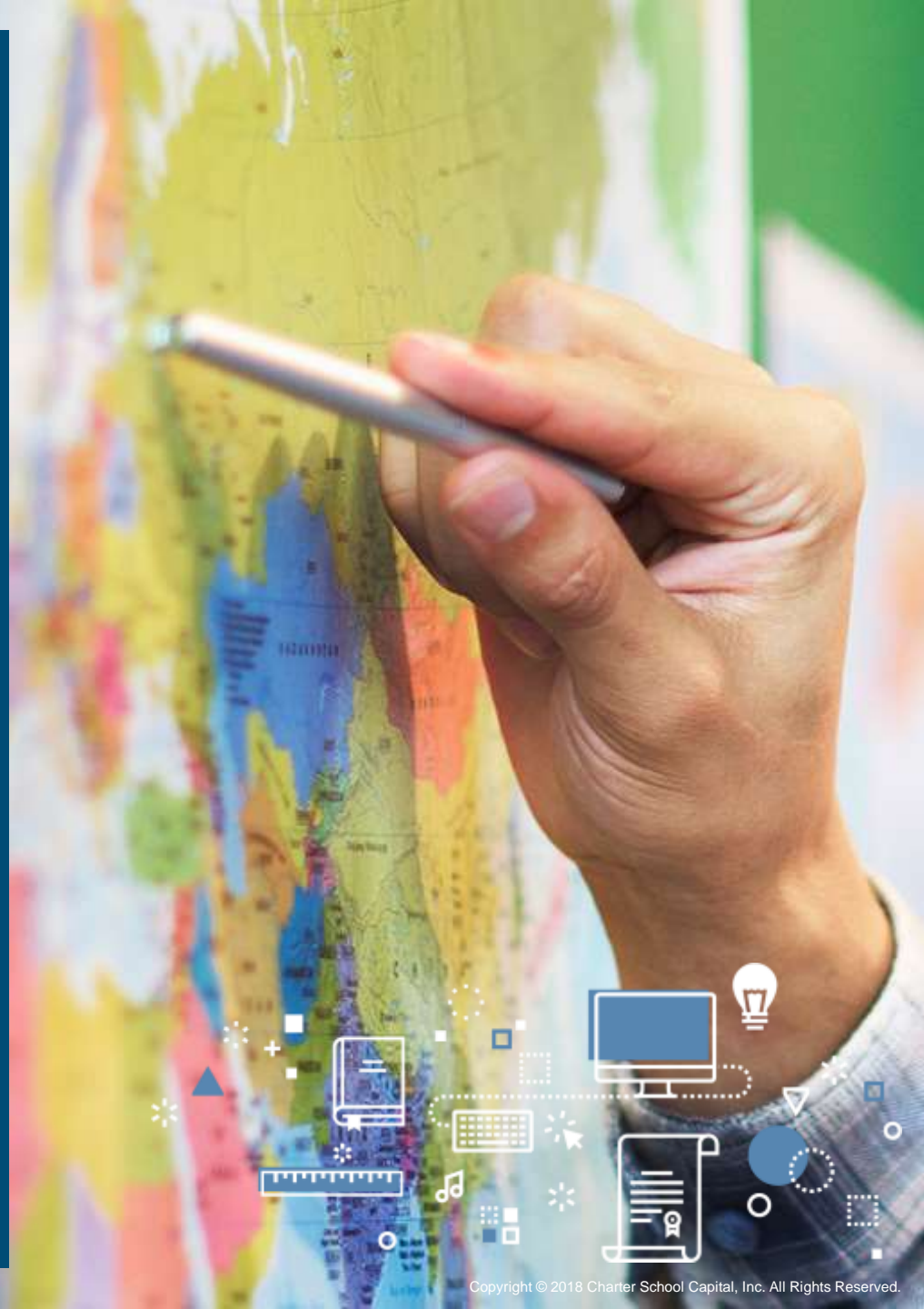


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# Digital Marketing 101:

The Practical Guide to  
Finding Your School  
Online



# TODAY'S SPEAKERS

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**Michael Barber**  
Founder  
barber&hewitt



**Scott Kaufmann**  
Partner  
Lucid Agency



**Stephanie Ristow**  
Senior Marketing Manager  
Charter School Capital

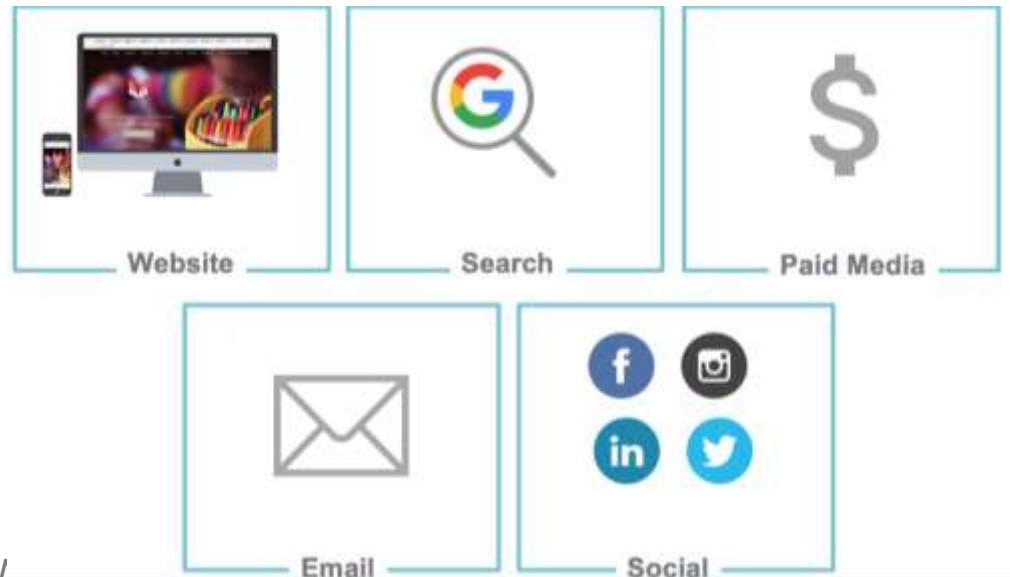
# TODAY'S AGENDA

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- What is Digital Marketing
  - Establish your vision online
  - Know your audience

- Strategy & Tactics
  - Web
  - Search
  - Paid Media
  - Email
  - Social



- Additional Resources to Follow



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# What is Digital Marketing?

# WHAT IS DIGITAL MARKETING?

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- Talking with just the right person at just the right time, via mobile or online, in a meaningful way.
- Digital marketing can help your charter school overcome obstacles such as community awareness, fundraising and enrollment.
- A vehicle for gaining and nurturing support from your community.



# STRATEGY & GOALS

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Use your school's purpose to create powerful marketing messages.

- **Define: your school's unique position**

How is your school different from other options?

What is the essence of who you are?

How will you and your staff, volunteers and teachers consistently deliver on your school's promise?

- **Discover: what are you trying to accomplish?**

What is a reasonable goal for your charter school?

Pick one goal for each campaign: Increasing enrollment, building awareness in the community, new facilities, etc.

- **Deliver: Communicate strategically and with intention**

What channels will you use to connect with your audience? What's most effective & efficient for your budget, goals? How will you measure results?

# KNOW YOUR AUDIENCE

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- Millennial Moms and Dads
- Grandparents /other caregivers
- Press and influencers in your area
- Your Board of Directors
- Your students!

They are all different!



# Strategy & Tactics



# STRATEGY



Awareness

- Cultivate brand awareness
- Generate new leads

Consideration

- Drive engagement with leads
- Build trust and recognition

Conversion

- Support enrollment, recruitment, etc.
- Convert the lead

Loyalty

- Retain community support/ students
- Support word-of-mouth (referrals)

# TACTICS



**Website**



**Search**



**Paid Media**



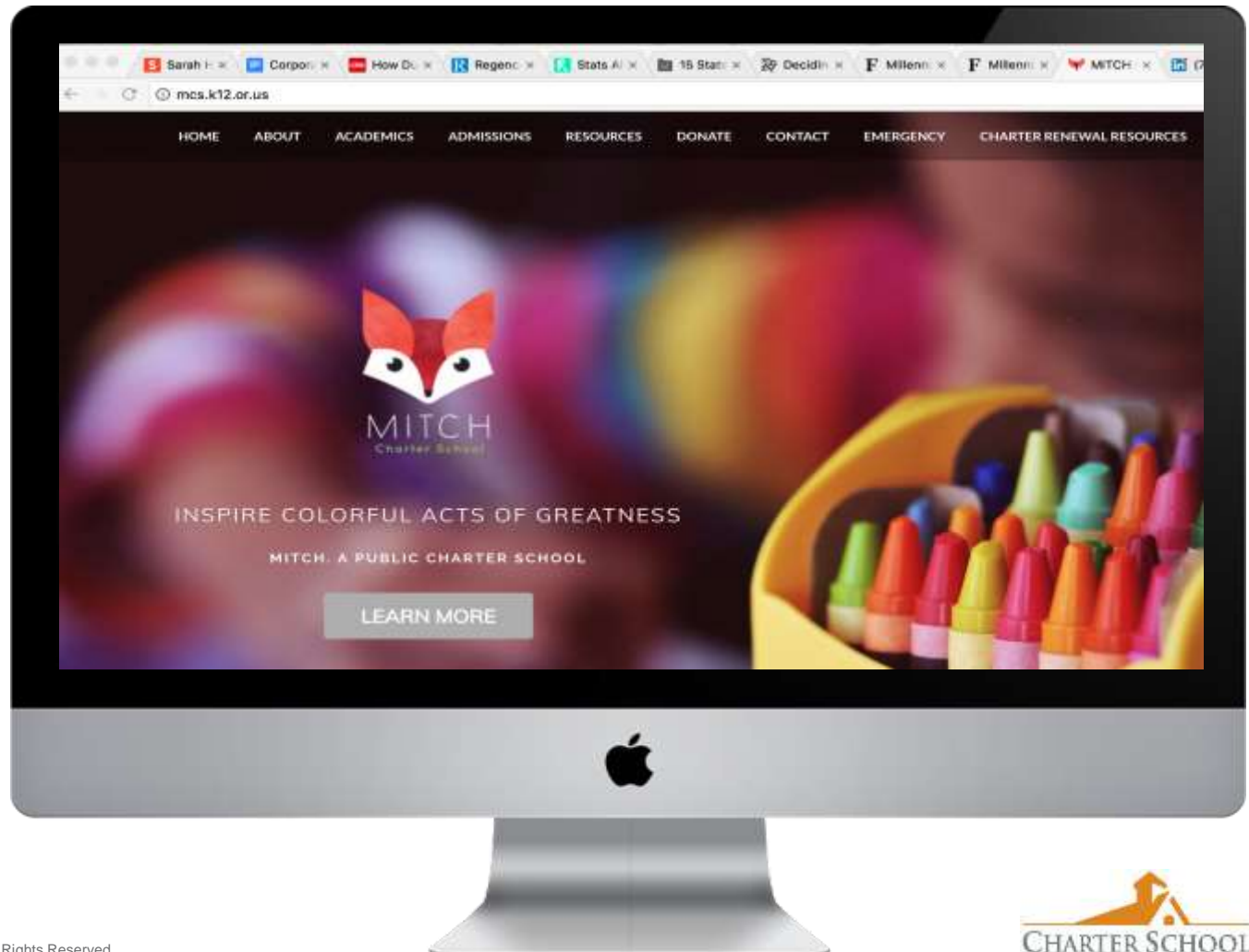
**Email**



**Social**

- 11

# WEBSITE



# WEBSITE CHECKLIST

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- ☐ Establish your design
- ☐ Develop your content
- ☐ Map the visitor experience
- ☐ Pick your technology
- ☐ Build it (with mobile in mind)
- ☐ Test, and test, and test



## Additional Tools & Resources



 SQUARESPACE

**WIX**.com

brand**genie**

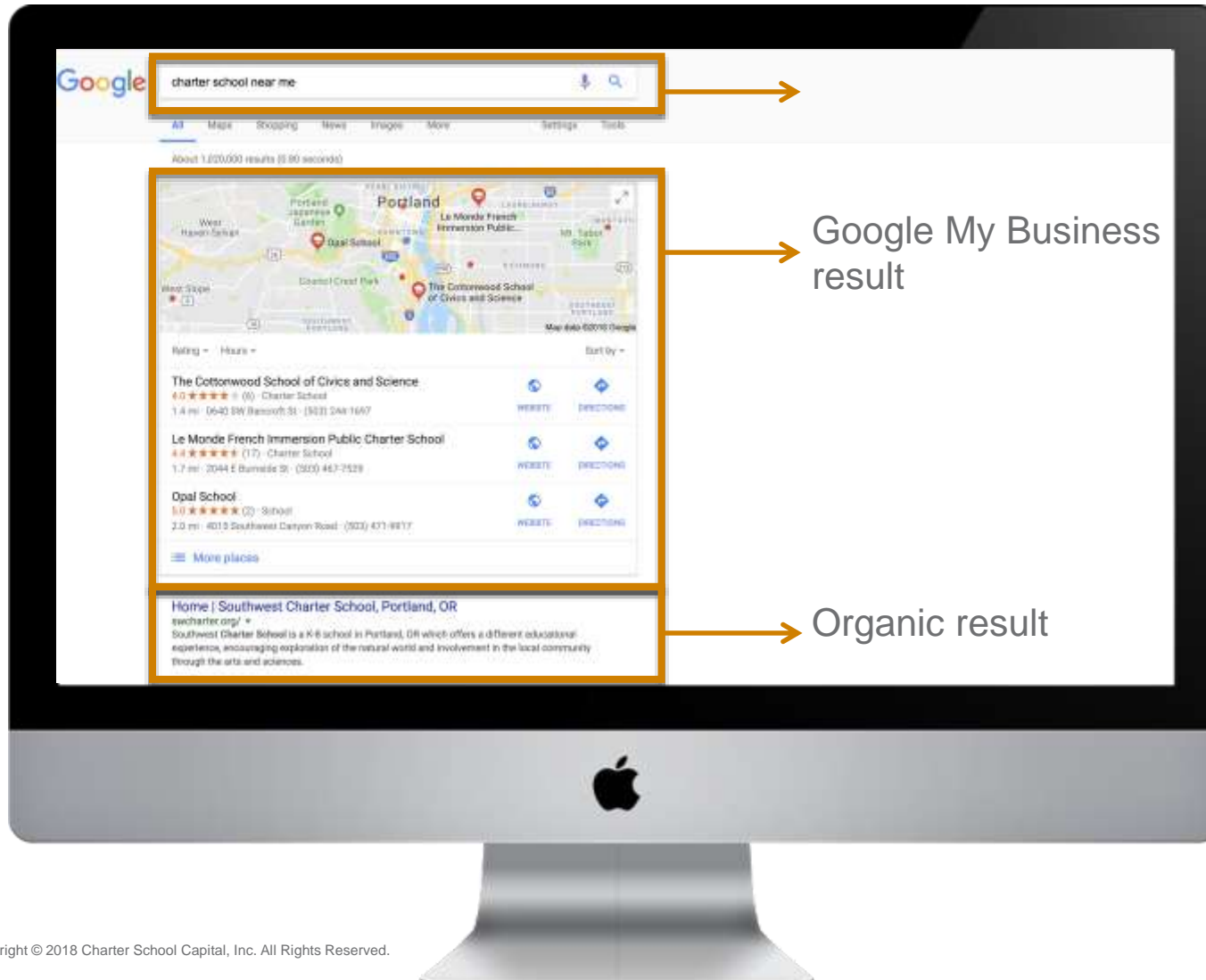


# SEARCH (SEO)

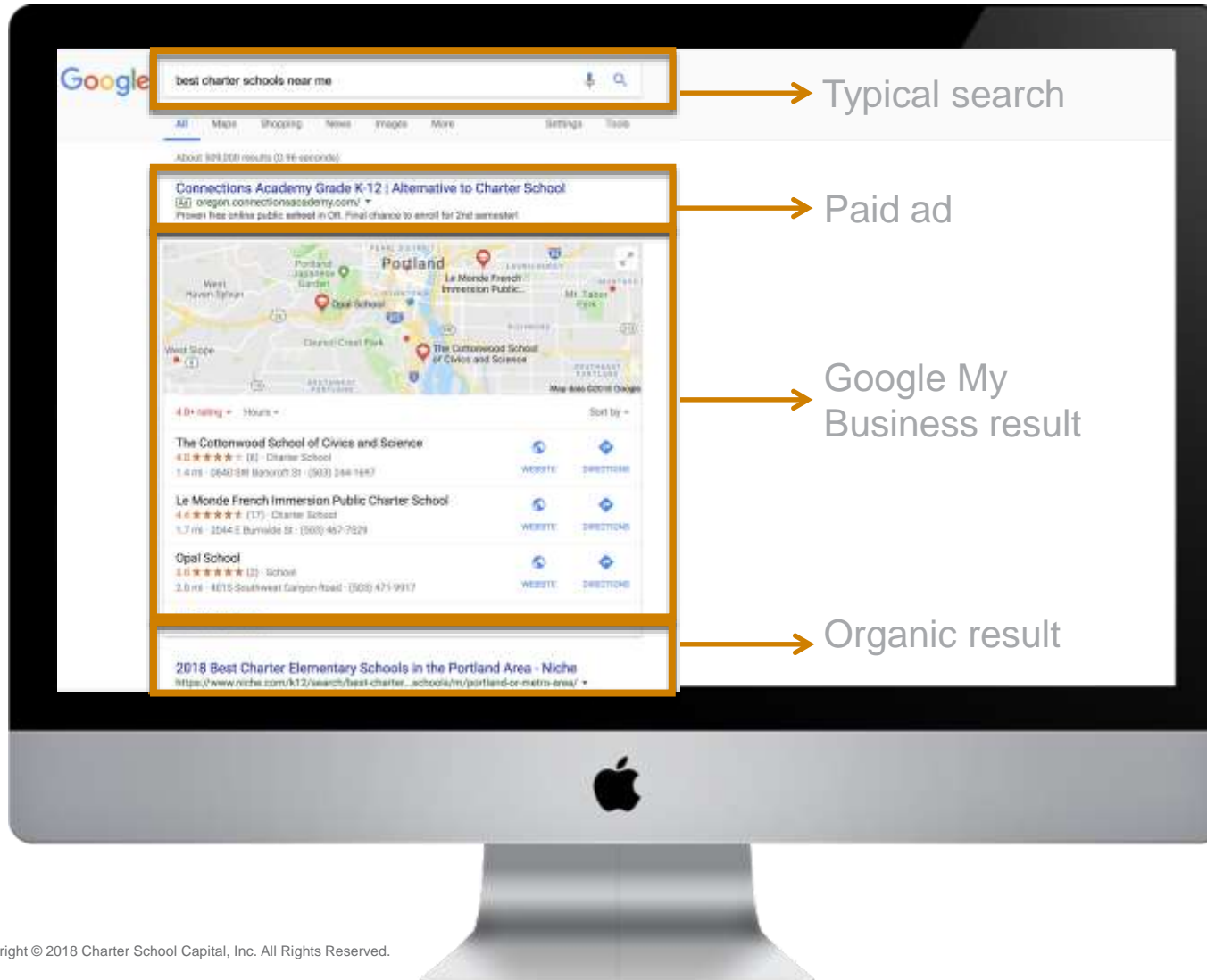
- SEO stands for “search engine optimization.” It is the process of getting website visitors from the “free,” “organic,” “editorial” or “natural” search results on search engines
- While “free,” SEO is dependent on good content (web pages, videos, local listings) that the search engines consider most relevant for visitors



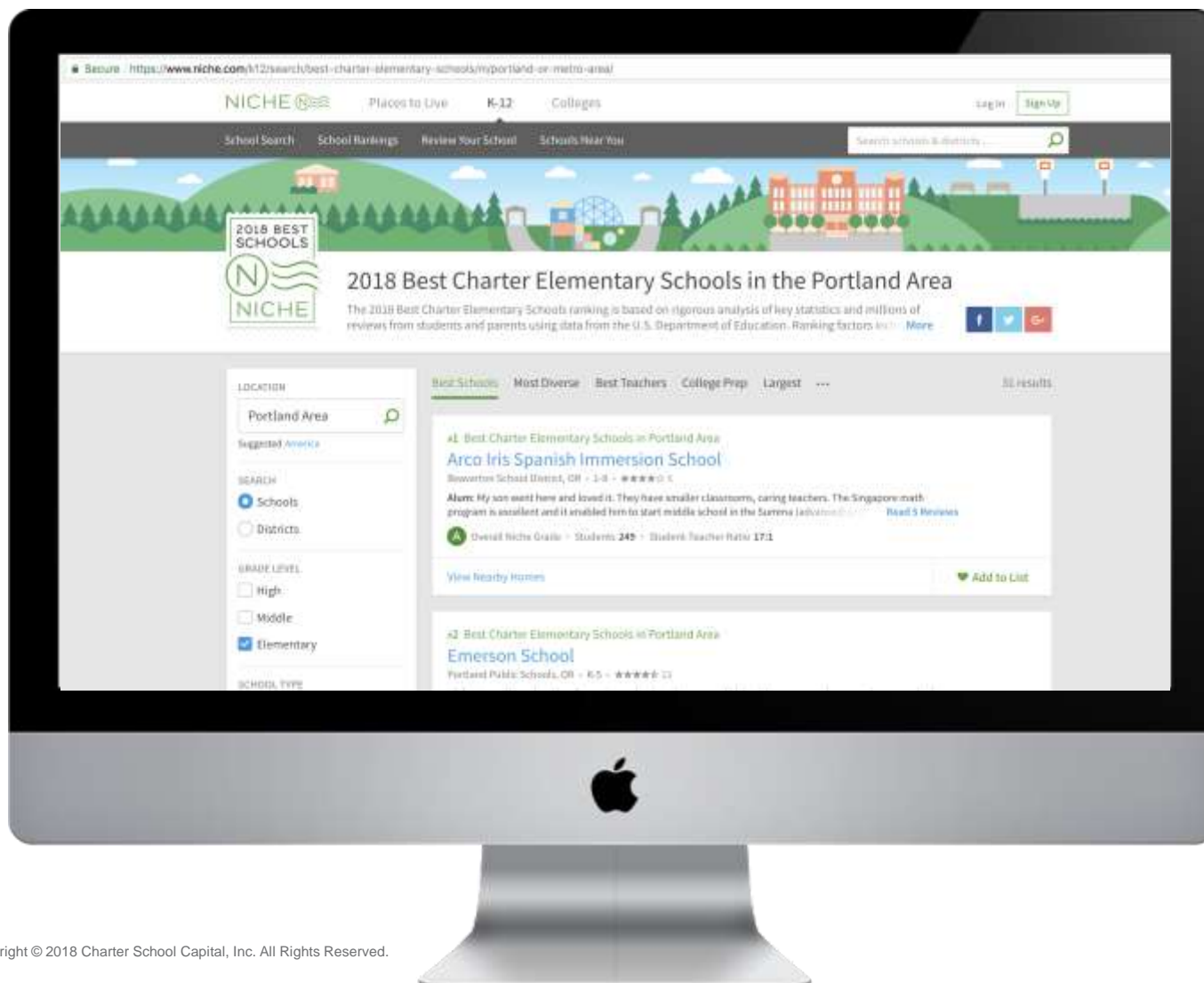
# SEARCH (SEO)



# SEARCH (SEO)



# SEARCH (SEO)



# SEARCH (SEO)



“Organic” listings are free (but not easy to get) and based on supporting the search term & best user experience.

- ☐ Best user experience:
  - ☐ Easy site navigation
  - ☐ Fast site load time
  - ☐ Relevant content
  - ☐ Mobile/responsive website
- ☐ Keyword Optimization
  - ☐ Identify the keywords being used by your target audience
  - ☐ Use this information to create relevant content
- ☐ Set your school up in Google My Business
  - ☐ Get your parents, staff and students to endorse your school
- ☐ Get on lists – Niche.com, Greatschools.net, others...



## Additional Tools & Resources





# PAID MEDIA

- Paid media refers to online and advertising efforts that involve a paid placement
- Paid media includes Google advertising, branded content, and display ads on community sites as well as newspaper advertisements
- Paid media is an essential component of enrollment and awareness strategies if you have the budget

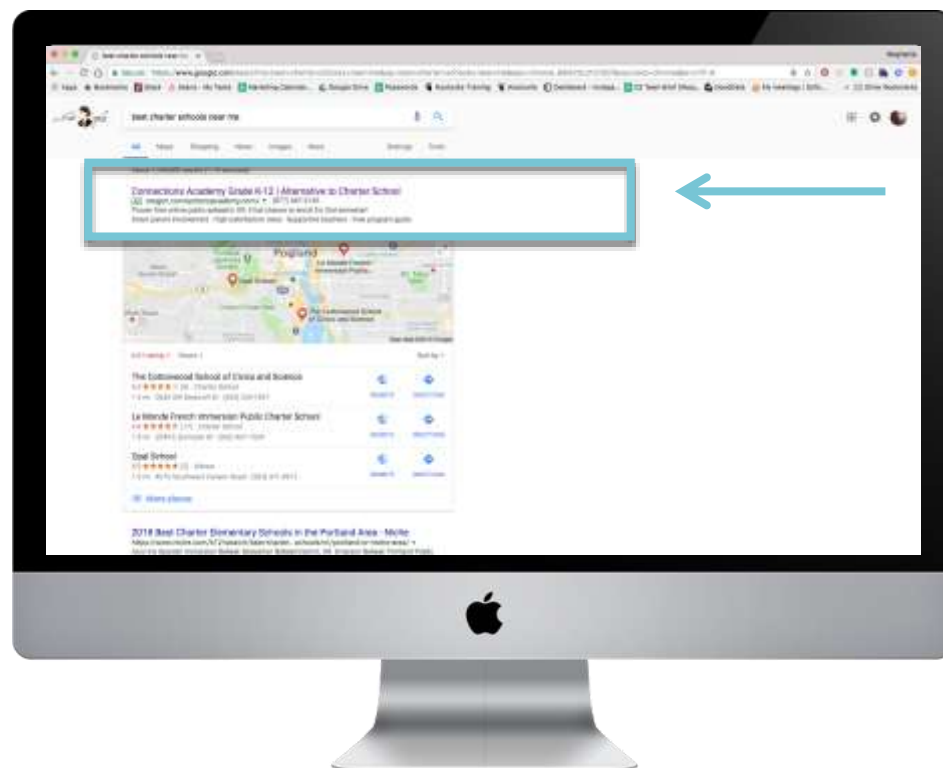


# PAID SEARCH



This tactic is best for giving a website maximum visibility to those who are searching for your school on search engines.

- Organizations bid in on search terms (keywords) users are likely to use to find their school.
- Keyword examples:
  - “science charter school”
  - “Phoenix charter schools”
- Search engines use a “Pay-Per-Click” (PPC) system where the advertiser pays for each click on the their ad.

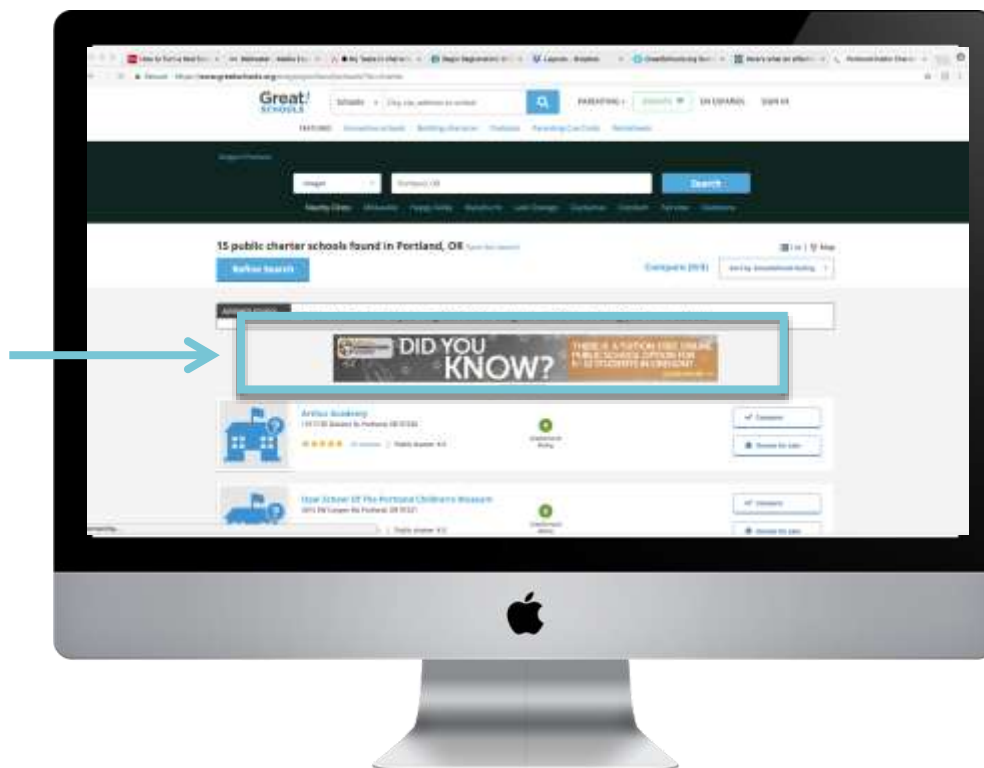


# DISPLAY “BANNER” ADS



Use visually engaging display ads to increase brand awareness and target potential customers

- Display ads appear next to content on various websites in text, image, or video format.
- Best for increasing brand awareness.
- Display campaigns can be set up to target audiences in a variety of ways: specific websites, time of day, geography, etc.



# RETARGETING ADS



Use image advertisements to target users who have previously visited your website

- Retargeting reminds visitors of your school while they're out doing other things online
- Most visitors don't take actions on the first visit to your website
- Keeps your school top of mind when they are ready to attend an open house, enroll, etc.



