embraced fresh water and sand for their annual Host Family Day/marketing event. And *a-shore* you, they did an amazing job advertising and getting the word out. They had multiple community members mention that they had seen publicity about the event all over town. Well done, ladies...you float our (marketing) boat!

🔊 **"For Real Life!"**



Bluey is currently the center of toddler pop culture obsessions (If you know, you know). So when Kansas City counselor Amanda Wagner heard about a “Bluey Dance Party” at a local outdoor shopping center, she knew she had to get APIA a table. She grabbed some swag, her attention-getting prize wheel, and an au pair helper before heading out to the event. The au pair help proved to be key with over 500 prizes (Bluey temporary tattoos, APIA beach balls, dog paw bracelets, and more) passed out during this event. To keep those au pairs coming back and volunteering for future events, Amanda recommends mailing a handwritten thank you card including a \$5 gift card post event.

🧠 Double Take



This month’s Marketing Magic was all about marketing to *unique* families. We focused on parents of multiples (twins/triples) and military families. You can take a [second look here](#) to make sure you know ALL the tips and tricks. Remember:

- Make sure parents of twins know that the cost of an au pair is per family not per child. Super helpful when comparing against other forms of child care.
- Look for military spouses groups (online and IRL). This is a great way to connect with military families.
- That CC [Toolkit](#) has ALL the images you need (multiples, military, seasonal) to effectively market APIA on your social media and beyond.

🧠 Storytime Star



Tallahassee Community Counselor Lauren Schuler was recently on hand for “Drag Queen Story Hour” at her local Common Ground Books. This fun event gave Lauren the opportunity to connect with many local families. She provided snacks and passed out APIA coloring crowns to attending children. Lauren, you remain the queen of marketing skills!

👉👉👉 It's just about time to say farewell to those summer nights (🎵tell me more, tell me more 🎵). However, you don't have to say goodbye to great marketing. It's time to start looking for those fall festivals, trunk or treats, and Turkey Trots.

Wishing you a smooth transition into fall!

Robin Leon (she, her, hers)

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