

Marketing 101

Fall Education Council
November 2016

What is marketing?

- Marketing for Christian schools is a cycle in which the school:
 - » Articulates its _____,
 - » Learns what its _____ want,
 - » Makes necessary _____,
 - » _____ with its community, and
 - » Tracks its _____.

How is it accomplished?

1. Who are we?

- Differentiation: _____
- Mission statement: _____
 - » Examples:
 - ~ To increase in wisdom and stature and in favor with God and man.
 - ~ Image your child equipped for this world, prepared for the world to come.

2. What do families want?

- Don't assume you know what _____
- Internal research: Parent Satisfaction and Referral Survey from GraceWorks Ministries
 - » _____
 - » Based on the gold standard in _____
 - » _____
 - ~ Quadrants
 - ~ Leverage scores
- Prior family research: Exit interviews by _____
- External research: Input from local parents/volunteers
- Trends I'm seeing
 - » NCC-wide research: school aspect clusters that most affect satisfaction and willingness to refer
 - ~ _____
 - ~ _____
 - ~ _____
 - ~ _____
 - ~ Not on the list: _____

3. What needs to change?

- Be real.
- Sometimes parent concerns indicate you need to _____, sometimes that you need to _____
- Trends I'm seeing
 - » _____ (personalized for individual students, and weekly, school-wide newsletter)
 - » Frequent disconnect between how teachers' perceive _____, and how parents perceive it

4. How will we tell our community?

- WOM is the not the holy grail of Christian school marketing, it is _____
 - » How much are you asking parents to invest?
 - ~ _____
 - ~ _____
 - ~ _____
- Word of internet
 - » greatschools.com
 - » _____ on your website
- What does this mean? Must _____ over _____ and _____
- Encouraging _____
 - » _____ and _____ ask your parents and _____ to make referrals,
 - » Give them the _____ to do so (_____)
 - » Train them in what an effective referral looks like,
 - » Thank them profusely for doing so (not including tuition discounts)
- Only when your NPS is _____ and your retention is _____ or better would I spend money on _____ (Note: this does not apply to your website and social media)

5. How do we track results?

- Spreadsheet to track cost of promotional efforts, number of leads generated, number of enrollments generated, cost per lead and cost per enrollment

How do we measure success?

- Parent satisfaction (NPS)
 - » Golden question: _____
- Retention
 - » Total enrollment last year _____
 - » (minus) those who graduated _____
 - » (minus) those who moved out of your area _____
 - » (minus) those you asked not to return _____
 - » Total eligible to return = _____
 - » What percentage of those eligible did return? Should be _____% or higher for a healthy school. (Note: new students aren't included in this calculation at all.)
- Enrollment

What are your teachers' roles?

- Not _____
- Focus on:
 - » Providing a _____
 - » _____ with parents & constituents
 - » Ensuring parents are _____ with their child's education
 - » _____ parent interactions with the school

Brass tacks

- Get your _____ off your website
- Put a _____ that gets parents _____ and _____ on every page of your website
- Put _____ on every page of your website
- Create a system for _____ from their _____, through one or two site visits (including a specific approach for _____), to their school choice and at least two follow up contacts beyond
 - » Can look up my suggestions at ncceducation.org/marketingcorner. Under the heading "Ongoing" see first "Tip-Ensuring parents enroll" and then the series "Tip-Handle leads effectively."
- Get parents on your campus—three annual events
 - » _____
 - » _____
 - » _____

*Work as though it all
depends on you.
Pray as though it all
depends on God.*

