

Chameleon

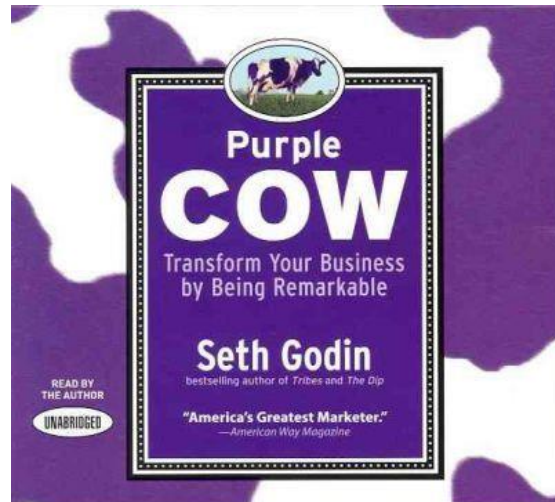
CONSULTANCY & TRAINING

ADAPT • EVOLVE • SUCCEED

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“The Purple Cow” - Seth Godin

“In a society with too many choices and too little time, our natural inclination is to ignore most of it.”



How can you stand out from the crowd?

So, what is Marketing?

How would we define marketing in the education sector?

'It's about learning.'

**Learning about people's perceptions and needs
and then acting on that learning to communicate the school's
core purpose and values, both to the school community and
to those outside.'**

Handbook of Educational Leadership and Management (Brent Davies, 2003)

Reasons to market our school

BRANDING

(an identity
– the consistency of
appearance and message)

ENGAGE VOLUNTEERS

(funding partners)

PUPIL ADMISSIONS

(sustain or increase)

REPUTATION

(reinforce or
modify?)

EFFECTIVE COMMUNICATION

(PR/Media/*Crisis Management*
What comms format do your
parents/stakeholders prefer?)

STAFF RECRUITMENT

(talent drives
standards)

CORE VALUES AND KEY MESSAGES

(why should parents
choose your school?)

Balance between
results/data v softer
outcomes)

Taking control...

"Schools are put in the spotlight more and more. If they don't come up with other ways of promoting themselves, they will be judged simply on their published exam results or Ofsted reports.

If they want to be respected for the job they do they have to be proactive and promote themselves, or otherwise be judged simply by others' criteria."

Alison Falconer
Education PR Strategist and Author

YOUR TURN

5 min activity

Where do your opportunities lie?

What strengths does your school have

Where are the challenges?



What is branding and how does it help?

For our schools this means:

- ✓ The whole experience we offer
- ✓ The emotional responses we elicit
- ✓ The way others feel about our school, its staff and pupils

Successful branding helps build:

- ✓ Loyalty (aiding recruitment)
- ✓ Reputation (engagement with supporters)
- ✓ Awareness and understanding (empathy and trust)
- ✓ Competitive advantage (over other schools)

"A combination of attributes that give a distinctive identity and value, both tangible and intangible."

C. Doyle 2003

The 'Pass-along' Message



**How would
you define
your school
brand?**

Imagine this scenario...

You're at a dinner party and guests ask about your school.
How would you answer?

Take a few minutes to think about how you would succinctly define your school - your '*Pass-along Message*'?

