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## Fierce & Fearless Marketing



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From Robin Leon <rleon@aupairinamerica.com>

Date Fri 07/03/2025 09:23

To Robin Leon <rleon@aupairinamerica.com>

Happy Friday!

  As the saying goes... March comes in like a lion and out like a lamb. If you're having wacky weather where you are, hopefully, you're in for a lovely spring.

Speaking of the king of the jungle, our intrepid team has been giving *mane* character energy with marketing endeavors that have been a roaring success.  

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## It IS Easy Being Green



Mindi Lesinsky, our new Knoxville CC, was sham-rocking and rolling at Farragut Community Center's Shamrock Ball. Mindi decorated themed teddy bears with APIA stickers and passed them out alongside our usual APIA swag. The bears and APIA crowns were a huge hit with a line forming to learn more about APIA while scooping up swag. Over 150 people in Knoxville had the opportunity to learn about Au Pair in America. Mindi, we're *clover* the moon about the success of your first marketing event!

## Spring Surge



Spring is all about new beginnings, and APIA is kicking the season off with an exciting challenge... **The Spring Surge!** This new community counselor incentive is designed to help you grow your cluster, boost success, and earn extra rewards!

Your mission... Increase the number of matches entered for your GEO code in March and April 2025 over 2024 matches.

There is no better time - host family applications are strong and matching is picking up steam!

#### How It Works:

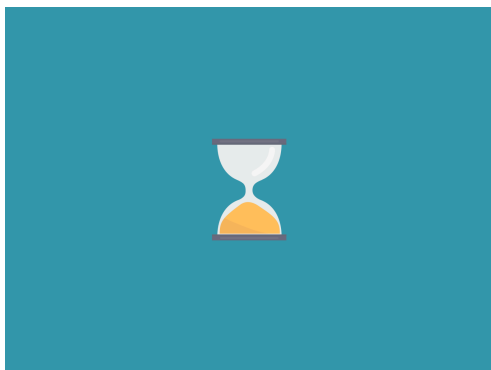
- On **Friday, 2/28**, you received an email (subject line: **Spring Surge Challenge: Personalized Match Data**) with the number of matches made for your GEO code in March & April 2024.
- For **each qualifying incremental match** entered for March & April 2025 **over your 2024 total**, you'll earn **\$100 per match**.

#### Scrub Life



Tallahassee's Lauren Schuler noticed that many of her leads and TBMs work in the medical field, so she focused on finding creative ways to get APIA info out to that community. Most recently, she hosted a table at the Capital Medical Society's Family Day. She used a raffle of college sports team branded items to draw people over to her table. Once there, she was able to tell them about the amazing, live-in, flexible childcare offered by Au Pair In America. Lauren walked away from this event with more than five leads AND had the opportunity to network with the heads of admissions at two local private schools.

#### Time is of the essence!



*Do you have a strategic system in place for Spring Surge?* Let's talk about tricks and tips to get your new TBMs matched!

Join us for "**Marketing Magic: The Moment a HF Applies**" - featuring special guest star, **Ulrike Kieffaber**!

We'll review:

- ✅ Secrets to quick TBM outreach
- ✅ Subject lines that sing, CTAs that grab attention, and outreach systems that work
- ✅ Easy templates for you to customize - talk about a timesaver!

Get ready to Perfect your Process and Score that Interview!

**When:** Tuesday, March 18th, at 1 PM Eastern/10 AM Pacific

[Reserve](#) your spot!

## Flashback Friday – Truck Touch



Waaaay back in 2024, Amanda Wagner went out to Kansas City Northern Railroad for their annual Touch-a-Truck event. There were Army Humvees, school buses, a bulldozer, dump trucks, a fire engine, police cars, farm tractors, and more for children to explore. The APIA paper crowns were the swag hit of the event and caught the eye of some Army reservists who were at the event chauffeuring the

Humvees. Two of the reservists had four children each and they were excited to hear about the affordability and flexibility of our program.

*Pro Tip: Be on the lookout for Truck Touch and Big Dig events in your area and see how you and APIA can participate.*

### Conquer the Competition



Make sure to check out the latest installment of **Marketing Magic: Saturation Situation**, featuring the wonderful Denise Eliopoulos, APIA Sr. CC and Field Rep. Denise shared her practical tips for standing out in the crowd, learned over her years with APIA. During this session, we talked about using our natural strengths, attracting future customers, and ways to work smarter, not harder.

Check out the recording here:  [Marketing Magic Saturation Situation DE.mp4](#)

### Tiny Billboard



That's what your business card is, after all. Are you ready to leave a mark with every hand you shake? Do you have a stash to leave behind at local family-friendly businesses?

If it's time for you to reorder business cards, simply visit the [Community Counselor Request Form](#). Be sure to select "business card" from the dropdown menu labeled "**Event/Paper Supplies or Business Cards.**" A few days later you will receive an email with a pdf proof to approve, and then shortly thereafter your new business cards will be on your doorstep. Don't be caught empty handed!

### Shine Bright Like a Rainbow



Even our Placement Team is catching spring auction fever! Cindi Donenberg, created this colorful "Spring Outdoor Fun" basket for an auction at a Dallas area preschool. *Pro Tip: Now's the time to offer APIA auction baskets in your community! Basket budgets have been bumped up to \$45 from now until April 30th.*

🐱🐱 It is a jungle out there, folks, but hopefully these pawsitive stories were just what you needed to end the week.

Wishing you a purrrfectly lovely weekend! 🐱🐱