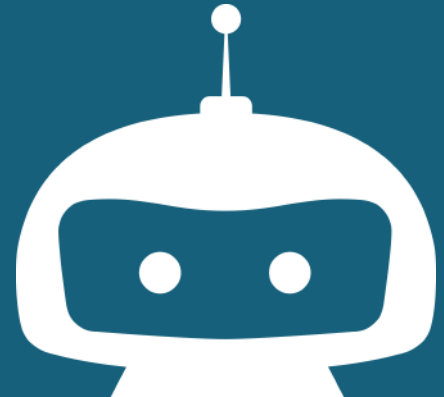
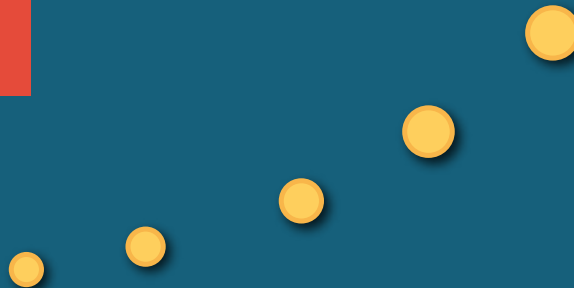



iTCHYROBOT
SCHOOLS

7 MARKETING TIPS TO IMPROVE YOUR SCHOOL ADMISSIONS

EBook





How do you attract new pupils to your school and how do you reach out to parents who are considering schools for their children? In this current economic climate, your reliance on gaining pupils is crucial to maintaining school budgets.

There is often a lot of competition for school places, with multiple schools in one catchment area all looking to attract new students. It's key that you market your school in a way that makes it attractive to these prospective students.

Your recruitment strategy needs to be a consistent delivery of marketing strategies throughout the year, however, there are many tactics that can still be used to give your school the best chance of filling its places.

School marketing is also extremely valuable for communicating with other stakeholders, such as parents, governors or sponsors, and engaging with the wider school community. Effectively sharing your vision and values, as well as what's going on in the school, can elevate your presence.

iTCHYROBOT are poised to deliver both **school websites** and **marketing campaigns** and packages designed to drive admissions for your school, so don't hesitate to get in touch if you want any further information.

**PLUS WE ARE
OFFERING YOU A
FREE BONUS
GIFT TO SUPPORT YOUR
MARKETING EFFORTS!**

**READ OUR 7 TIPS
TO FIND OUT MORE**





TIP 1

Clear, consistent brand message

Why must your school ensure you are delivering clear, consistent brand messages?

Your school's 'story' should be consistent regardless of what communication channel your audience can access. Your school website, social media channels and school environment should convey the same messages and brand values, colours and voice. This not only creates a professional outlook, but also builds trust with your school. If everything is consistent, there is no question about what you say and what you do being different.

Are your school logo or colours and font styles consistent or do you have variations?

A consistent brand helps prospective parents to recognise your school and become familiar with it if these messages are being consistently reinforced. Whilst having variations on a theme is great for ensuring your logo and branding is usable in different ways (i.e. having a light and dark version for contrasting backgrounds), if these variations are wildly different, consistency can be lost.

If you need to make alterations in order to display or use your brand better on materials, make sure to keep this in mind and stay as close to your original brand as possible.

Does your brand actually represent you?

There are many different types of school, including primaries, secondaries, independents, special schools, faith schools, specialist subject schools and more. Your chosen logo and overall brand should reflect this, and make it clear exactly what you are. This message then needs to be shared consistently across your website, social media, branded materials and more.

If, for example, your school has a major technical focus which is reflected in your website but all your social media channel posts are about your sporting successes – this could be sending a confused message. If you looked at your website now, would you say the key messages are reflective of your school vision and values?

Should our school only talk about our brand during recruitment?

No! Reinforcement of your brand and message should be delivered consistently throughout the school year, not just when the window of opportunity opens to recruit parents. More often than not, parents may have already decided which school they want their children to go to way before the application process starts. If you get into good habits of defining what your brand is, what values your school embraces and delivering these consistently and effectively throughout the year, then this will make life easier when it does come to those important times of the school year.

