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