Step 4: Engage and Encourage Providers
Quality Rated Names its 1000th Provider!

Congrats to the Creative Comfy Day School @ Lynn's House!

Congratulations to all of our QUALITY RATED™ child care programs who’ve increased their star rating in January!

★★★ Mutrice F. Vanderpool, Grayson (2 to 3 star)
★★★ Friendship House, Dalton (2 to 3 star)
★★ Vienna Head Start, Vienna (1 to 2 star)
★★ Discovery Point #63, Braselton (1 to 2 star)
★★ Wesley Community Centers CC, Savannah (1 to 2 star)

Visit qualityrated.org to find Quality Rated child care programs in your area!
Step 5: Media Outreach
MEDIA OUTREACH

TV Coverage
2016

Op-Ed in Atlanta Business Newspaper
August 2016

Spadea (Front and Back Cover Wrapping) and Newspaper Ads
November 2017 - March 2019
Step 6: Digital & Paid Advertising
Overall PPC Performance

– PPC ads drove 70% of all website traffic for the month.
– Conversions increased by 75% from 1,281 (November) to 2,241 (December).
– The conversion percentage, the rate of people visiting the website and using the tool, increased more than 10% to 39.6%.
– Cost per conversion decreased to $3.23.
Website Insights

– In July 2017, around **10,100** users visited the Quality Rated website.

– In July 2019, more than **201,000** users visited the Quality Rated website.
PSA (Video, Audio, Billboards)

PSA Insights

- PSA played on TV 864 times and on radio 816 times (English & Spanish).
- Placed 1,681 PSAs.
- Estimated total value for PSA play was $974,669.
- Airings occurred all around the state.
Step 7: Community Outreach + Events
EVENTS

Campaign Kick-Off Event
- Nearly 800 people attended Atlanta Baby & Child Expo in 2016
- Giveaways included informational handouts and branded hand sanitizers, bibs and bags
- Social media content posted throughout

Regular Event/Tabling Presence
- State partners and Parent Ambassadors attend events regularly (monthly) to share Quality Rated with families
Parent Ambassador Program Overview

- Ambassadors contribute their time individually and collectively to promote Quality Rated child care to other parents that may be in or outside of their network of friends and family.

Peer Support Network Overview

- The Peer Support Network (PSN) was created by child care providers to share ideas, success stories, and lessons learned during the Quality Rated experience. The PSN is open to all programs who are interested in earning or increasing their Quality Rated star rating. Topics of discussion are guided by the interests and needs of the participants.