

ASK ME ANYTHING

3 C'S OF MARKETING

STEPHANIE BAUCHUM



Hello, I'm Stephanie

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

WWW.NANNYAGENCYSCHOOL.COM

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!

Let's Connect!



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A teal-colored sofa with a curved backrest and two light pink pillows is positioned in a living room. The room features white walls with decorative paneling and a light-colored wooden floor. A small round side table with a vase of flowers is visible to the right of the sofa. A semi-transparent peach-colored rectangular box is overlaid on the sofa, containing the text "THANK YOU" in a bold, black, sans-serif font.

THANK YOU