







Ten TOP Marketing Strategies
That are Producing Excellent Results



MEDIA RESOURCES

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(855) 444-7698

Our Motivating Belief



Talented,
Energized,
Engaged Educators
Change the World

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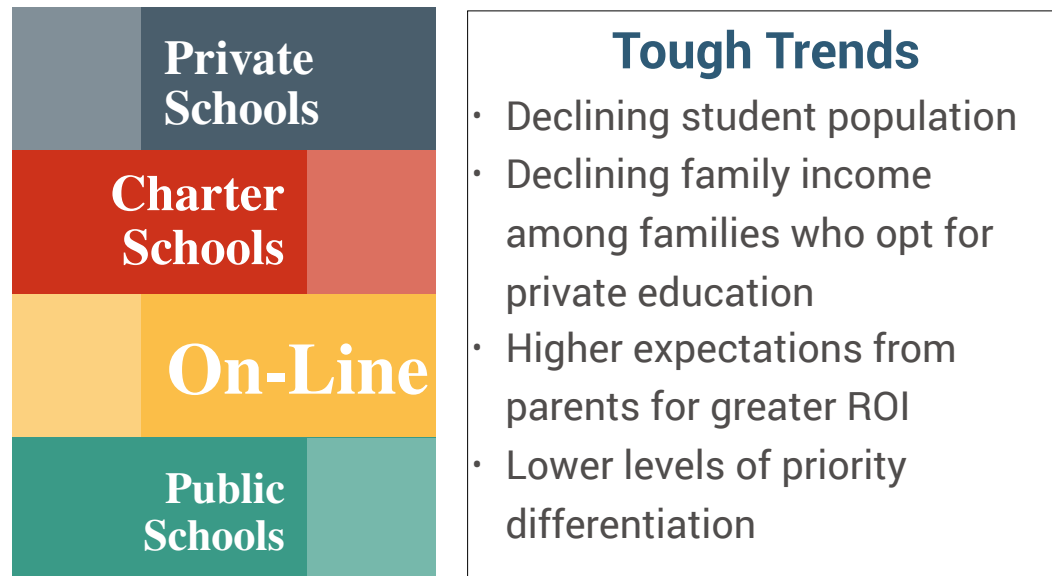
January 2015 - November 2016, we
provided training & resources for:
800+ Schools in
15 Countries



**The decisions of school
administrators & boards
determine the future of
children and communities**



Competitive Enrollment Pressures



Purpose of Marketing?



10 TOP Marketing Strategies



Target Market



Target Market

Right People
Right Value
Right Price

Who is your target market?

- First target market is faculty
- Second is families: Parents & Students

Do we understand what drives our target to make decisions?

Can they afford our total cost of education?

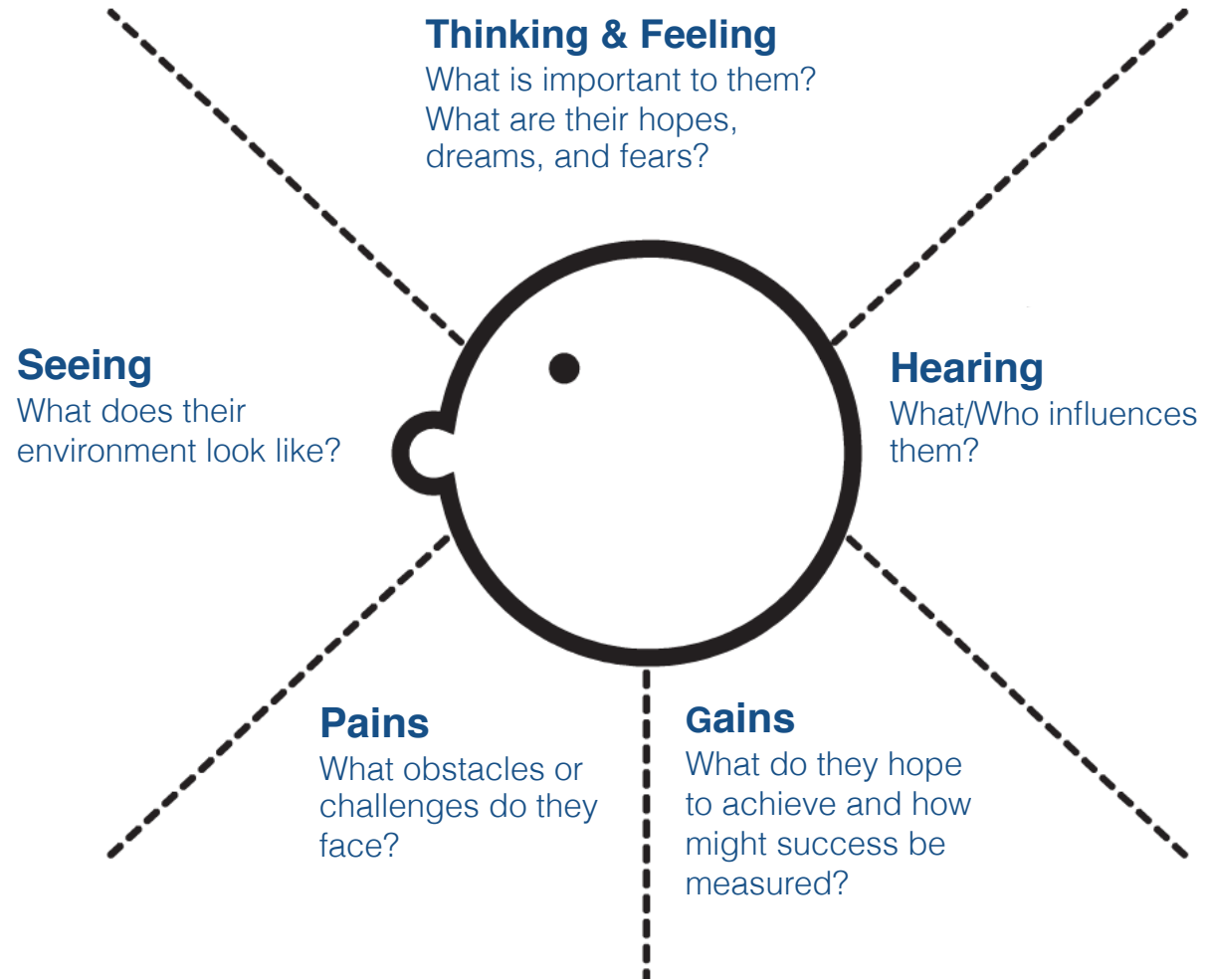
Can we reach them based on where they go for info?

Who do they trust?

Is there a gap between who you serve and who you want to serve?

Question: Do we bridge the gap or adjust our value proposition?

Empathy Map



Value Proposition

**Your Story
is the key
driver of
your
enrollment**

- What are your strengths?
What do/can you do better than other options?
What is your organizational genius?
Who are you serving now and why?
What are your three most valuable
competitive differentiators?
- 1.
 - 2.
 - 3.



Value Prop

Painkillers
vs.
Vitamins
Superior
Value
Story

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





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