

Schools Marketing Process

Overview

The process below outlines the steps to follow in order to forge valuable, lasting relationships with schools in your territories. The aim is to create a rota (incorporating every school available to you), which enables you to have manageable, regular interaction with all of your schools. The long-term goal is to position ourselves as a **“trusted community partner”** in order that:

- **Schools view us as a valuable educational partner and resource**
- **Parents view us in the same light as they view their child’s school**



Your schools marketing process is a valuable piece of the community marketing activity that your business is built upon. You should embed it into your broader CMA programme, just like your other ongoing activities (e.g. eventing, leafleting, lawn signs, business visits, etc.)

Process

1. Create a definitive target list of all schools in your territory and start by researching the ‘key person’ details for those schools (e.g. Head/Deputy Head Teacher, SENCO, Careers Councillor, Head of Funding (e.g. Pupil Premium) etc.) Group those schools into manageable chunks and draw up a rota that will allow you to engage with them consistently. (See example rota below)
2. Create your ‘Schools Information Pack’ with the relevant SIE print/promo collateral (folder, cover letter, business card, flyer, bookmark, pen, academic value add e.g. a study tips guide) and post them directly to the key individuals you have identified within your first group of schools.
3. Conduct your 1st “walk-in” school visits, to your first group of schools, with the same pack you sent them in the post – ask to speak with those key individuals. If unavailable for a meeting there and then, ask for their details so you can send them “further information”. (Also, ask for contact details of the PTA Head). Leave the pack(s) for them and some freebies with the office (pens, bookmarks, leaflets, sweets etc.) But don’t ask them for anything else at this stage – your mind-set should be “what can we do for this school”.
4. Follow up your first round of walk-in visits and postal packs with an email pack, to those same key people. Maybe include some useful links in your email (e.g. SIE website, SIE testimonial videos, SIE FB page, any 3rd party validation from schools SIE has worked with, links to useful content information that promotes/validates private tuition in schools. UK examples - Education Endowment Foundation, Sutton Trust, .gov website, etc.)
5. Make follow up phone calls to every key individual for whom you managed to obtain a direct contact telephone number – contact numbers are extremely valuable.
6. Make your 2nd (follow up) visit to your group of schools, 2 weeks later. Use the same schools pack but take different goodies, this time for the staff (e.g. coffee and cake for the staffroom and a few copies of our Study Tips Guide – 1 for each class).
7. Create and run a standalone schools campaign to run alongside the above process. E.g. a ‘Stock the Fridge’ competition, a summer reading challenge, or a free tuition hours / afterschool clubs competition. These types of ‘school appreciation’ activities/promotions are popular and can be used to gain contact details in order for schools to be entered. You can include every school in your territory(ies). (For details of the schools in your territory, submit a support ticket to request your territory map(s) information).

8. Incorporate guerrilla marketing ideas into your schools marketing process, just like you do in your community marketing. Think about unconventional initiatives that will serve the dual purpose of making you valuable to the school, whilst getting you noticed by pupils and parents. Ideas that have been used in the past include – running the refreshments table at parents’ evenings, donating prizes to school raffles, running the water tent at school sports days, running pop-up revision/homework clubs in exam periods, doing a school assembly, running a free online study tips or executive functioning skills session.

Example schools marketing rota

- 120 schools = 4 x groups of 30 schools in a rota of 30 p/wk:

First Rotation

Grp 1: 1st walk-in visit – week 1
Grp 2: 1st walk-in visit – week 2
Grp 1: 2nd walk-in visit – week 3
Grp 2: 2nd walk-in visit – week 4

Grp 3: 1st walk-in visit – week 5
Grp 4: 1st walk-in visit – week 6
Grp 3: 2nd walk-in visit – week 7
Grp 4: 2nd walk-in visit – week 8

Second Rotation

Grp 1: 1st walk-in visit – week 9
Grp 2: 1st walk-in visit – week 10
Grp 1: 2nd walk-in visit – week 11
Grp 2: 2nd walk-in visit – week 12

Grp 3: 1st walk-in visit – week 13
Grp 4: 1st walk-in visit – week 14
Grp 3: 2nd walk-in visit – week 15
Grp 4: 2nd walk-in visit – week 16

...and so on.

The above example assumes a typical number of 120 schools per territory. It allows you to complete the 2 walk-in school visit process in the recommended 2-week time frame, followed by a 6-week gap, until circling back round to hit the same group of 30 schools again.

The full marketing cycle (one full rotation, hitting all 120 schools twice), takes 8 weeks using the above model.

During the 6 week gap period (the time between completing the second walk-in visit of your first rotation, to making the first walk-in visit in your second rotation), there would be follow up activity completed, such as (often multiple) phone calls, emails, campaign/competition planning, guerrilla marketing initiatives, etc.

The number of schools in your rota can be adjusted according to variables such as the total number of schools in your territory and human resources available in your business.



School is Easy
TUTORING

schooliseasy.com