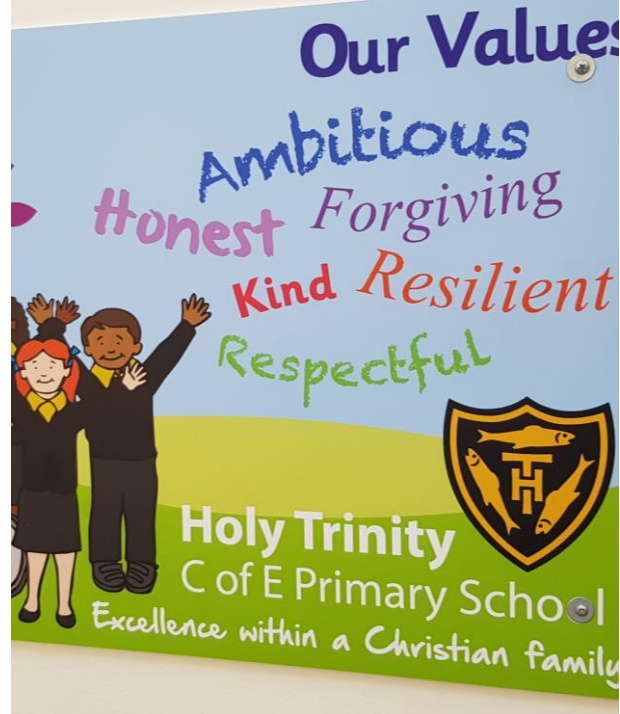
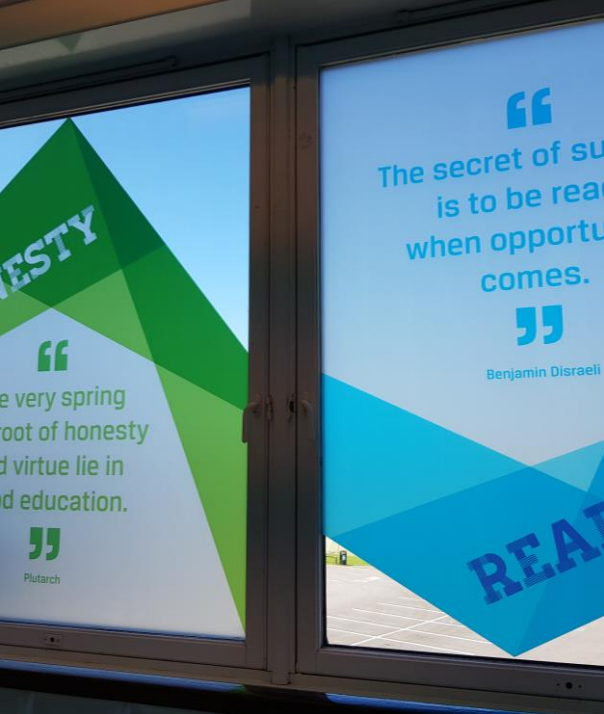
Consider:

- ✓ The uniqueness of your school
- ✓ The things you're most proud of / excel at?
- ✓ The aspects you think differentiate your school from others?

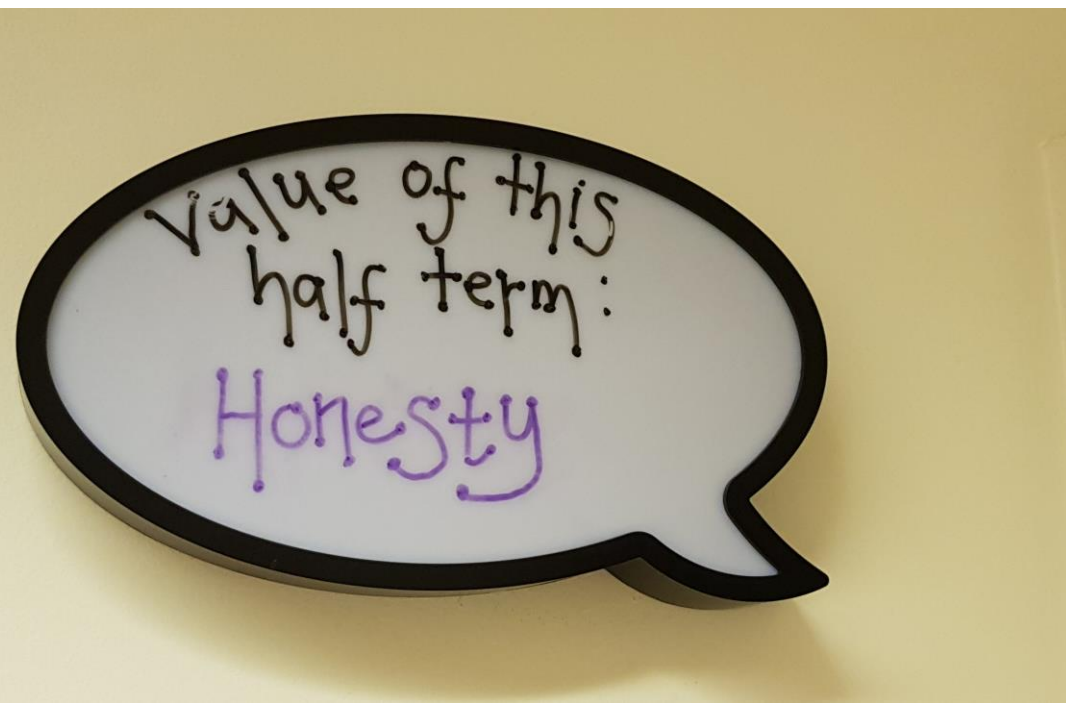
Broadcasting messages and branding in school



