



## TOP 15 TIPS on SCHOOLS MARKETING

1. An **absence of differentiation** and a failure to understand demographics are why most school marketing fails to significantly lift enrolments.
2. It's a mistake to think that **customer service** ends once you pass through a school's front gate.
3. Did you know that the **most successful** and **most awarded** school marketing program in Australia is anchored by a direct-marketing strategy.
4. What is your school's positioning on a **Perceptual Map** of your competition? If you don't know, then you should.
5. Do you have a **School Relationship Enhancement (SRE)** methodology deployed between your families and the school?
6. When the only reason for school **PR** is to make someone happy internally – then you're probably wasting half your day.
7. If you don't know where your **prospective families** live based on income, age and transport, then it's time to change jobs!
8. Never let **teachers** write marketing copy!
9. Teachers are trained to teach. Marketers are trained to market. **Mutual respect** is essential.
10. Did you know that research showed Parents didn't rate **school websites** as effective tools back in 2001. That's changed!
11. Beware **salespeople** for vague-sounding publishing titles who promise big and effective circulations.
12. Have you undertaken a **Customer Service Review** to improve how you handle prospective parents?
13. Marketing is a **strategic tool**. If your school marketing program merely holds its position, why bother?
14. How many times have you seen school advertising with **spelling** and **grammar mistakes**? Use a copy editor.
15. **School advertising** is no longer a **top-3** methodology for marketing effectiveness.