
Effective School Marketing in a Digital World

1 - 2 August 2022

**Post-workshop resources:
Group Feedback**



DIGITAL OPPORTUNITIES GROUPWORK

Day 1

In your groups, write a list of points on your topic using the slides as prompts, select a scribe and someone to present it to the larger group.

Topic 1: Opportunities in Pre-enquiry journey

By creating a strategy to attracting people in your school space

Trying to stand out & establishing what is your unique offering

Web space to showcase: Virtual tour

Have opportunity within this showcase/offering to capture details

This resulting in a lead

Another way to look at this:

Encourage / incentivise prospective parents to engage in the process of submitting information that could convert into leads, the hopefully submissions

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Topic 2: Opportunities in Post-enquiry journey

Diagnostic testing: Helps to shape “Persona”.

Face-to-Face: Teacher meet and greet.

Virtual tours for learners who live far away.

Interview process.

Home visit: Creates a relationship (has tea with the family, sees learner’s room).

Application should suit the client: either beforehand or after connection/tour.

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Topic 3: Opportunities in Post-enrolment Journey

Opportunity to share relationship with pupils when they leave on Social Media so that relationship can be made known to wider community

Online campaigns – Where in the World Are you? Success Stories / Marriages / Throw Backs

Profile in digital estate newsletters/magazine

Alumni Communication – automated birthday messages, social media posts

Social Media Platforms are best and easiest way to keep in contact. Decide on using main page or creating secondary (sub-brand) pages for Alumni.

WhatsApp groups are also a platform to use. Need “Champions” to manage these groups and engage with pupils from their year group.

Onboarding from physical to digital needs to happen within first few months after they leave high school (can be a 5 year process once they have left prep school).

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Topic 5: Opportunities in Development/fundraising journey

Our audience would be the alumni past and current parents/ staff

Problem is people don't search for us, we search for people/ funding

Social media posts best way to engage: pupils who have benefited from funding: posts on where they are how they have done/ achieved/ thanks.

Advertise events

Did you know? This building in virtual tour was built by funding of the Foundation

Go to functions with admissions people and marketing/ get to know current parents what they do/

Have a presence on alumni social pages as well as school social pages

Constantly thank community for their help and show where their money goes! People want to know how money is spent.

Appeal to the heart at all times!

CAMPAIGN PLAN TEMPLATE

In your groups, choose a scribe and someone to present it to the larger group, based on the topic you have been allocated

Day 2

Topic 1: Admissions/Enrolment Campaign

Explain the school's positioning up front (get creative!)	All Girls School (RRR – 12) Persona – Family orientated, 35+ Will their children receive a world-class education in South Africa – YES
Theme and tagline for campaign	Holistic & Balanced Schooling “Nurturing the future, dynamic woman”
One major event which must have an online presence	Open Day / Virtual Tour Virtual - Grab a Seattle coffee voucher and enjoy a virtual tour Open Day – Let a ‘Big Sister’ take you on tour or enjoy an experience at our school.
Online advertising and social media	Instagram, Facebook, Reels, Ads
Digital internal communications	Links in Newsletter / app / QR codes handed out at school gate
Any other digital processes relevant to the campaign	Social Media and link on Website Create a video showcasing the journey of a Grade RRR Girl – Matric, Use same staff to show staff retention and stability.
Include alumni and community stakeholders where possible	Include testimonials from past pupils as well as current pupils and their parents. “What has their experience been?”

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Day 2

Topic 2: Retention Campaign

Explain the school's positioning up front (get creative!)	<ul style="list-style-type: none">- Persona: Co-ed high school – cultural bursaries- Engage pupils (and parents) to retain them
Theme and tagline for campaign	<ul style="list-style-type: none">- Theme: Growing together/ Keep the ACT together
One major event which must have an online presence	World Music Day – live streaming to homes (Online concert) Cultural event = showcase themselves and their talents – Get current pupils excited and want to be involved to retain them Possibly grow this event annually
Online advertising and social media	Online auditions Facebook, Instagram & Tiktok = short videos to grab attention
Digital internal communications	Internal voting – most “likes” gets to perform in the concert Encourage own staff to enter = gets the children excited
Any other digital processes relevant to the campaign	Links in Newsletters/ apps to get parents to vote Stream on school's YouTube channel – link on website and social medias
Include alumni and community stakeholders where possible	Invite past pupils to perform as guest performers Invite as VIP guests (community stakeholders and alumni) as the audience (perform to them)

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Day 2

Topic 3A: Fundraising Campaign

Explain the school's positioning up front (get creative!)	Parallel medium school, multi-campus, full continuum provision; Values: excellence, respect, community
Theme and tagline for campaign	Celebrating talent in our community
One major event which must have an online presence	Springfest – featured artists and school talents; food trucks; flea market; dance; online gaming booths; ticket sales for fundraising
Online advertising and social media	Facebook; Instagram; artist video teasers; online ticket sales
Digital internal communications	newsletter, emails
Any other digital processes relevant to the campaign	Graphics; online finance platform for sales
Include alumni and community stakeholders where possible	Promoted among all students, staff, parents; alumni invited; online advertising to bring in wider community

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Topic 3B: Fundraising Campaign

Explain the school's positioning up front (get creative!)	Educate children Online and equip them for a digital future.
Theme and tagline for campaign	Bridging the gap for digital education for all.
One major event which must have an online presence	For every R200 raised, a teacher gets pied in the face (by a student). For every R1000 raised the principal gets pied.
Online advertising and social media	Videos get posted to social pages. Schools APP, newsletter and social media pages. Make a video a real child in need (slice of life). Raw emotion.
Digital internal communications	School's APP, newsletter and social media pages.
Any other digital processes relevant to the campaign	To make a donation, you need to register on website. Use Zapper, SnapScan or Ozwo instant EFT.
Include alumni and community stakeholders where possible	Get major companies/alumni stakeholder to match amounts raised.

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Topic 4: Graduation/ leavers/prizegiving campaign

Explain the school's positioning up front (get creative!)	International school/ global
Theme and tagline for campaign	Word changes connected/ connecting the change
One major event which must have an online presence	Prize giving on a global level/ leavers
Online advertising and social media	Webpage/ invite parents alumni community/ streaming event
Digital internal communications	Campaign use the idea of the handing of the cap from country to country
Any other digital processes relevant to the campaign	Social media post link to live streaming
Include alumni and community stakeholders where possible	Alumni/ board members/ shareholders/ past students parents