

TACTICS

CREATING YOUR
MARKETING PLAN

Getting Started

- ❑ Recruit 5-10 volunteers to serve on a Marketing **Task Force** and meet monthly.
- ❑ Create and follow a Marketing **Calendar**

Marketing Calendar

[illegible]

Marketing Priorities

MISSION-MINDED

commodity
school is the hero
“me too” branding
how we do it
“read about us”
photo of buildings
tour with office staff
Wikipedia page
price
efficiency
management

position
story
competition
messaging
call to action
website
visit
language
tuition
focus
head of school

VISION-DRIVEN

unique service
student in the hero
flanking/differentiation
why we do it
“visit to know us”
photos of students
consultation with Principal
Mom blog
value
effectiveness
leadership

