



Outlook

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 **Monster Marketing Mash**

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**Happy Spooky Friday!**

 Halloween is here, and this week’s marketing wrap-up is crawling with ghouls, ghosts, and witches, all brewing up the best ideas. From spooky sponsorships to fang-tastic follow-ups, there’s plenty to sink your teeth into. Check out our tips that are all treats, no tricks!

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 **Scary Good Marketing**



This month, CCs Lana Hamman and Ulrike Kieffaber hosted a fun and festive Au Pair in America table at a trick-or-treat event in Naperville, Illinois. This event gave our brand some serious bite – the APIA logo appeared on both the

event map AND the organizer's website. The counselors passed out heaps of candy to little ghouls and goblins, while adults received goodie bags (containing a business card, of course). This dynamic duo also leveraged the excitement of a raffle basket to collect 11 new leads. Spooktacular results, ladies!

## Trunk Tales



Au pair counselors across the **Milky Way** are parking their cars, popping their trunks, and sharing some sweet community spirit. Stephanie Carper in West Virginia, Annie Stauffer in Maryland, and Viktorija Shackelford in Virginia all recently participated in trunk-or-treats. They had **Mounds** of fun handing out candy. But they're no **Airheads**, they also shared **Extra** information about live-in childcare with a cultural flair.

## **Standing Out from the Pack**



This month's Marketing Magic was all about highlighting your unique strengths and creating lasting impressions that will drive your success.

Check out the video [here](#) to learn:

- Smart questions to tee up your competitive advantages
- How to ease customer resistance
- The Commitment/Relationship ratio

## **Too Gourd to be True**



The Knoxville Chamber of Commerce is brewing up some fun with a Freaky Friday Fright Nite, and counselor Mindi Lesinsky made sure Au Pair In America was part of the magic. Mindi donated 100 frightfully fun goody bags packed with spook-tacular treats: a business card, APIA branded crayons, candy, fruit snacks, and a mini toy. But she didn't stop there! Mindi also took her Host Family Day and "Made it Marketing"! She welcomed current host families, a TBM, and 16 leads to her booth at Harvest Fest. Plus, her costume as an Au Pair In America unicyclist, drew a lot of attention. This was definitely a marketing boo-nanza!



**Heroes Lead the Way**



Our “Fast and First” promotion is still speeding toward success! Here are a few reminders about what's on tap:

Host Family Interview Incentive:

Community counselors have the opportunity to power up their paycheck by an extra \$25 per Host Family Interview (completed within 2 weeks of applying) and an extra \$50 for matching referred host families, now through November 26.

Host Family Discount:

Have you utilized your three \$100 TBM discounts? Each CC can offer three TBM families a \$100 off if they complete their Host Family Interview within two weeks of applying. (Both in-person and virtual interviews qualify, and this \$100 discount can be combined with other offers). This promotion also ends on November 26.



**Hey Punkin'!**



Pumpkins, pumpkins, everywhere! In Austin, Texas community counselors Kate Bakker, Sonja Young, and Kasie Marek joined forces to host **the** event of the fall season... Host Family day! Pumpkin carving, face painting, snacks, and community building were all a part of the event. Families and au pairs alike enjoyed a day of laughter, creativity, and connection — a true reminder that autumn is best celebrated together.

*Fangs* for the frightfully good memories. As we continue to spread the word about APIA across the land, your creative marketing efforts don't go unnoticed, they're simply *boo-tiful*. Thank you for bringing energy, enthusiasm, and a little magic to everything you do.

Now enjoy your Halloween... may you eat, drink, and be scary! 🧑‍🎃 🧛‍🦇 🎃

**Important Marketing Links:**

- Get info on all things marketing: [Marketing Microsite](#)
- I need videos, articles, and photos for sharing: [CC Toolkit](#)
- See what swag we have: [Swag Options](#)
- Order swag (please list quantities): [Swag Order Form](#)

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