



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



Strategic Email

Every \$1 spent
on email
marketing
generates \$38
in ROI

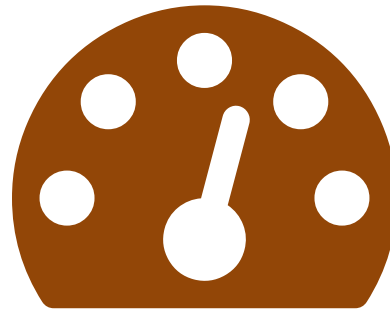
Segment Your Lists to Deliver Most Useful Messages
Personalize with Content and Media
Track Your Results and Improve Methods
Establish a Planned Frequency and Flow



Strategic Email

Personalize
Automate
Track
Frequency
Value

Strategic Email



More Effective Email Campaigns

1. Greeting after submitting contact info
2. Invitation email
3. Newsletter & Testimonials

Financial Aid



Financial Aid

Create a
Path to
Connect

- What is the purpose of your financial aid?
- What role does pricing and financial aid make on enrollment decisions for your target market?
- How does financial aid serve the school?
- Does it advance your mission and vision?
- Are you accomplishing your goals?
- Is there clarity with each stakeholder group about why and how the school uses financial aid?
- Does the messaging match the purpose and strategies?

Financial Aid



Optimize Financial Aid

1. Relevant values and beliefs
2. Financial Aid Strategies
3. Financial Aid Committee
4. Financial Aid Process
5. Financial Aid Data & Systems
6. Financial Aid Reporting & Communications
7. Financial Aid Results & Assessment
8. Financial Aid Marketing



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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