

# CRAFT By Better Futures Unveils Innovative Marketing Solutions for Early Education Professionals

*Empowering Child Care Providers with Fun and Upbeat Strategies to Thrive*

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## MEDIA CONTACT

LaToya Riggins  
Better Futures Group

✉ [Send Email](#)

**Washington, D.C.** Better Futures, a frontrunner in marketing and design within the early education industry, is thrilled to announce the launch of its latest initiative aimed at revolutionizing marketing strategies for early education professionals during the Week of the Young Child: April 6-12, 2024. With a focus on child care, preschool afterschool, and other early education providers, this groundbreaking program offers a fun and upbeat approach to investing in marketing strategies and inspiration to thrive in the competitive landscape.

In today's fast-paced world, it's essential for early education professionals to stand out and attract families to their programs. However, many providers lack the resources and expertise needed to effectively market their services. Recognizing this need, Better Futures has developed a comprehensive suite of packages designed to empower educators and administrators with the tools they need to succeed. "Establishing your brand's voice is the key element in ensuring your clients feel secure and confident with your services enough to come back to you for years to come and it helps them to promote your business and refer others with pride," says LaToya Riggins, V.P. of Professional Development at CRAFT By Better Futures.

Central to this initiative is the introduction of customizable website and logo design services specifically tailored to the needs of early education providers. Through collaboration with industry experts and creative professionals, Better Futures delivers visually stunning websites and logos that reflect the unique identity and values of each client. "Every little detail of a child care business is going to be dissected, especially since parents and caregivers are more sophisticated and knowledgeable about what are the specific red flags to look for in a center or home child care setting."

However, LaToya Riggins knows that a website isn't just about looks; it's a whole presentation. "What sets you apart from other ECE Businesses are the details, when you establish your brand early on, it sends a message to potential customers that you are successful and have a vision, which builds trust."

### **About CRAFT By Better Futures**

CRAFT By Better Futures is a leading online professional development platform designed for the Leaders, Directors, and Administrators that want an easy way to keep up with the latest business trends with live online courses. Committed to empowering educators and advancing leadership outcomes, CRAFT By Better Futures offers an extensive collection of live and streaming options on core business concepts and trending topics to reignite your spark and strengthen your business. CRAFT melds together business and early childhood education – harmonizing these both sides for better outcomes. For more information, visit [www.betterfuturesdc.com/craftscience](http://www.betterfuturesdc.com/craftscience)

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### **About Better Futures**

Better Futures, LLC is an early childhood education consulting firm based in Washington, DC with over 75 years of experience. They offer a full range of services and professional development to the early care and education market, with a client portfolio that includes government agencies, nonprofit organizations and community-based programs. Their growing portfolio of early care customers receive outstanding value, state-of-the-art infrastructure, and results-driven consulting based on a multidisciplinary approach. Learn more at [Betterfuturesdc.com](http://Betterfuturesdc.com)

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