You don't have to be an expert in Marketing to review your brand and values and ensure consistency. Your school will have a logo, so ensure that you have a file that all staff have access to with the correct logo style in there – potentially in various formats that will ensure that your staff aren't scanning age old headers to get a copy of your logo.

You will have set values for your school and you will know how your school differs to other schools you are competing with for places, so use this to your advantage.

Ensure once a week, you are posting something reflective of your school values. If these are focused on resilience – show how your school is doing that.





TIP 2

Who are your prospective parents?

When creating a marketing plan or implementing strategies to boost your school admission numbers, you need to know and understand your prospective parents. Who are your prospective parents? Doing the same marketing activity that every other school is doing is not a solution. It is imperative that YOU understand YOUR prospective parents and what they need from your school.

Where are they?

Your school may be using twitter to share your story and publish everything amazing about your school. However, have you ever looked at whether this is a platform that your parents are using daily? Analysing your parents and understanding what platforms they use can ensure your posts are targeting your ideal community.

What do they need?

When analysing your prospective parents, take a look at what they need from your school. Are you based in a community with high paid jobs and parents who work full-time? Do they need a school that provides wraparound care? Are they EAL parents who need you to prove that you have the resource to meet their needs?

Creating your ideal parent avatar is a great way to identify who your parents are and what are the best channels to target them. This will also highlight what your key messages need to be to ensure you are attracting these parents to your school.

TIP 3

Improve your communication process

We all live in a world where communication is crucial to making anything a success. On a daily basis we are bombarded with messages from social media, text messaging, push notifications, letter etc. So how do you make sure yours stand out and, ensure that you have an effective communication process?

If you are a maintained school, your school places are very much managed by your Local Authority so you lose a certain element of control. So, how can you get some of this control back? That's right - through communication.

How do we collect contact details?

As a school, you'll naturally be collecting parents' details in case they ever needed to be contacted about their children - but as long as these are collected in the right way, they can be utilised for more general updates about the school and other marketing materials.

However you collect details, whether that's through a form on the website or a clipboard at an event, ensure that there's a checkbox option for parents to opt in to receive additional communications from yourselves. This ensures you're taking the correct steps to be able to contact them more.

What should we do with details?

This is completely up to you - just make sure you use them! After an event, are you sending out follow up emails or letters to parents? Even a short note thanking them for their attendance at an event etc, is a point of communication that shouldn't be missed! The key is keeping a consistent, regular (but not spammy) line of contact with your community. Whether that's through direct messages, like emails, or posting more generic messages on social media, engaging local parents, governors and more.

Ideas For Communications

One of the easiest types of communication your school can do is a monthly newsletter. This can feature upcoming events, success stories from the past month and general goings on around the school designed to engage parents. This is a great, easy way to share information as there's always loads of things going on!

