

Just Getting Started

Want to make your school stand out to Indiana families but have no idea where to start? Let us walk you through the process!



Organize a marketing team.

- Assign a point person from your staff.
- Establish clear goals for your marketing efforts.
- Allocate resources.
- Include all pertinent staff members on the marketing team, as well as the principal or school leader.



Know your audience.

- The families you are targeting may not speak English as their primary language.
- Geographic language – where do they live?
- Grade level of focus – are you looking for families with elementary students? High school students?

Develop your message.

- Use copy that is short, concise and easy to understand.
- Limit the copy to the relevant benefits of your school (top three).
- Provide an offer that is enticing to your audience – tours of the school, a date for an open house, etc.
- Offer a clear call to action – call us, email us, attend our open house, etc.
- Be consistent in design and messaging across all marketing efforts.

Leverage your community.

- Church affiliation
- School advocates within the community
- Current parents and families

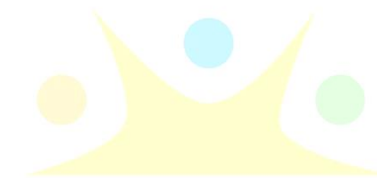


Choose the right marketing tactics for your budget

Flyers

Flyers can easily be customized within bilingual capability that can leverage branding and content from other marketing collateral.

- Can be distributed at events or social gatherings
- Great for delivering a call to action
- Cost effective



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Choose the right marketing tactics for your budget

Newspaper advertising

Newspaper advertising is an option that can increase visibility.

- Reinforces branding and content from other marketing efforts
- Can increase response rates
- Very cost effective in many communities

Choose the right marketing tactics for your budget

Phone calls

Telephone outreach provides personal interaction and maximizes your marketing response through two-way communication.

- Can be inbound or outbound
- Use controlled scripting

