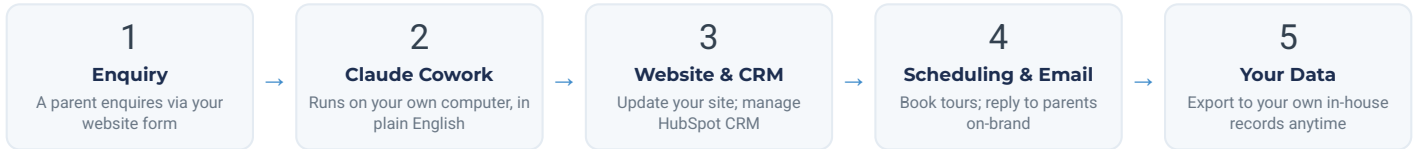


IN-HOUSE A.I. — RUN YOUR MARKETING ON YOUR OWN COMPUTERS

Your Centre. Your Data. Your A.I. ChildCare Marketing installs and configures **Claude Cowork** directly on your centre’s own computers and connects it securely to your website, your HubSpot CRM and your calendar – so your team can run day-to-day marketing and administration with A.I., while your website, your parents’ data and every parent interaction stay firmly in your control.



WHAT IT IS

Solutions 1–3 build your research, your digital presence and your marketing funnel. Solution 4 puts an A.I. team member directly inside your centre. It is the natural next step in our **LOW COST HIGH VALUE** approach: instead of paying for a person to do repetitive digital admin, your centre gains a capable, always-available A.I. assistant – fully set up, with your team trained and supported every day.

WHAT YOUR TEAM CAN MANAGE IN-HOUSE

Once set up, your team simply asks Claude Cowork – in plain English – to handle tasks that used to need a developer, an agency, or hours of manual work.

Capability	What your team can do
Website Management	Update page content, add and edit blog posts, refresh images, fees and vacancy offers, and publish changes – directly from your own computer, with no developer required.
HubSpot CRM Management	Create and update parent and child records, log enquiries and tour outcomes, set lifecycle stages, and build lists and segments – keeping your CRM clean and current.
Tour Scheduling	Run your HubSpot Meeting Scheduler and tour calendar – set availability, book and reschedule tours, and trigger confirmations and reminders to cut no-shows.
Parent Email Responses	Draft and send on-brand replies to parent enquiries, tour follow-ups and nurture emails – written in your centre’s voice, ready for a quick human check before they go out.
Data Ownership & Export	Export and move customer records out of HubSpot into your own in-house files and systems whenever you choose. Your data belongs to your centre and stays with you.
Documents & Content	Produce newsletters, enrolment packs, letters, parent notices, social media posts and Google Business Profile updates – drafted in minutes, not hours.
Local Market Research	Quick, on-demand insights on local competitors, fees, demand and demographics to inform your decisions and marketing.
Reporting & Admin Automation	Summarise occupancy, enquiries and marketing performance, and take care of repetitive day-to-day admin so your team can focus on families.
Setup, Training & Support	We install and configure everything, connect your tools securely, provide a complete operating-system training document, and give ongoing A.I.-driven day-to-day support.

WHY IT MATTERS

YOUR DATA STAYS WITH YOU

- ▶ Systems run on your own computers; records can be moved into your in-house files at any time
- ▶ A genuine differentiator in childcare, where you hold sensitive family information
- ▶ A reassuring, Australian Privacy Act-aligned position

YOU STAY IN CONTROL

- ▶ Your website, your CRM and every parent interaction remain in your hands
- ▶ Not locked inside an agency or a third party
- ▶ Move and own your data on your terms

LOW COST, HIGH VALUE

- ▶ An always-available A.I. assistant handles work that would otherwise need extra staff hours or external help
- ▶ Capability uplift – your existing team can do more without being technical experts

ONGOING HELP, NOT A ONE-OFF

- ▶ Full day-to-day support means the system keeps working as a member of your team
- ▶ Any questions? Just ask Claude – A.I.-driven support, refined as your centre grows

HOW IT WORKS

Prerequisite

Solutions 1–3 – research, digital presence & marketing funnel – provide the foundation to run your in-house marketing systems.

1 · INSTALL & CONFIGURE

- ▶ We set up Claude Cowork on your centre’s own computers.

2 · CONNECT SECURELY

- ▶ We link it to your website, HubSpot CRM and calendar, with the right permissions.

3 · TRAIN YOUR TEAM

- ▶ We provide full operating-system documents that show your staff how to run everyday tasks in plain English.

4 · ONGOING SUPPORT

- ▶ Any questions? Just ask Claude. Claude provides A.I.-driven day-to-day support and refines your set-up as your centre grows.

YOUR INVESTMENT

Item	Detail
Setup – \$2,900 + GST (one-off)	Installation, secure connection to your website, HubSpot CRM and calendar, and complete team training documentation.
Ongoing – \$490 + GST per month for six months	A.I.-driven day-to-day support and refinement of your set-up as your centre grows.

All A.I.-drafted content is yours to review

Emails, posts and documents drafted by your in-house A.I. are intended for a quick human review before sending or publishing – your team always stays in the loop, and your data never leaves your control.

In-House A.I. Management Systems turn A.I. into a working member of your team – running on your own computers, managing your website, HubSpot CRM, scheduling, parent emails and your own data, fully set up, trained and supported. Your Centre. Your Data. Your A.I.