

# Intermediate level

Have the basics down but need some direction?  
We can help you with the next steps!



# Organize your marketing team.

- Assign one 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.



# **Purchase** a list of emails and/or addresses.

Be as targeted as possible by identifying key demographics of the families you want to reach.

- Age of head of household
- Income
- Age of children
- Address



# Tailor your message to your audience.

- Personalize your message using the head of household name in the copy.
- Use actual images of students at your school.
- Focus on the benefits of your school and what is important to your target audience.
- Use bilingual materials if necessary.

# Look for U.S. postal discounts.

- Non-profit discounts for bulk mailings
- Presorted mail within geographic densities

# Have a follow-up plan.

- Have a follow up team trained and ready to respond and/or answer questions in a timely manner.
- Follow up inquiries with a specific offer – school visit, open house, etc.
- Leverage what you learn for follow up in the fall.

# Keep good records

- Establish a database to maintain and track interested families.
- Document all responses.
- Track which tactics worked the best.

# Choose the right marketing tactics for your budget.

## Direct mail

Direct mail is a cost-effective and non-intrusive method that can be tailored to your school and personalized to each recipient family.

- Tailor the mail pieces to your school – colors, logos, images, branding, etc.
- Personalize to each family.
- Use first and family name.





# Choose the right marketing tactics for your budget

Geography & Demographics

- Tailor images to age of students you want to enroll.
- Use bilingual mail pieces if necessary.
- Target your mailing geographically and demographically.

# 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.

