

# VOICES FROM THE FIELD

RHONDA'S LITTLE ANGELS DAYCARE AND PRESCHOOL

JULY 2021



---

"Every successful business should have some combination of internal and external marketing in place to be extremely profitable and successful."

*Rhondalin Cannon-Tingle,  
Rhonda's Little Angels  
Daycare and Preschool*

---



## "LITTLE ANGELS" SPREADS ITS WINGS WITH NEW MARKETING STRATEGIES

*Written by Lin Nordmeyer*

"Word of mouth" is no longer the relied upon marketing strategy for Mrs. Rhondalin Cannon-Tingle of Rhonda's Little Angels Daycare and Preschool in Seaford, Del.

Miss Rhonda recently participated in the professional development "Strengthening Business Practices: Marketing Your Program for Family Child Care Provider." As a result, she has embraced both internal and external marketing for her program and is getting positive results.

"I have been doing internal business marketing for over 25 years (word of mouth)," said Miss Rhonda. "I learned a few things from the business marketing workshop. They taught us about the features and benefits of marketing our programs. I learned about the difference between internal and external marketing. And that every successful business should have some combination of internal and external marketing in place to be extremely profitable and successful."



Rhonda took what she learned and put it into action. Her plan included developing a new logo, business card and Facebook page. "I used a free online design platform to get my logo just right," said Miss Rhonda. "I wanted to make sure it reflected my program with the children front and center."

Her marketing strategies are already having an impact. Since her Facebook page went live about a month ago, it has 200 followers with many recommendations like this post:

*"Mrs. Rhonda is an amazing educator for our youth. She lays the foundation for 'our little angels' to learn and sets the trajectory for long-lasting educational success regarding our students for years to come. I highly recommend her preschool."*

Her students wear t-shirts with the logo as another way to publicize her program. These marketing strategies are working together to keep Miss Rhonda's program top of mind for families in the Seaford area. She now has 46 children on her waiting list.

"I would recommend for ALL professional child care programs take this class," concludes Miss Rhonda. "It was extremely beneficial to my program and gave me so many different marketing strategies and ideas! It was a fun and interesting workshop!"

