



Ten TOP Marketing Strategies
That are Producing Excellent Results

Our Motivating Belief



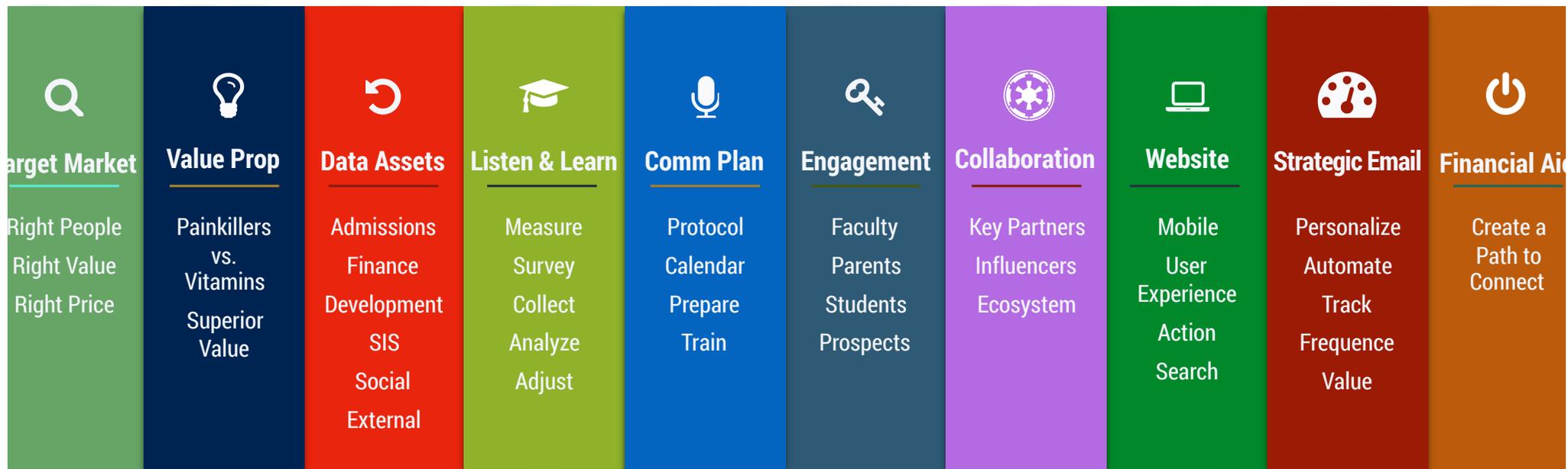
Talented,
Energized,
Engaged Educators
Change the World

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10 TOP Marketing Strategies



Data Assets



Data Assets

Admissions

Finance

Development

SIS

Social

External

What data should be collected?

(Summer trends, Attrition data by grade and by teacher, National and local trends)

Setup Enrollment Funnel and Track by Grade & Teacher

Conduct Keyword Research

How can you build your email list and keep it warm?

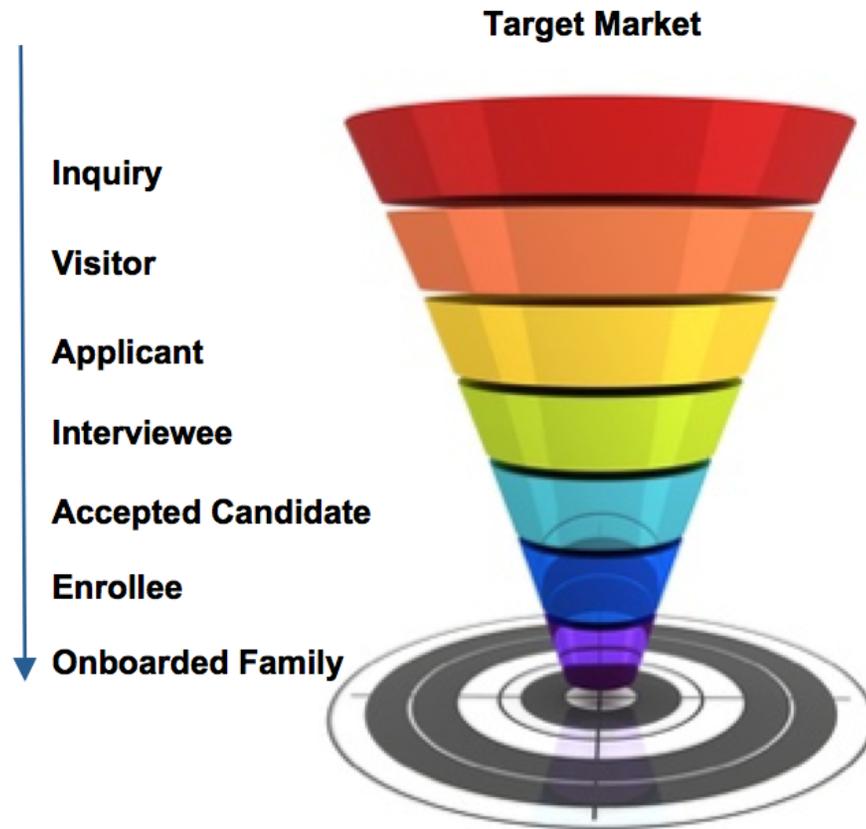
What could be learned by combining this data?

What national and local trends should be

considered in your strategic decision making?



Data Assets: Enrollment Funnel



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



Listen & Learn

Surveys of applicants, new families current families, & faculty
Identify and Study Top Faculty, Students and Parents
Why are they so successful on your campus?
What are the common characteristics/patterns?
Where are the gaps between expectations and experiences?



Listen & Learn

Measure
Survey
Collect
Analyze
Adjust



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