

# Appendix C: Marketing Plan

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## 1. Executive Summary

How to Read Your Baby (HTRYB) is a nonprofit organization whose mission is to empower, educate and support professionals that promote positive relationships between primary caregivers and their children. The organization does this by providing relationship-based curricula and training sessions designed to enhance the quality of the emotional connection between the parent or caregiver and the child.

Children who have emotionally responsive parents and caregivers learn more, are more psychologically stable, show more resiliency, have an ability to be independent and problem solve, which can be seen in improved school readiness and later school success.

As part of its business development plan through 2022, HTRYB is working to increase its reach in the parenting education space by:

1. Expanding current offerings with a focus on growth:
  - a. eTraining program
  - b. Curriculum expansion targeting 0-5 years
  - c. Behavioral /emotional management component for children and parents
2. Diversifying funding sources
3. Cultivating new audiences for existing curricula
4. Creating a low-cost, targeted marketing program
5. Increasing personnel, focusing on talent specific to training and business management
6. Forging strategic alliances with organizations that work with parents/caregivers and their children, such as: State-level child services programs
  - a. For-profit childcare centers (corporate level)
  - b. Healthy Families of America
  - c. Public health departments
  - d. Early Head Start programs

This Marketing Plan details how HTRYB can accomplish goals 3, 4 and 6 of the business plan.

## 2. Products and Services

### Products and Services

How to Read Your Baby offers two curricula—one to support parenting education and one to train childcare providers—and continues to innovate for the future.

Partners in Parenting Education (PIPE) trains professionals, including nurses, social workers, teachers, family support professionals, counselors and more, to coach the parents/caregivers

individually or in a small group sessions. The PIPE curriculum is designed to draw on the strengths of parents to help them become more emotionally available and increase their confidence as parents.

Emotional Beginnings is an adaptation of the PIPE curriculum. Caregivers learn to create more positive connections with children thereby boosting the emotional growth and development of children ages 0-3 that are in childcare.

In 2019, HTRYB will create and implement:

- PIPE Third Edition, including:
  - An expanded age range (0-5 rather than 0-3)
  - The addition of behavior modification tools, as well as mindfulness activities, for parents and children
  - Updated data and research
  - Reformatting for easier use
  
- Revised Emotional Beginnings Curriculum, to better support childcare providers in meeting the emotional needs of children in their care, including:
  - An expanded age range (0-5 rather than 0-3)
  - The addition of behavior modification tools, as well as mindfulness activities, for caregivers and children
  - Updated data and research
  - Reformatting for easier use
  
- Developing and Expanding Training, including:
  - Comprehensive e-training for PIPE
  - Custom, client-focused webinars
  - E-training options for advanced follow-up trainings:
    - PIPE and the Teen Parent
    - Strategy Strong
    - Using PIPE Gently
    - A Closer Look at Learning
  - New follow-up trainings and e-trainings:
    - PIPE Steps Series
    - PIPE Thread Series
    - The Language of PIPE
    - Mentoring vs. Teaching
    - Creating a Mentoring Program
  - Mini-PIPE e-Learning Trainings designed to give parenting educators a conceptual foundation to support them in sharing topics with parents, including:
    - States of Awareness
    - Baby Cues
    - Language Development

- Music and Rhythm
- The Process of Playing
- Temperament
- The Development of Trust
- The Power of Shared Emotions
- Imitation and Turn Taking
- Changing Don'ts into Do's
- Respect

## Sales Channels

- How to Read Your Baby currently offers its curriculum via its website, which makes sense given the potentially global reach of the organization. However, trainings are generally limited to the Denver area or at the client site.
- HTRYB is creating a low-cost e-training program that will allow customers to learn the PIPE and Emotional Beginnings curricula from their own home or workplace.

## Pricing Strategy

How to Read Your Baby prices its curriculum and training programs lower than its competitors and can change its pricing structure in the following ways to maximize profits in 2017 and 2018:

### Strategy 1

Increase training price per participant and introduce a three-tiered pricing model.