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How can you present your values and key messages effectively?



Values and Branding action points

- ✓ Map out your values – what makes your school special?
- ✓ Work with students and staff ~ focus groups
- ✓ Tease out some key messages
- ✓ Articulate these into visual words and images
- ✓ Perhaps recruit student marketing ambassadors to help promote these?
- ✓ Broadcast! Corridors, display boards, website, prospectus and social media



Who are your competitors?

Can you think of your key differentiators?
Why would someone choose you?

Competitor	Their Strengths /USP?	Your Response

How will you let people know?

The Marketing Mix

The marketing mix is how we define all aspects of our marketing activity, often grouped into 'off-line' and 'on-line'

On-Line ~ website, 'Google' searches, social media, digital advertising, apps, e-newsletters

Off-Line ~ print advertising, flyers, face to face, printed newsletters, direct delivery to partner schools, events

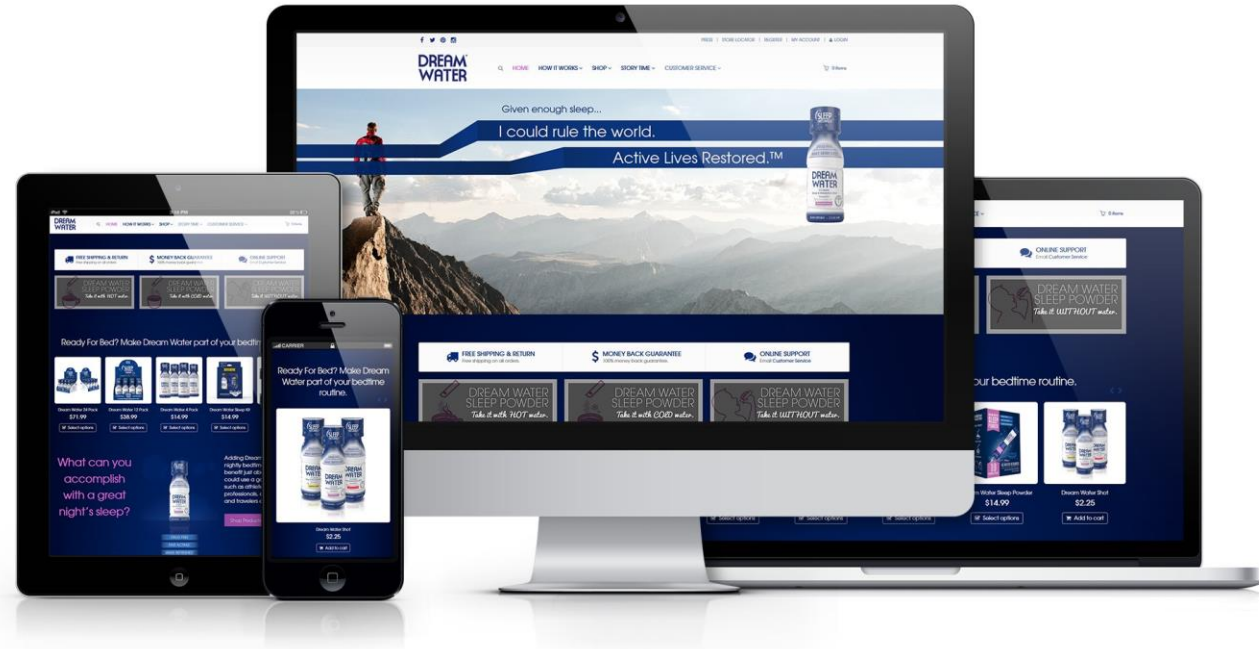
Whatever you choose, you must be **consistent** and **persistent** with brand and messages!

