



Partner with Connect Childcare

This guide is for anyone thinking about partnering with Connect Childcare. Inside, you'll find reasons to partner with us, how to get started, frequently asked questions and information about Connect Childcare.

www.connectchildcare.com/partner



Why Partner with Connect Childcare



3700+

Our customer base is made up of thousands of nursery settings

We provide nursery management software to over 38,000 nursery practitioners and 464,214 parents across the UK.



9.5K

Active and engaged email contacts, all waiting to hear more from you

We will include links in our weekly and monthly email campaigns to help increase the reach!



10,000+

Active users on our website each month

A relevant audience for your content and you will be given the opportunity to backlink to your own website/blog to drive traffic and improve the domain rating of your website.



9800+

Combined number of followers on our social channels

Content will be scheduled and posted to our Facebook, LinkedIn and Twitter profiles for free giving your content a huge combined reach.

How to Get Started

Becoming a partner is super simple! Just follow these easy steps:

Get in Touch

Send us a message with your ideas via the contact form here or drop us an email at marketing@connectchildcare.com. We can't wait to hear from you!

Chat About Opportunities

Once we've received your message, we'll go through a quick approval process to ensure we're all aligned. We'll then get in touch to explore partnership opportunities that work for both of us and our shared goals.

Agree on the Details

When we've found the best fit, we'll finalise the details and get everything in place to move forward.

Start Working Together

Once everything's sorted, we'll get stuck in and start collaborating to make a real impact in early years education!

Estimated Timeline



FAQS

1. Who can become a Partner?

Our Partnerships focus on working together and growing together. We understand that every partnership is unique, that's why at Connect Childcare we offer several partnership opportunities to meet the needs of different organisations. If your company supports early years education, we'd love to hear from you.

We're looking for partners who:

- Share our commitment to quality early years education.
- Are in the early years education sector.
- Offer complementary services or products that enhance the nursery management experience.

2. What type of Partnership do you offer?

At Connect Childcare we offer three levels of bespoke partnership opportunities:

- **Referral Partnerships** - Introduce our software to your audience and earn rewards for successful referrals.
- **Co-Marketing Partnerships** - Collaborate on marketing efforts, including joint promotions, webinars, and content creation, to help spread the word about both our brands.
- **Strategic Partnerships** - If you offer complementary software or services, explore the opportunity to integrate with Connect Childcare for a seamless user experience.

3. What does the Partnership include?

At Connect Childcare, every partnership is tailored to fit the needs of both parties. We believe in creating meaningful, long-lasting relationships with our partners. However, all partnerships will have clear and defined goals to ensure mutual success. We work closely with you to create a plan that aligns with your organisation's objectives and values.

4. Is there a cost to become a Partner?

There is no cost to become a partner. Our partnerships are built on mutual growth and collaboration.

5. How do Referral Partnerships work?

Referral partners introduce our software to their audience. Our referral partnership is a mutually beneficial arrangement in which the referrer recommends Connect Childcare's products to potential customers (and vice versa).

6. Can we collaborate on marketing efforts?

Yes! We offer co-marketing opportunities such as joint promotions, webinars, and content creation to help both brands reach new audiences.

What Our Partners Say...

"I am absolutely delighted to be officially partnering with Connect Childcare. From the very start, it was clear that the team is not only passionate about making life easier for early years settings through their innovative management system, but they are also dedicated thought leaders in the sector. Their commitment to supporting our early years community goes far beyond software—they provide valuable, engaging, and supportive content. I'm thrilled to be working alongside such a forward-thinking and friendly team - which I already feel like an honorary member of and I can't wait to continue empowering early years professionals together!"



"It's always a pleasure to work with the team at Connect Childcare. Since meeting them at a Nursery World event several years ago we have co-promoted each others services in Newsletters, published guest blogs, and donated prizes for competitions. We have many happy customers in common, so it makes sense to partner more closely going forwards. We look forward to working together to combine our passion for supporting the sector."
Sue Newman, Boogie Mites UK Ltd

About Connect Childcare

We develop management software that improves the lives of children, globally. Through our software solutions, nurseries are becoming more efficient, enabling them to spend more time developing the children in their care. We are passionate about child development and support our customers to provide the very best quality childcare.

Follow us on social for regular updates



WWW.CONNECTCHILDCARE.COM



[@CONNECTCHILDCARE](https://www.facebook.com/CONNECTCHILDCARE)



[/COMPANY/CONNECT-CHILDCARE](https://www.linkedin.com/company/connect-childcare)



[@CONNECT_GROUP](https://twitter.com/CONNECT_GROUP)

Reach out if you have any questions

If this document hasn't addressed all of your questions, please feel free to reach out to the team using the email provided below. We're here to assist you and are excited about the possibility of working together.



marketing@connectchildcare.com