### Tiered Pricing for PIPE 2-Day Training

Tiers	# Participants	Old Pricing	New Pricing*	New pricing covers organizational cost + ~\$1,000 margin based on lowest number of participants per tier.
Tier 1	Minimum 6 Participants	\$275.00	\$360.00	
Tier 2	8-16 Participants	\$275.00	\$315.00	
Tier 3	17-32 Participants	\$275.00	\$280.00	

### PIPE 2016 Revenue

# Participants	Old Pricing	New Pricing
10	\$2,750	\$3,150
3	\$825	\$1,080
28	\$7,700	\$7,840
2	\$550	\$720
9	\$2,475	\$2,835
10	\$2,750	\$3,150
13	\$3,575	\$4,095

13	\$3,575	\$4,095
13	\$3,575	\$4,095
10	\$2,750	\$3,150
6	\$1,650	\$2,160
6	\$1,650	\$2,160
10	\$2,750	\$3,150
10	\$2,750	\$3,150
143	\$39,897	\$44,830

## PIPE 2017 Anticipated Revenue

# Participants	Old Pricing	New Pricing
3	\$825	\$1,080
15	\$4,125	\$4,725
23	\$6,325	\$6,440
11	\$3,025	\$3,465
6	\$1,650	\$2,160
32	\$8,800	\$8,960
26	\$7,150	\$7,280
19	\$5,225	\$5,320
6	\$1,650	\$2,160
3	\$825	\$1,080
5	\$1,375	\$1,800
3	\$825	\$1,080*
10	\$2,750	\$2,850*
3	\$825	\$1,080*
165	\$45,375	\$49,480

\*Estimated

## Strategy 2

Offer curriculum to government entities at a higher price than private payers. Governments need to spend their full budgets or they will lose it at the end of the fiscal year.

### Strategy 3

Increase PIPE curriculum pricing by 10% across the board to offset lower sales and increasing costs.

PIPE	Current Price	Forecasted 2017 Sales	Forecasted 2017 Units	Forecasted 2018 Budget (Current Price)		2018 Recommended Pricing Strategy		
				Forecasted 2018 Sales	Forecasted 2018 Units*	10% Increase	Forecasted 2018 Sales	Forecasted 2018 Units*
English Curriculum Package	\$500.00	\$80,965.00	162	\$89,061.50	178	\$550.00	\$97,900.00	178
Spanish Curriculum Package	\$500.00	\$12,500.00	25	\$13,750.00	28	\$550.00	\$15,400.00	28
English Educator's Guide	\$300.00					\$330.00		
Spanish Educator's Guide	\$300.00					\$330.00		
B&W English Parent Handouts	\$300.00					\$330.00		
B&W Spanish Parent Handouts	\$125.00							
B&W French Parent Handouts	\$125.00							
Color English Handouts	\$125.00							
Activity Cards	\$75.00	\$3,750.00	50	\$4,125.00	55	\$82.50	\$4,537.50	55
Baby Friendly Parent Handout Replacement	\$25.00							
PIPE 12 Pack Coloring Books	\$15.00	\$435.00	29	\$478.50	32	\$16.50	\$528.00	32
	<b>Product Revenue</b>	\$97,650.00		\$107,415.00			\$118,365.50	

	<b>Sales &amp; Training Revenue</b>	\$150,270.48		\$165,349.94			\$176,300.44	
		% of Income	74.39%	% of Income	72.92%		% of Income	73.34%
	<b>Total Income</b>	\$202,000.00		\$226,765.00			\$240,394.15	
				*Forecasted unit increase commensurate with bump in marketing efforts.			*Forecasted unit increase commensurate with bump in marketing efforts.	

### 3. Target Audiences

How to Read Your Baby has three target audiences:

1. Parenting educators, including individual therapists, human service workers, home visitors, substance abuse therapists, Early Head Start family support workers, teen parent educators/mentors, and mental health clinicians, that work with parents of children ages 0-5
2. Childcare providers and teachers working with children ages 0-5
3. Organizations that support parenting education, such as schools, government agencies, hospitals, other social service organizations, housing assistance programs, and more.

HTRYB's current customers include individual therapists as well as large government, school and nonprofit organizations. They are generally committed to providing effective parent education to their clients in order to strengthen the family bond.

One of the largest single providers of HTRYB's PIPE curricula is the Nurse-Family Partnership, a maternal and early childhood health program that helps first-time mothers succeed as parents. Their group purchases the PIPE curriculum from HTRYB and uses it as part of their parenting intervention program. HTRYB will cultivate additional partnerships like this one as part of its growth initiatives.

### 4. Promotional Strategy

#### Competitive Advantage

Parenting education programs like those created by HTRYB are considered a core service in the prevention of child abuse and neglect, which has been on the rise in recent years.