Your Website

Your primary source of communication

Having to serve three purposes:

- 1) A portal for accessing statutory information and data (Ofsted).
- 2) Information flow to (and from) existing stakeholders (parents, staff, students).
- 3) A marketing tool to new and prospective stakeholders (parents, suppliers, new employees). Providing an insight into school life.



Does your website effectively deliver on all three fronts?



Brill Church Of England School

With the Wind in our Sails

Type to search



Select Language



Powered by [Google](#) Translate

[Home](#) | [Newsletter](#) | [Calendar](#) | [Staff](#) | [Governors](#) | [Contact](#)



NEWS



WHY BRILL?



PARENTS



PUPILS

Website essentials

For the latest minimum content guidelines -
www.gov.uk/what-maintained-schools-must-publish-online

Compact with simple navigation '3 clicks'

Tablet and mobile friendly?

Test your site – what is your search experience like?

Always put yourself in the shoes of the viewer!

Assume you're new to the site – what's this experience like?

Social media - what do you need first?

People

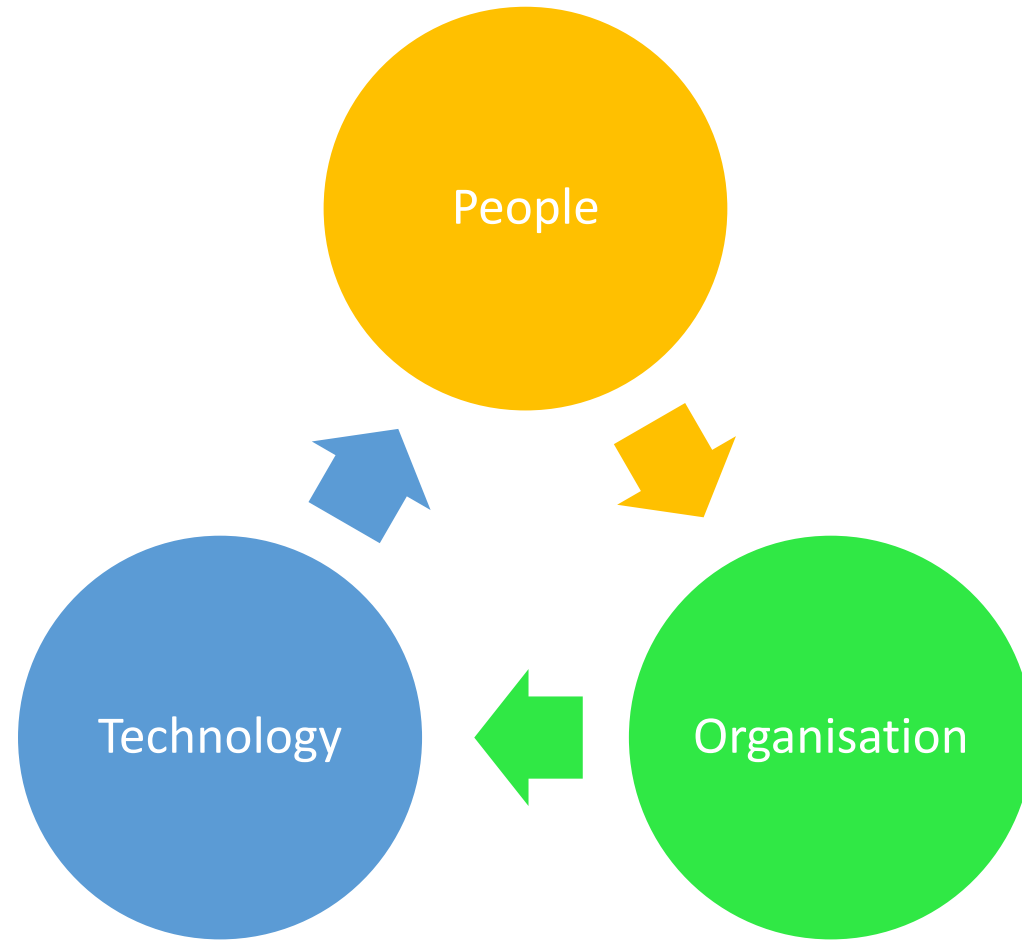
- Technical ability
- Communication skills

