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MARKETING MADE EASY

CLYBIAU PLANT CYMRU KIDS' CLUBS

[Marketing Pack Here](#)



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Thank you for being a member of Clybiau Plant Cymru Kids' Clubs. As part of your membership we have created a marketing pack to help boost your business in 2022 - the year of working twogether.

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Marketing Pack Overview

Whether you're looking to advertise the benefits of being registered, looking to recruit new staff or wanting to remind people that you offer year round holiday childcare then this pack is for you. Not only do we have customisable templates to add your opening hours and costs, but we also have ready-made hassle free content for you to post on the fly!

Club Marketing

To ensure your club is the talk of the town, marketing and promotion of your services and costs, alongside the different times and days available is key.

Social Media

We strongly encourage you to use the hashtag #WorkingTogether on Facebook, Instagram and/or Twitter in your posts so we can help you create as much buzz as possible.

Please find a selection of social media imagery to use in the promotion of your club - this pack is separated in to two segments:

1. READY SET POST = IMAGERY THAT CAN BE POSTED WITH NO EDITING REQUIRED

LINK HERE:

this folder will be updated on a regular basis

2. MAKE YOUR OWN = IMAGERY THAT CAN BE PERSONALISED TO FIT YOUR OWN NEEDS.

LINK HERE:

this pack requires the use of online editing tool Canva - this is FREE. Details on how to use Canva can be found [here](#).

Social Media Copy

[Marketing Pack Here](#)



Please find below some suggested social media copy:

- "Our Club is signed up to offer Tax Free Childcare. For every £8 you pay into your online childcare account, the government will pay in £2 to use to pay your childcare fees – contact us for more details!"
- "Need childcare over the Christmas period? We are open from __ to __ December offering quality childcare, play and helping to get everyone in the festive spirit!"
- "Looking for childcare before school hours? We offer a registered Breakfast Club from __am for £_ per session and are signed up to offer Tax Free Childcare. We offer safe transportation to the following schools: _____ Contact ____ for more information."
- "Whether you are working from home, travelling to a workplace or simply wanting your child to benefit from quality, fun play experiences with their peers, we can help! After School Club runs until __pm for children attending __ school. Contact ____ for more information."

[For more content, please click here](#)

