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.