Organisation

- Story network
- Policies

Technology

- Right Platform(s)
- Monitoring



Monitoring and responding



*"I don't like
this school"*

1. Report abusive posts
2. Consider safeguarding issues
3. Acknowledge negative posts but....
4. Take the conversations offline
5. Don't get into a "slagging match" !
6. Don't threaten to sue!
7. Do review policies and practices

Why write a marketing plan?

- Focus on priorities
- Identify vulnerabilities & threats whilst exploiting strengths
- Budgeting – understanding costs of a falling roll can quantify your marketing budgets accordingly
- Mapping out your school year saves last minute stresses!



The Marketing Plan – 6 steps

- 1. Executive Summary** – the purpose and aim of your plan
- 2. Context** - SWOT analysis / PESTLE (challenges/opportunities)
- 3. Planning** - Short (1 yr), Medium (2-3yrs), Long Term (3+yrs)
- 4. Programme** - Actions, Campaign Lead, Value, Timescales and Impact
- 5. Resources** – Marketing ambassadors? Team approach.
- 6. Measure and Reflect** – What worked, what didn't and why

Something like this...

Strategic Objective	Activity	Actions and Resources	Responsible Person(s)	Time Period	Budget	Success Criteria
Enhance awareness and school brand identity	1 – Introduce student led welcome video	<ul style="list-style-type: none"> Brief student ambassadors Select external media partner Agree timings, expectations and budget Develop storyboard Audition students On site filming Review edit and sign off Launch on website, social media platforms. 		May/June	c. £1200	<p>Are we happy the video met expectations?</p> <p>Responses from staff/students?</p> <p>Impact on awareness?</p> <p>Open Day feedback?</p>

Reboot Recruitment – a fresh approach

Which school would you apply to?

'We require an outstanding, dedicated and fully committed teacher of English to start in September 2023. The ability to teach English at a high standard across the key stages is essential.'

