

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



			Oct		Νον				
	4	11	18	25	1	8	15	22	29
KEY DATES				Home Visits	Staff Development	Evening of Hope	Admissions Tour		
Friends & Family		Thank you's/appreciation gifts				Freinds & Family Email/Text			
Community Outreach	Thank you's to Community Partners for enrolled students				Community Partner Re-engagement/appr eciation				
Digital Advertising		Digital Marketing Evaluation/Report					Digital Marketing Plan Draft #1		
	Photo Shoot		Web Updates						
Other Advertising					Explore Mailing List Vendors		Design Outdoor Banners		
Events	Open Streets	Open Streets	Open Streets				High School Fair KIPP		
Materials	Form/material evaluation		Form/material revamp drafts	Form/Materials Finalized					Recr Mate Fin



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



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