

# Marketing a family-friendly business

 By [Hicks Crawford](#)

24 Feb 2016

Yes, I know, we all say that our businesses are family friendly, but the PR team at Hooters probably won't get much from this piece. This is for businesses that rely on a squeaky clean, family-friendly image to keep their doors open.



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This advice will be perfect for a tutoring company that helps children and teens excel in school, or nanny service. So if your [seoroyals.com](#) company needs to target market, here are some tips to help you hit the ground running without veering off course.

## Advertising spots say more than a 30 second story

While in college, I had the distinct pleasure of sitting in on a guest lecture by the CEO of Smucker's, Richard K. Smucker. He spoke about the story behind his brand and how his company became one of the largest brands in America. It was a tale of family-values and a strong faith-based business that did its best to hold true to their value-system, even as they acquired some massive brands along the way.

One of the points he made, and returned to a few times, was the fact that Smucker's pays more for their TV advertising than other brands. The reason for this was their sense of values. They didn't want to advertise to children, so children's programming and TV networks were out of the question. Second, they felt that their commercials needed to be associated with [family-friendly content](#). This wasn't a religious question, but an ethical question.

If their brand was going to be family friendly, they weren't going to advertise next to content that had gratuitous sex or violence. So, with these added constraints, they had to pay advertisers a premium to comply and the number of available slots to them shrunk.

At the end of the day, think about the context in which you're advertising. Will that article you're sharing on your Facebook page have ads that detract from your family image? If you [advertise on a radio show](#) that isn't exactly PG, what message are you sending? Think about these things and you'll potentially score points with your target demographic.

## Your staff represent your culture

The people you choose to hire will represent you and your company to your customer. This may sound obvious, but in a world where the bottom-line is becoming increasingly more important, many companies have lost sight of this fact. You can't train ethics and passion. You hire those qualities and educate your team around the products and services your company offers. If you hire ethical, passionate employees, you'll have a foundation with which to build a meaningful brand.

## Maintaining high standards

Part of the problem with having high standards is you have to maintain them. This is easier said than done. One of the simplest ways to maintain standards is with random testing.

In the end, your company and team will operate as efficiently and ethically as you do. Hold yourself to a high standard and lead by example. Never quit striving to be a better version of yourself, so that you can better manage and lead your team. Good luck!

## ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

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