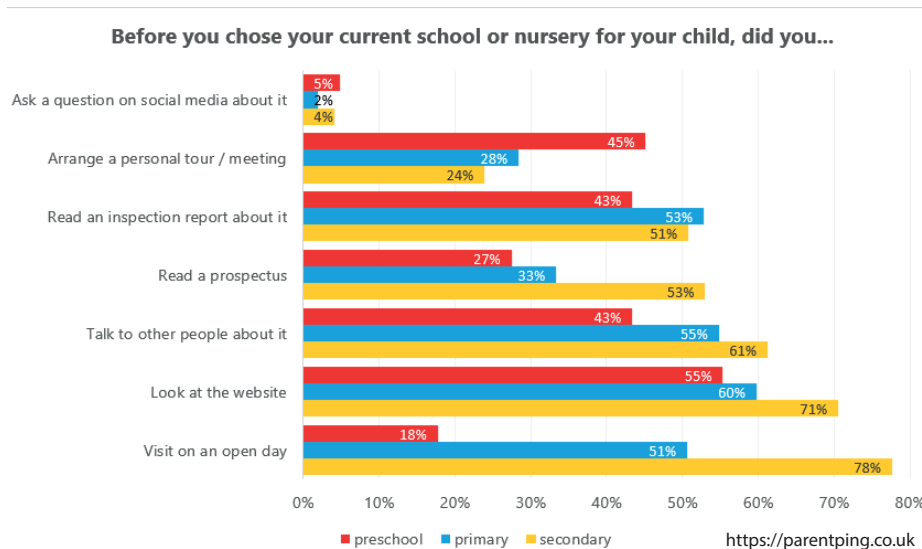
TIP 4

Make your school website a selling tool

A survey was created by the brilliant Parent Ping that analysed the decision making process for choosing a school for their child.

There were some interesting results, but not surprising that before choosing a school, the number one thing that parents did was visit your school website. Social Media was the lowest – which was a surprise.

You can see the results in the table below.



Be honest, if you were a parent looking at your school website would you be assured your school is saying all the right things? Does it really sell your school?

Be honest, if you were a parent looking at your school website would you be assured your school is saying all the right things? Does it really sell your school?

Any parent in the fortunate position of choosing a school for their child will be undertaking a due diligence exercise and as part of this your school website will be the first place they go.

If you take a fashion retail site for example, they would cater their home page of their website for promotions at varying times of the year. Christmas, for example, their home page would be packed with christmas party dresses, gifts, etc. How can your school take advantage of this?

Create a section on your homepage at key times throughout the year for these activities. You should have your home page set up for admissions with links to a page created specifically for parents considering applying to your school.

Everything on your school website should have a purpose. Whether that's just to provide information (i.e. staff names, year group curricula etc.) or as a sales tool, really consider what content you're putting on your site and where.



TIP 5

Use the power of social media

I don't have to convince you that social media is one of the main forms of communication in this decade - like it or hate it, it is here and should be exploited as much as possible. AND IT'S FREE!

How are you using social media to raise awareness of your school outside of your current stakeholders?

Facebook in particular has created a fantastic advertising portal whereby all target markets can be identified and targeted through effective advertising based on their age, location, hobbies and interests. The cost of advertising through Facebook is also significantly cheaper than mainstream advertising in newspapers or magazines and what's more the statistics and measurements of success are readily available to you.

Try a mini campaign using Facebook ads, create an effective advert and select your target audience, monitor the reach and engagement with your advert and opt to boost this ad if it is proving to be successful.



TIP 6

Go out into the community

Your prospective parents are in your community and they aren't coming into your school why not go out to them? There are lots of venues within all communities that have a large amount of footfall and passing trade to enable you to target a large amount of people at minimal cost.

Take your local supermarket for example, all parents will visit their supermarket. Approach your local supermarket and ask if you can put a stand (pull up banner), take leaflets, giveaways or something to attract people over. Get some of your current parents to represent the school and approach people who have young children with them, ask if they have their child enrolled at the school. If they don't invite them to a parent/child play session at your nursery and collate their details.

There must be several mother and toddler groups operating in your area, find out who hosts these and approach them and ask if you can go along and give some information on their school or work with them to host a messy play or education session with their toddlers.



TIP 7

Maximise opportunities on your open day

Your school open day is one of the main activities that is carried out each year, regardless of whether you are a primary or secondary school. However, more often than not, these opportunities are not maximised to their full potential. So how can I get more from my school open day?

