



Ten TOP Marketing Strategies
That are Producing Excellent Results

Our Motivating Belief



Talented,
Energized,
Engaged Educators
Change the World

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10 TOP Marketing Strategies



Collaboration



Collaboration

Key Partners
Influencers
Ecosystem

Who are the key people and organizations that will help achieve your goals?

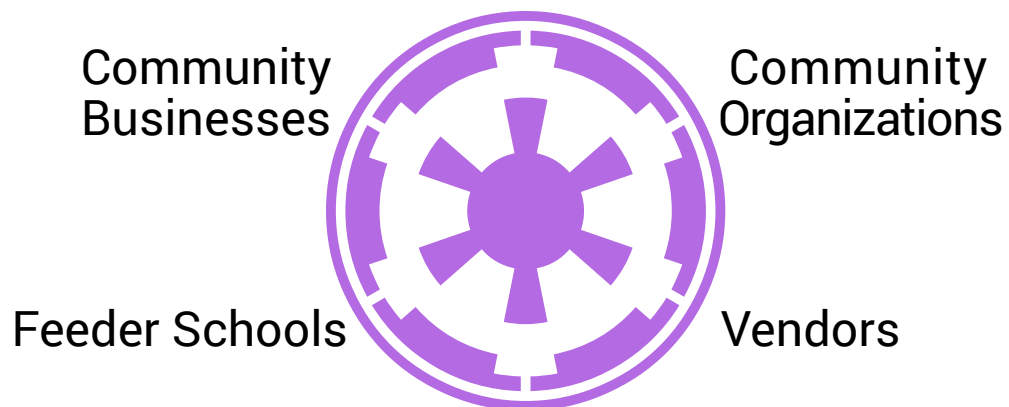
How can you energize your ecosystem with meaningful connections?

Where can you create mutual value?

Can you leverage **economies of scale**?

Collaboration

Who are the key partners
in your ecosystem?



Website & Digital Marketing



- 93% of On-line Visitors come from a Search Engine
- 75% of users never scroll past the 1st page of search results

Involve Faculty in Your Content Strategy
Watch Novice Parents Use Your Site
Utilize Landing Pages with Calls to Action
How can you create a 5% surprise?
What content can be re-purposed
across different media?
What can you adjust to be easier to buy from?



Website

Mobile

User
Experience

Action

Search

Website & Digital Marketing



- **Step 1:** Establish your marketing goals
- **Step 2:** Determine your brand, key messages, and content guidelines
- **Step 3:** Create engaging content distributed across your platform (website, Facebook Twitter, etc.) using an eBook, Infographic, white paper, webinar, etc.
- **Step 4:** Measure and Adjust



School Growth Training & Services

Talent & Team



- Optimize Talent & Team
- Building Faculty Engagement
- Effectively Dealing with Difficult People & Situations
- Hire Well, Fire Well
- In Pursuit of Unique Genius
- Leadership Coaching/ Mentoring
- Talent Recruiting

Finance & Funding

- Optimize Finance & Operations
- Optimize Financial Aid
- The Consultative Business Officer
- Right-sourcing for Optimal Growth
- Better Fundraising Strategies
- Building Donor Engagement
- Systems Selection & Implementation
- School Operations Management

Strategy & Growth

- Strategic Planning
- Innovation Planning
- Advanced Campus Safety & Security
- Optimizing School Design
- **School Design & Development**

Communication

- The Laws of the Grapevine: Communication habits to build relationships & trust
- Social Media Strategies to Build Engagement
- The Integrated Communication Plan

Enrollment

- Optimize Enrollment
- Enrollment Blitz
- Target Market Research & Assessment
- Branding & marketing expert
- Parent Engagement

School Board

- Optimizing the School Board
- Institutional Assessment
- Building Board Engagement
- Board Retreat
- Board Coaching/Mentoring
- Succession & Legacy Planning





MEDIA RESOURCES



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