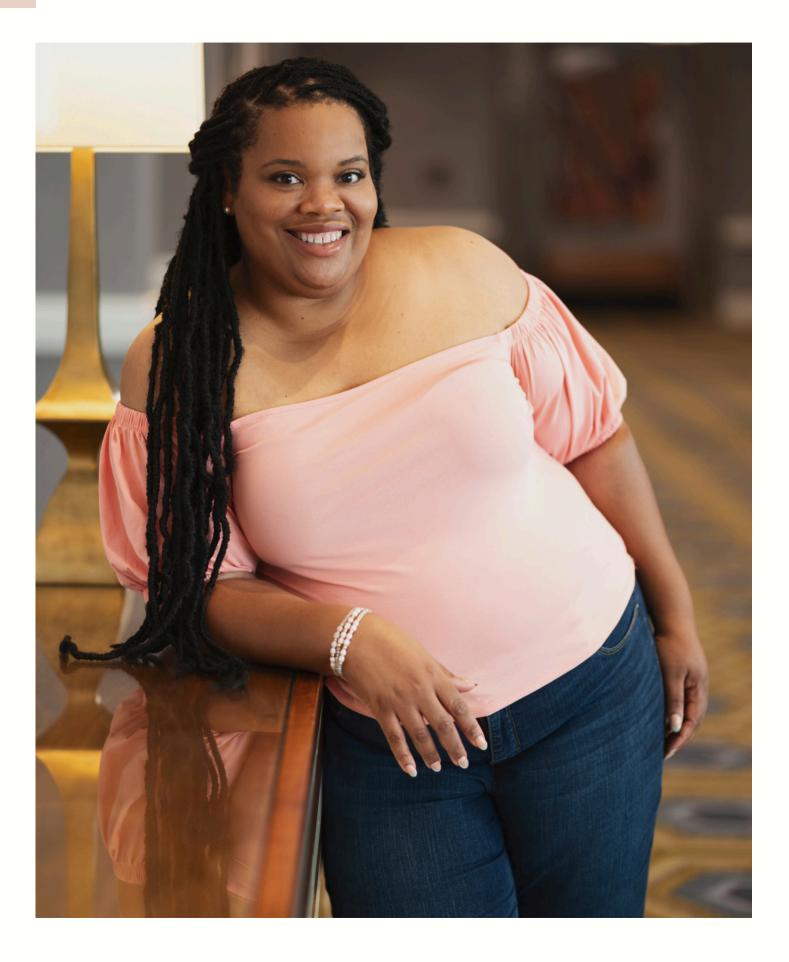
ASK ME ANYTHING 3 C'S OF MARKETING

STEPHANIE BAUCHUM





Hello, I'm Stephanie

WWW.NANNYAGENCYSCHOOL.COM

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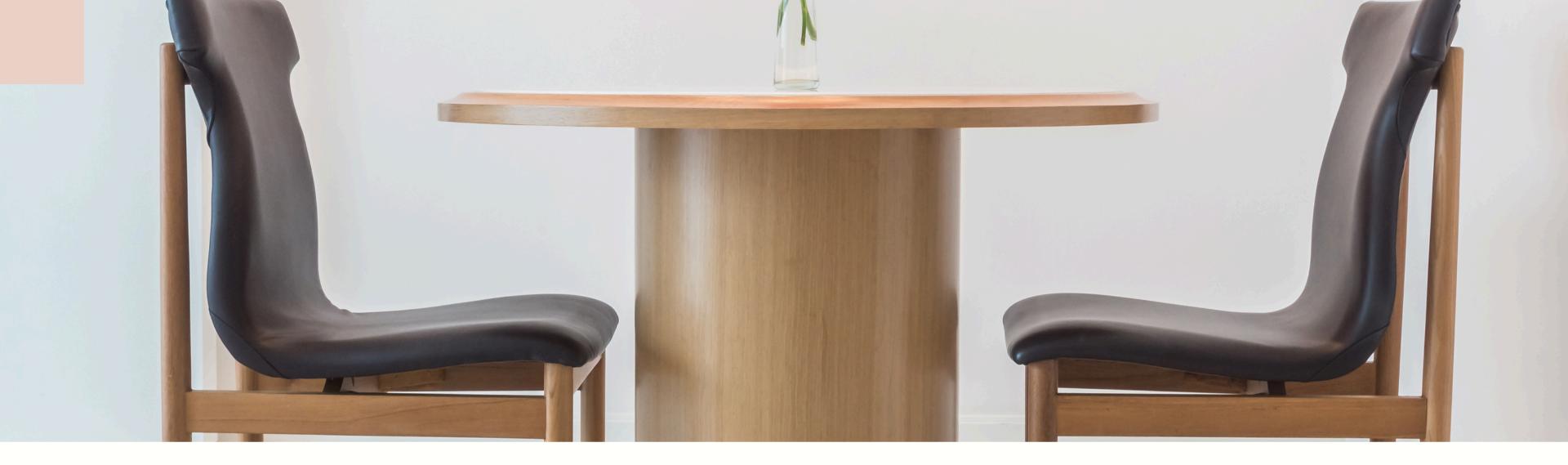
Nanny/Household Manager of 13 years Launched The Mtoto Agency 2012 Founder & CEO of Nanny Tees The Nanny Agency School in 2021

Why Marketing?

- Get in front of your target niche
- Generate sales
- Serve more families and nannies
- Provide education and industry insight
- Build trust and loyalty with clients & candidates







1. Culture

Who are you? What's your story?

What's your message?

What's your goal?

Why do you serve?

Branding and logo are great, but what's the purpose behind it?









2. Community

Become relational not transactional

- Build trust and a foundation with those around you.
- Start with who you know
- Be engaged and share your voice
- Do what comes natural
- Get involved, sponsor, connect, support.

3. Content

Combine your culture and community to create content

Combine education and entertainment to aid in conversion.

Tell your story through content

Always have a call to action in your posts or stories

Don't be afraid to share other pages. That gets their audience back to your page

Email lists and opt ins

Interact with other accounts



ASK STEPH ANYTHING!

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Let's Connect!



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