Or

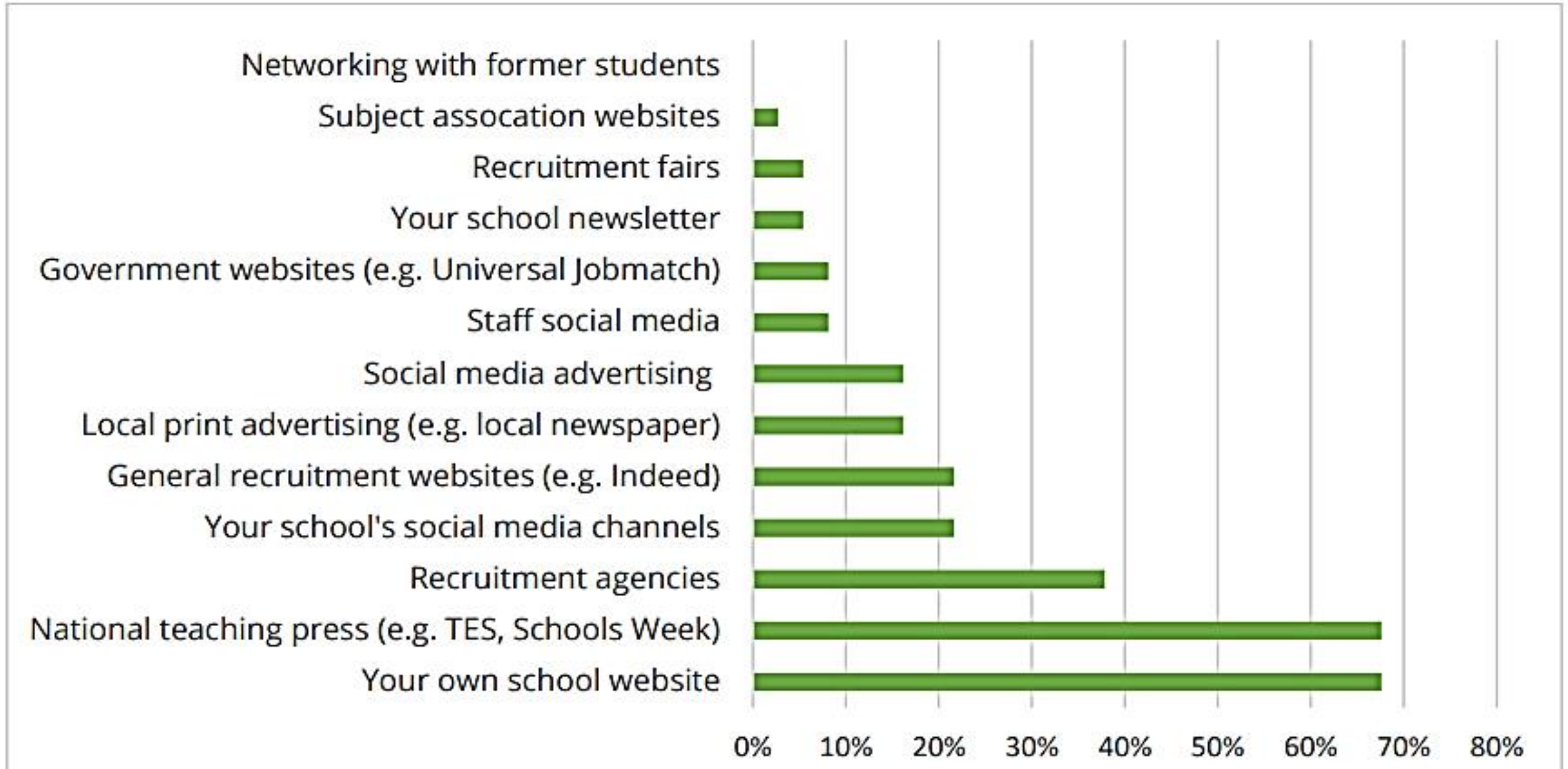
'We put your professional development at the centre of our work. Our mentoring programme is open to all as we believe our greatest asset is our people. We have a flexible range of benefits including discounted childcare.'

Reboot Recruitment – a fresh approach

- ✓ **Our Offer** - What are we offering? Are we communicating this well enough? What are the benefits of working here? 9300 teaching vacancies on TES this week!
- ✓ **Pull factors** - How enticing is our website? Specific webpages highlighting benefits, opportunities etc. 'Why Join Us'.
Motivators – extrinsic (money/status) Vs intrinsic (growth/enjoyment).
- ✓ **Innovation** – opportunities to work across the MAT, flexible working, much easier application process. Informal visits and tours.
- ✓ **Digital** – short 'talking heads' videos capturing an insight into life at school. HoD, ECT, TA etc

What does your school do to attract teachers?

Source: Marketing for Schools Recruitment Survey



Welcome to the Sarah Bonnell School career site

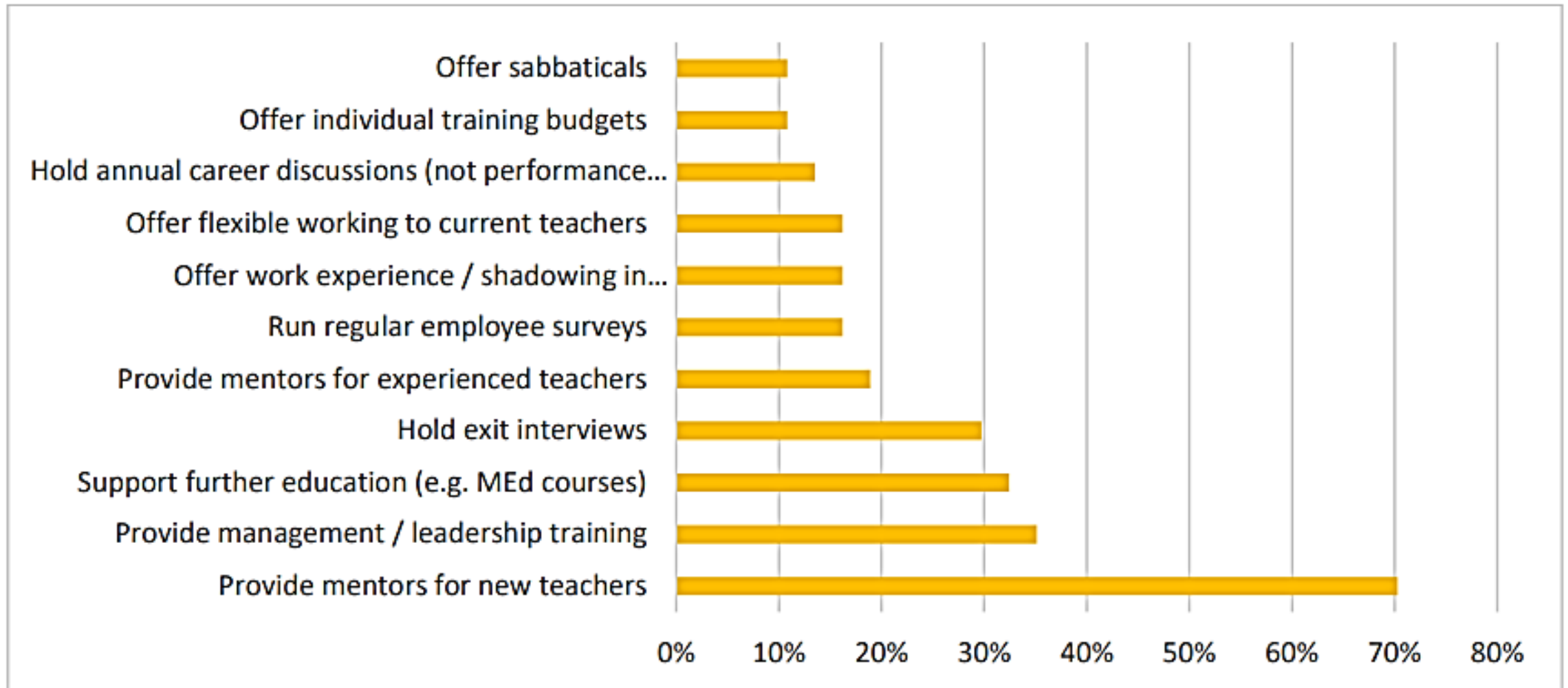
We are searching for the best education professionals

Excellent opportunities for professional development.



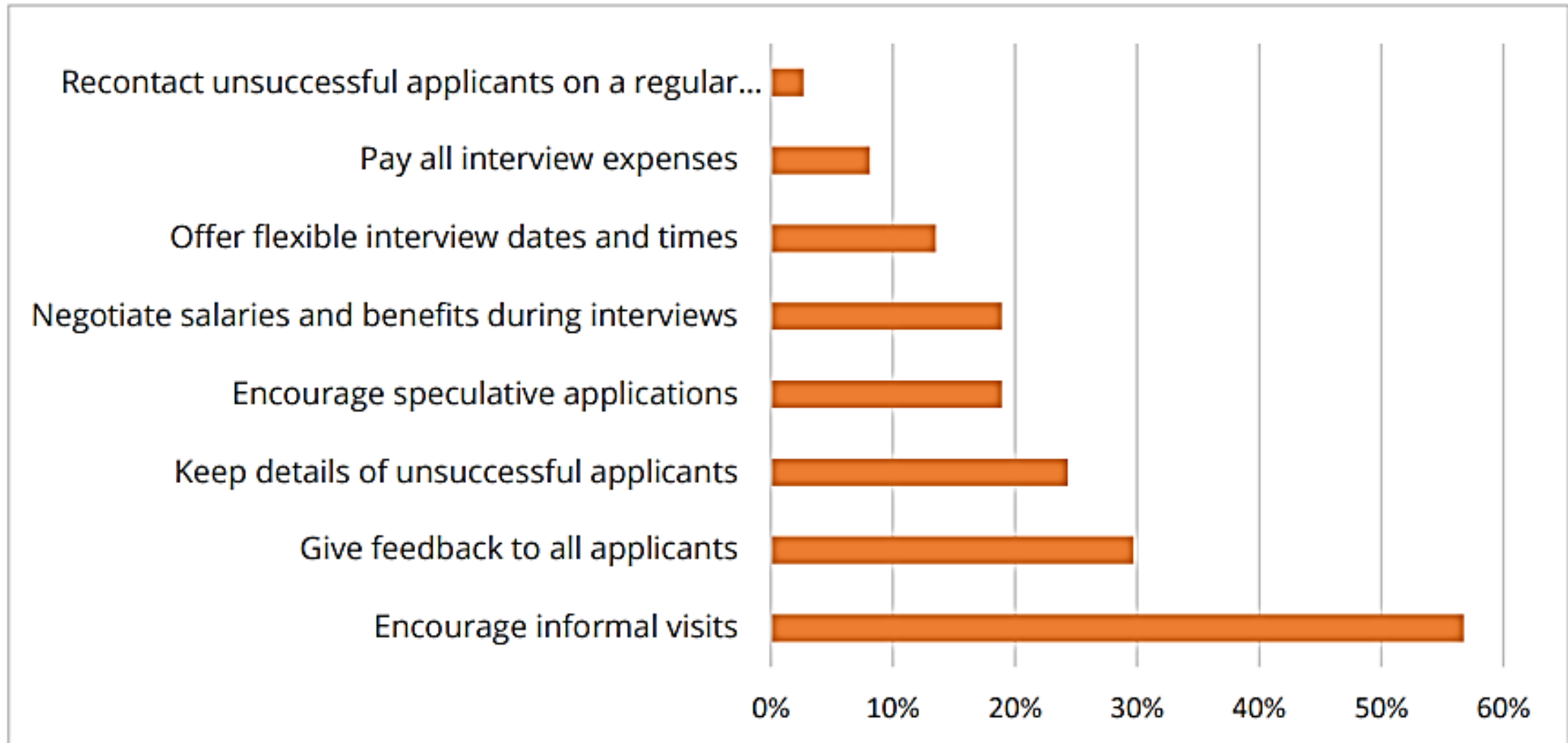
What does your school do to retain teachers?

Source: Marketing for Schools Recruitment Survey



How does your recruitment journey compare?

Source: Marketing Advice for Schools recruitment survey



Finally, freshen up your approach

Be different – stop republishing the same adverts!

Work out your 'employer' brand'. What are competitors offering?

Find and tell stories. Short videos featuring staff are powerful.

Create a careers page. Sell the opportunity.

Simplify and be flexible.

Work hard to retain your people. Pull and Push factors.

Anticipate and develop an action plan.

Finally, freshen up your approach

Recruiting staff shouldn't be thought of as a Human Resource process

It's a key part of your Marketing strategy

- Listen to your people and create a compelling narrative
- Make your processes and the recruitment journey as painless as possible!
- Be creative, use valued and high trust channels *

* Recruitment agencies/ad execs are rated least trusted by public. Ipsos Veracity Index 2022

<https://www.ipsos.com/en-uk/ipsos-veracity-index-2022>

'Effective marketing comes about when you view things through the lens of your audience.'

ANY
QUESTIONS
?

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