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## April Showers Bring...

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From Robin Leon <rleon@aupairinamerica.com>

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To Robin Leon <rleon@aupairinamerica.com>

Marketing Marvels! Hmmm...that's not quite how the saying goes, but you get the point.

Whether your forecast is cloudy or clear, we hope you have a high chance of community engagement and spring events. A sprinkle of auction baskets and a drizzle of networking means you're ready to *shower* your cluster area with marketing and growth.

With apologies to Rihanna, you can stand under our umbrella (ella, ella)...while you read about CCs making marketing magic, coast to coast.  

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## Caboose on the Loose



Hawaii's Meghan Gerard took notes on doing good to do well. Last month, Meghan and her au pairs participated in the Red Shoe 5K benefiting Ronald McDonald Hawaii. Donning their APIA tees and pulling a branded "caboose," they were obviously a *shoe-in* for getting noticed and even won an award! But the fun didn't end there. They made many community connections and met all sorts of people, including the Lieutenant Governor. Way to put your best foot forward, Meghan!

## To Market, to Market



Counselor Dianna Ryel in Asheville has found her preferred spring hangout... the farmers market! Her table was irresistible to all the children in attendance thanks to APIA crowns, gem stickers, and metallic markers. Not only did the crowns promote name recognition, but they also kept kids occupied allowing Diana to talk with parents in depth. Marketing at the market? Marvelous!

**Pro Tip:** Do you have a farmer's market in your area? These are CC faves for connecting with families.

### 🌈 Still Singing about Spring Surge



**Spring Surge:** We're halfway there! How many matches did you have in March? How many are you targeting for April? Time to check in on your plan to beat your 2024 matches.

And, shout out to our weekly prize winners so far:

- Sunel Van der Westhuizen - \$100 Amazon gift card
- Melissa Oro – Spa Experience
- Lisa Castagna - \$100 Visa gift card
- Andrea McMains – dinner for two

Want to be one of our next winners? You'll earn one raffle entry for every qualifying match each week. Be sure to use the text and email templates shared after March's Marketing Magic session.

## 🌂 Networking Know-How



Flashback Friday, Florida Files! Last fall, Monique Larson attended a Ladies Luncheon through the Women's Networking Group in Vero Beach, FL. Monique fired up her elevator pitch and made some connections. This event gave her the opportunity to display her networking power moves and meet both potential clients AND potential community partners.

Ready to get connected in your community? Check out the [Community Opportunities](#) section of the Marketing Micro-site for great ideas and helpful tips!

## 🌂 Going Once, Going Twice...



In Maryland, CC Annie Stauffer recently created FIVE fabulous auction baskets for local organizations. Annie produced two international kid baskets, a pampering wine basket, a baby food basket, and an international cooking basket.

*Reminder: Spring auction season is still in full swing, and the budget for auction baskets remains at \$45.00 through the end of April.*

## 🌂 Rocking the Real Estate



Kansas City's Amanda Wagner knows that when a family moves to a new area, one of the first things on their mind is securing quality childcare. That's why she researched local real estate agents and reached out to the corporate relocation specialist in her area: Group O'Dell Real Estate. Amanda provided them with flyers to pass along to their customers, got listed as a preferred vendor on their website, and filmed a short [interview](#) that appeared in Group O'Dell's weekly newsletter and on their [Instagram](#).

Even better, the video (with a link to the [whole interview](#)) and APIA blurb was sent out in the Group O'Dell weekly newsletter! Woot woot!

*Pro Tip: Have you reached out to realtors in your area? Having APIA's info is a great resource to help them help their clients, and realtors make awesome referrals partners.*

### 🌂 Maven of Medicine



Lauren Schuler knows that medical professionals are the perfect target market for the APIA program. And her efforts to find her client niche have not been in *vein*. Lauren recently hosted a successful table at the Capitol Medical Society Awards Dinner in Tallahassee, getting APIA's name and info in front of local physicians likely to need our program. Lauren, ICU rocking your local marketing!

🌂 Rain or shine our counselors deliver the marketing magic. Keep working on – and sharing! - ways to make a *splash* in your area! 🌂

Have a great weekend!