An average of 10 children per 1,000 are subject to maltreatment each year, including physical, sexual and psychological abuse, as well as neglect. Maltreatment is generally associated with lower school achievement, juvenile delinquency, substance abuse and mental health problems. This maltreatment can result in long-term physical, social and emotional problems and even death.

Child deaths from maltreatment have increased by more than 5 percent since 2011. An average of five children die everyday from abuse and neglect, which has the potential to be at least partially mitigated through parenting education program.

Parenting education, like that taught in HTRYB's curricula, is a respected, well-researched and clinically tested approach for working with a variety of childhood problems. It helps strengthen families and communities by providing practical knowledge and skills that help create lasting relationships between children and their caregivers. It's also believed to reduce costs for long-term child welfare services, alcohol and drug treatment and remedial education.

Research shows that effective parent training can change parent attitudes and behaviors toward parenting and promote protective factors for children, including secure attachments, school readiness, healthy emotional development, strong problem-solving skills and emotional regulation. These factors have been shown to help children grow into stronger, more resilient adults.

HTRYB believes that more resources need to be made available to caregivers and parents to help them better understand how to raise and guide their children. This can be done through schools, churches or other organizations interested in supporting families. However, home-based interventions have been shown to be particularly effective because it allows for one-on-one training with the parent and child.

Parenting education is most effective when it uses interactive training techniques, including roleplaying, active modeling and hands-on practice with children. This model is central to the evidence-informed curriculum HTRYB uses to encourage positive parent/caregiver relationships with children. Plus, it provides the organization's biggest competitive advantage in the parenting education space. HTRYB does not provide direct services to parents or caregivers but rather trains professionals who work with parents, guardians and other caregivers and their children.

**Sources:**

Parent Education to Strengthen Families and Reduce the Risk of Maltreatment Issue Brief, September 2013, Child Welfare Information Gateway: <https://www.childwelfare.gov/pubs/issue-briefs/parented/>

Does Parent Education Work? by Michael P. Hardin, M.Ed. & Miriam Mulsow, Ph.D., University of Northern Texas Office of Family Science Education, Research and Policy: <http://parenteducation.unt.edu/resources/publication-university-north-texas-center-parent-education-partnership-texas-council-fam-4>

America's Children in Brief: Key National Indicators of Well-Being, 2016, Federal Interagency Forum on Child and Family Statistics: [https://www.childstats.gov/pdf/ac2016/ac\\_16.pdf](https://www.childstats.gov/pdf/ac2016/ac_16.pdf)

Child Abuse and Neglect Fatalities 2015: Statistics and Interventions, April 2017, Child Welfare Information Gateway: <https://www.childwelfare.gov/pubPDFs/fatality.pdf>

## Marketing Goals & Tactics

### **Marketing Goal 1: Cultivate new customers for existing curricula.**

*Key Messages:*

- Benefits of parenting education for community providers
- How HTRYB meet parenting education needs
- Unique value of HTRYB's curricula
- New training and product offerings
- Promotional sales and discounts



*Tactics:*

- Email campaigns to build new customer relationships with targeted providers, such as:
  - State-level child services programs
  - For-profit childcare centers (corporate level)
  - Healthy Families of America
  - Public health departments
  - Early Head Start programs
- Quarterly targeted direct mailings that introduce:
  - New products
  - Specials and discounts
  - Upcoming training opportunities
- Social media campaign, including
  - Weekly social media posts to build a following on Facebook and Twitter
  - Regular blog posting on HTRYB website and on related sites
  - Facebook advertising targeting specific audiences
- Google Advertising for targeted audiences
  - HTRYB may qualify for a Google Grant, which provides free AdWords advertising for nonprofit organizations
- Regular sales promotions, such as 25% discount on follow-up trainings or 10% off curriculum books

*Potential Calls to Action*

- Sign up for a training
- Order curricula
- Request more information about HTRYB's curricula
- Sign up for mailing list.

