

# Advanced

Already have a marketing team in place?  
Consider these tactics!



# Choose the right marketing tactics.

## Database

A user-friendly database will allow for the collection of campaign and program data as well as information on prospective families.

- Efficient way to organize and track all your marketing efforts
- Allows you to quantify the effectiveness of your marketing dollars

# Choose the right marketing tactics

## Personalized Landing Page

A personalized online landing page can provide families with important information about your school, enrollment procedures and requirements for programs such as Indiana's school voucher or tax credit scholarship programs.

- Provides your marketing team with actionable leads for follow up
- Can be tailored to your school – colors, logos, images, branding, etc.
- Page can be pre-populated to make responding easier
- Allows you to collect and store relevant family information

# Choose the right marketing tactics

## Email Response

Follow up emails offer a timely response which acknowledges a parent/guardian's interest in your school.

- Encourages further engagement by outlining next steps
- Verifies email address
- Establishes email communication with your school

# Choose the right marketing tactics

## Website tracking

Web page widgets may be built specifically for placement on your school or church home page.

- Provide website response tracking and family data storage.
- Give interested families direct access to your school-branded landing page.

# Choose the right marketing tactics

## Social Media

Social media and search engine marketing are demographically targeted which increases positive brand visibility and reinforces other marketing efforts.

- Facebook and Google search advertising
- Leverage branding and content from other marketing efforts
- Reaches your target audience



# Choose the right marketing tactics

## Outdoor Advertising

Outdoor advertising can provide large-scale visibility.

- Reinforce other marketing efforts
- Maximizes reach within a specific geographic area
- Leverage branding and content from other marketing efforts