Get your prospective parents to register their details

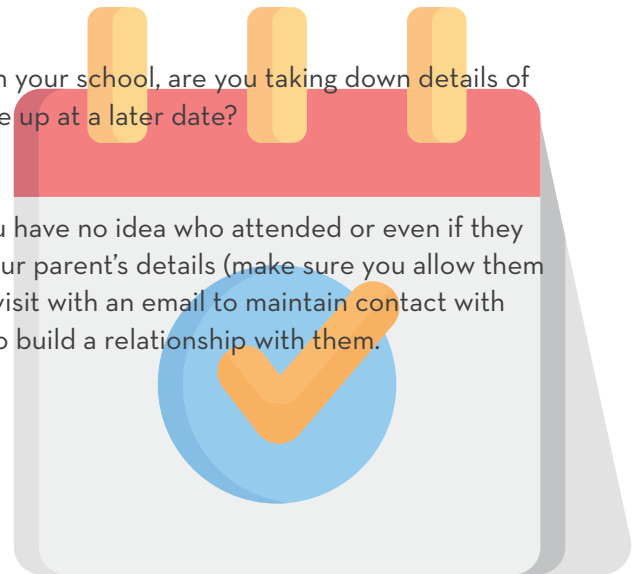
When you are promoting your school open day, you don't really have an idea of who and how many people are attending. Adding a data collection form to your website can assist you with collating details of interested parents and, you can then get an idea of how many may be attending

Take a registration on the day

Those parents who are attending are clearly interested in your school, are you taking down details of those parents who have attended so you can follow these up at a later date?

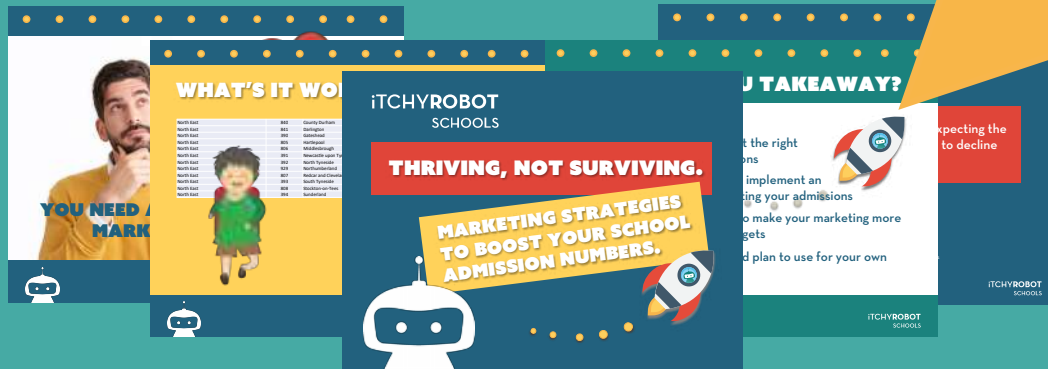
Follow-up, follow-up, follow-up

You don't want this event to be a one hit wonder and you have no idea who attended or even if they are considering your school for their child. If you have your parent's details (make sure you allow them to opt in to comply with GDPR), you can follow up their visit with an email to maintain contact with them and open up a conversation so you are beginning to build a relationship with them.



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- Learn how and where to get the right
- information to make decisions
- Tips and guidance on how to make your marketing more effective, with minimal budgets
- Free marketing strategy and plan to use for your own school
- Know what steps to take to implement an effective strategy for boosting your admissions

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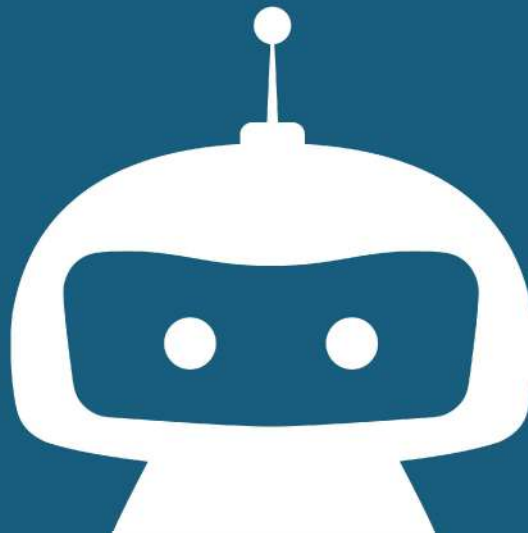
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