

Is your school's
MARKETING
making the grade?



ASSESSMENT



SURVEY



CLINIC



COACHING

Challenges

If you are a Christian School Administrator or serve on your private school's marketing committee, you are likely familiar with these challenges:

- identifying prospective students
- retaining existing students and their families
- competing with public schools in town when they often have more activities and better facilities than you do
- communicating to the community of the advantages that a private education affords students and their families
- raising awareness of your school's impact in the community and in the lives of students and their families
- reaching new students and families with an effective website
- employing a sustainable marketing strategy when the personnel and families change on a regular basis

Strategy Before Tactics!

We equip to install a proven marketing system for your school that is unique to your school. It is based on "strategy before tactics" to provide you a solid marketing foundation, not just a disjointed approach. We train you as you develop a personalized marketing strategy that helps you:

- identify targeted market segments in order to maximize marketing dollars needed to recruit new students
- develop core messages that resonate with your target audience and create maximum communication impact
- see where you need to refresh or launch new marketing collateral and media (printed materials, website, radio/newspaper/TV, etc)
- maximize your public relations strategy through the use of online news releases, targeted PR campaigns, and other efforts to raise awareness
- energize current students and their families to become your front-line advocates and recruiters for your school
- optimize your Facebook Page to enhance community, draw for traffic and attract prospective families and students
- establish a systematic marketing calendar that can be followed by revolving marketing committee members and changing administration

A 4-PHASE SYSTEM TRANSFORMS HOW YOU MARKET YOUR CHRISTIAN SCHOOL!



PHASE 1 - NEEDS ASSESSMENT

The Marketing Twins will coordinate an on-site meeting or conference call with up to 5 key players in your school. The conference call will provide an opportunity for open dialogue to discover your most critical marketing needs and challenges. We will identify up to 5 critical challenges that will help us formulate a customized coaching clinic around these identified challenges.

We will also collect basic enrollment statistics from you to assess your school's trends (including all grades and campuses). We will ask you to identify specific goals you have so that we can determine where the gaps are in achieving those objectives.



PHASE 2 - PARENT / STAFF SURVEY

The Marketing Twins will assist you in selecting laser-focused questions that allow parents and staff (can include Board, teachers, administration) to complete brief 5-minute online surveys to gather relevant data about the school's performance in the areas of communication, social/extra-curricular, academic quality, etc. This helps us analyze internal thoughts and perspectives on your school's performance and referrability. When possible, this survey is conducted at least 2 weeks in advance of the clinic (Phase 3) to allow time to analyze results and present them at the time of the clinic. The anonymous surveys are completed 100% via an online survey tool.



PHASE 3 - CUSTOMIZED MARKETING COACHING CLINIC

- We conduct a full-day marketing coaching clinic at a location of your choice
- Our suggested time for the clinic is 8:30-4:30 with a working lunch
- To accommodate busy schedules, we are available to conduct the clinic any day except Sunday
- Putting all the pieces together, we showcase how a comprehensive marketing system for your school will maximize communication, strengthen referrability, and organize your marketing team
- This clinic is done for your school only - so the entire day is spent analyzing your unique story
- We allow up to 20 participants - you can include your entire marketing team (Board, staff, parents, students, etc) - a “team” approach is the key to your school’s success

The **morning** session will be laying marketing foundation principles intended to address the top marketing and communication challenges based on Phase 1. The session topics may include:

- Clarifying the need for a strong marketing strategy, including targeting segmented markets
- Identifying the unique distinctions that your school offers in contrast to other educational choices
- Articulating clear communication messages to be used in all marketing publications
- Examining an effective brand identity while offering objective assessment of your current practice
- Enhancing word-of-mouth promotion and referral marketing strategies

The **afternoon** session will include:

- Reviewing current advertising and promotional strategies
- Using an email marketing system as a means of effective follow-up and repetitive communication
- Developing an effective social media strategy and implementation plan
- Identifying the most effective social media outposts for communication and marketing
- Examining your school’s website as a marketing tool, not just an internal reservoir of information
- Assigning responsibilities for high priority projects that need immediate attention
- Identifying high priority projects or tasks that need further exploration or analysis
- Mobilizing your marketing team for implementation (who does what by when!)
- Creating an effective follow-up plan for accountability



PHASE 4 - IMPLEMENTATION COACHING ENGAGEMENT (minimum 6 months)

- As a follow-up to the marketing clinic, we know that the best ideas are not left in a binder on a shelf, but implemented systematically with specific milestones and goals. We equip you with the tools you need for successful implementation
- Bi-weekly phone consultations (up to 60 minutes) to discuss any concerns, issues, or challenges. We will listen to you, give counsel, answer questions, and equip you with the tools you need. In addition, we will coach and offer specific direction on previously identified marketing challenges as determined by the end of the marketing clinic. Topics may include:
 - [Social media implementation as well as traditional marketing strategies](#)
 - [Online reputation management - know what's being said about you on the web](#)
 - [Differentiation - how to teach your families to focus on what is unique and share it](#)
 - [Organic search engine optimization and website strategy](#)
- We apply the principles based on a nationally-recognized, comprehensive and systematic marketing coaching system - a program acclaimed by *Forbes* and *Entrepreneur* magazines



OUR COACHING PHILOSOPHY

We commit to offering objective and straightforward critique that helps produce long-term results. As marketing coaches, we want you to succeed independent of us, so we assist you in establishing the best practice guidelines and marketing team philosophy so that the marketing team can lead effectively.

We also recognize that transitions in personnel create continuity challenges, so we help your marketing team develop working strategies that accommodate any dynamic of players on the marketing team (tasks and responsibilities are not focused on personalities, but on identifying key knowledge, skills and abilities).

We believe strongly in the principle of **Proverbs 16.9** - we apply the most effective strategies for creating systematic marketing plans, yet trust the Lord guides each step of implementation. Prayer is essential as a foundation for each marketing team - asking God for wisdom and understanding so as to establish your school's longevity and long-term mission.

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www.YourSchoolMarketing.com

CONTACT US:

YOUR SCHOOL MARKETING CONSULTANTS

Randy & Donny Vaughn
The Marketing Twins at 1429 Creative

EMAIL: randy@yourschoolmarketing.com

WEB: yourschoolmarketing.com

also:

