



Ten TOP Marketing Strategies
That are Producing Excellent Results

10 TOP Marketing Strategies



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



Communication Plan

D.G. Treichler says that we remember

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we hear & see
- 70 % of what we say
- 90% of what we do

How can you communicate to foster relationship and engagement?
Can you anticipate key communication points throughout the year?
What do they need to know?
What do they want to know?
How can you prepare your leadership to more effectively respond vs. react?



Comm Plan

Protocol
Calendar
Prepare
Train

Laws of the Grapevine

Communication Plan

- Want to Know
- Need to Know
- Trained to Know
- Prepared to Know

	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Board												
Ops & Admin												
Faculty												
Parents												
Students												
Prospect Database												

Engagement



Engagement

Faculty
Parents
Students
Prospects

How do you measure engagement?
What steps are you taking to nurture a school culture that maximizes **talent, energy** and **engagement**?
What would generate higher levels of energy among your critical influencers?

Engaged Faculty:

- Believe in their school
- Desire to work to make things better
- Understand the mission and the “bigger picture”
- Are respectful and helpful to families & colleagues
- Are willing to go “the extra mile,” working for more than the paycheck
- Constantly & consistently learn, staying current on issues and best practices