*Success Indicators:*

- Growth in customer list
- Click and open rates for email campaigns
- Click-throughs for advertising initiatives
- Direct mail response rate

## **Marketing Goal 2: Nurture existing client relationships.**

*Key Messages:*

- Benefits of parenting education for community providers
- How HTRYB meet parenting education needs
- Unique value of HTRYB's curricula
- New training and product offerings
- Promotional sales and discounts

*Tactics:*

- Email campaigns to maintain existing customer relationships
  - Can segment by curriculum or service provider classifications

- Potentially a monthly e-newsletter to communicate new curriculum and training opportunities, sales promotions, helpful parenting education information, etc.
- Quarterly targeted direct mailings that introduce:
  - New products
  - Specials and discounts
  - Upcoming training opportunities
- Social media campaign, including
  - Weekly social media posts to build a following on Facebook and Twitter
  - Regular blog posting on HTRYB website and on related sites
  - Facebook advertising targeting specific audiences
- Google Advertising for targeted audiences
  - HTRYB may qualify for a Google Grant, which provides free AdWords advertising for nonprofit organizations
- Regular sales promotions, such as 25% discount on follow-up trainings or 10% off curriculum books

*Potential Calls to Action*

- Sign up for a training
- Order curricula
- Request more information about HTRYB's curricula

*Success Indicators:*

- Customer list
- Click and open rates for email campaigns
- Click-throughs for advertising initiatives
- Direct mail response rate

## **Marketing Goal 3: Establish expertise in the field.**

*Key Messages:*

- HTRYB is your go-to parenting education organization
- HTRYB staff are experts in their field
- HTRYB bases its curriculum on evidence-informed practices and quality research

*Tactics:*

- Public relations to promote expertise in field
  - Use media tools like Help a Reporter Out to showcase expertise in a variety of local, regional and national media
- Social media campaign, including
  - Weekly social media posts to build a following on Facebook, Twitter and LinkedIn
  - Regular blog posting on HTRYB website and on related sites

*Potential Calls to Action*

- Learn more about HTRYB and its offerings

*Success Indicators:*

- Media monitoring
- Analytics for blogging and social media

- Click-throughs for advertising initiatives

## Marketing Goal 4: Forge partnerships with other organizations that work with parents/caregivers and their children.

### *Key Messages:*

- Benefits of parenting education for community providers
- How HTRYB meet parenting education needs
- Unique value of HTRYB's curricula
- New training and product offerings
- Promotional sales and discounts

### *Tactics:*

- 1-on-1 selling and business development with targeted organizations, such as:
  - College or other research entity (for IRB support)
  - State-level child services programs, such as the Colorado Community Centered Boards
  - Associations for family and pediatric doctors and nurses
  - Adoption and foster care placement organizations
  - For-profit childcare centers (corporate level)
  - Child/family therapists
- Email campaigns to build new customer relationships with targeted providers, such as:
  - State-level child services programs, such as the Colorado Community Centered Boards
  - Associations for family and pediatric doctors and nurses
  - Adoption and foster care placement organizations
  - For-profit childcare centers (corporate level)
  - Child/family therapists
- Quarterly targeted direct mailings that introduce:
  - New products
  - Specials and discounts
  - Upcoming training opportunities
- Social media campaign, including
  - Weekly social media posts to build a following on Facebook and Twitter
  - Regular blog posting on HTRYB website and on related sites
  - Facebook advertising targeting specific audiences
- Google Advertising for targeted audiences
  - HTRYB may qualify for a Google Grant, which provides free AdWords advertising for nonprofit organizations
- Regular sales promotions, such as 25% discount on follow-up trainings or 10% off curriculum books

### *Potential Calls to Action*

- Schedule a meeting

- Register for training
- Order curricula
- Request more information about HTRYB's curricula
- Sign up for mailing list.

*Success Indicators:*

- Established partnerships
- Meetings scheduled
- Click and open rates for email campaigns
- Click-throughs for advertising initiatives
- Direct mail response rate

### Sales Promotions

How to Read Your Baby will offer regular promotions to entice new and existing customers to use its curricula and participate in trainings. For example:

- Early-bird pricing for trainings
- Discounts on follow-up trainings or online purchases following training
- Bulk pricing for program materials
- Freebies as part of training

## 5. Potential Costs

How to Read Your Baby's Marketing Plan focuses on creating low-cost marketing plan with the highest potential ROI. The following details a breakdown of costs:

## 2018 Marketing Budget

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
eNewsletter/eMails	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$40	\$480
Direct Mail Promotions		\$250			\$250			\$250			\$250		\$1,000
Social Media / Blogging	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Facebook Advertising	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$300	\$3,600
Media Release for eTraining			\$300										\$300
	\$490	\$740	\$790	\$490	\$740	\$490	\$490	\$740	\$490	\$490	\$740	\$490	\$7,180