# SOCIAL ADS



Use visually engaging ads in social media to target your audience in various ways

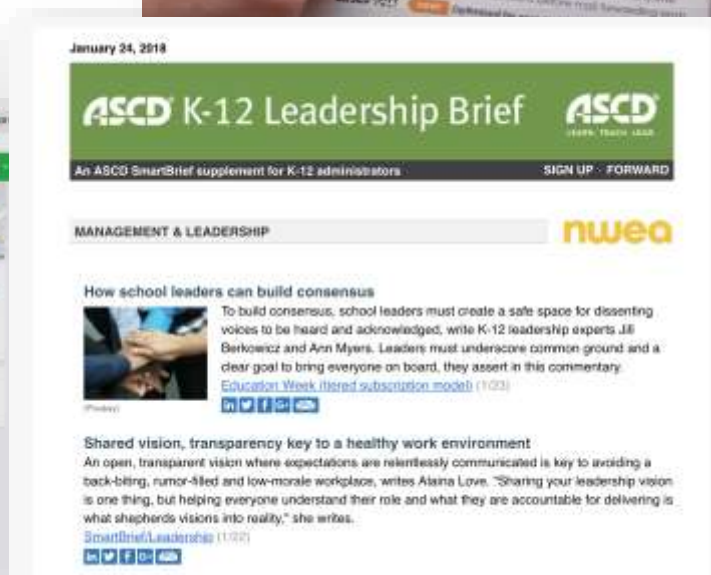
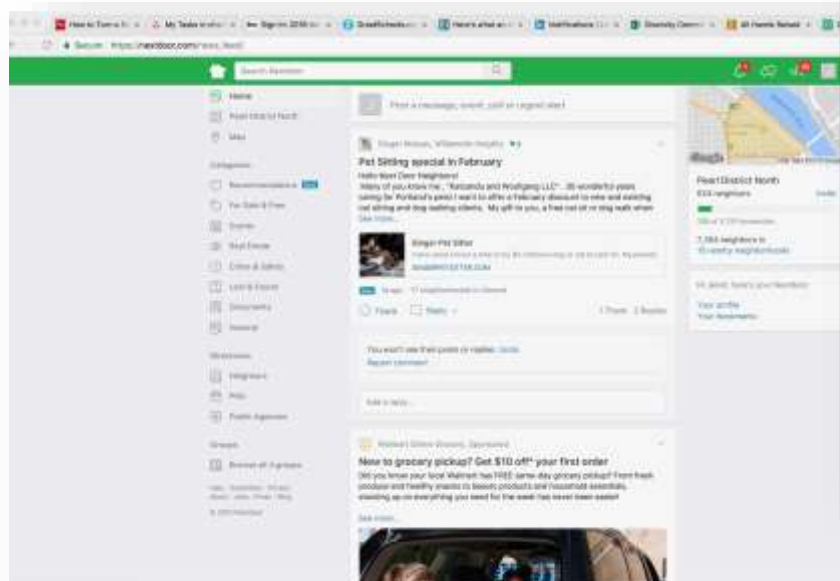
- Social ads can appear just like regular content in your stream
- Or they can appear alongside content – depending on the social channel
- Social ads are extremely targeted, e.g. moms, age 28-34, within 20 miles of zip 97209...





# ALTERNATE PAID MEDIA

- Direct Mailers
- Mover Packets
- Newsletter Sponsorships
- Sponsored Articles
- NextDoor



# PAID MEDIA CHECKLIST



- ☐ Identify your budget
- ☐ Based on your audience/ goals, select the paid outlets you think will get the most attention
- ☐ Build relevant content to engage the audience, with thought to the outlet you're using
- ☐ Test and optimize



## Additional Tools & Resources



# EMAIL

- Best for keeping your school top of mind of folks who opt-in for your updates
- Create personalized messages and newsletters for your students, parents and potential parents
- Email marketing is cost effective and relatively easy to implement
- Email is easy for readers to share and schools to track



# EMAIL



- Almost everyone reads email on their phones these days; keep emails mobile friendly
- When you can, let images do the talking (and at unsplash.com, images are free)
- Copy/text should be minimum 15pt font
- Follow SPAM compliance
  - Technically you can email email address one time, but focus on opt-in contacts only
  - Make sure you include your school's name, address, and phone number
  - Make sure you give your readers the ability to unsubscribe in every email



# EMAIL LISTS



- Find an easy to use (cost efficient) email service provider
- Build your list organically by providing helpful, engaging content
- Keep your list clean. If a person hasn't opened or clicked an email in the last 12 months, remove them from your list
- Provide a preferences page for people to select how often they want to hear from you





# EMAIL CHECKLIST

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- Map your content – audience, objective, cadence
- Pick an email service provider
- Establish/ segment your list
- Build your emails
- Keep your data clean
- Test and optimize



## Additional Tools & Resources



MailChimp



Campaign Monitor

# SOCIAL MEDIA

- Parents get much – if not most – of their information from social media
- Done well, social media will improve your enrollment odds – especially when parents and student from your school share photos and stories regularly



# SOCIAL MEDIA

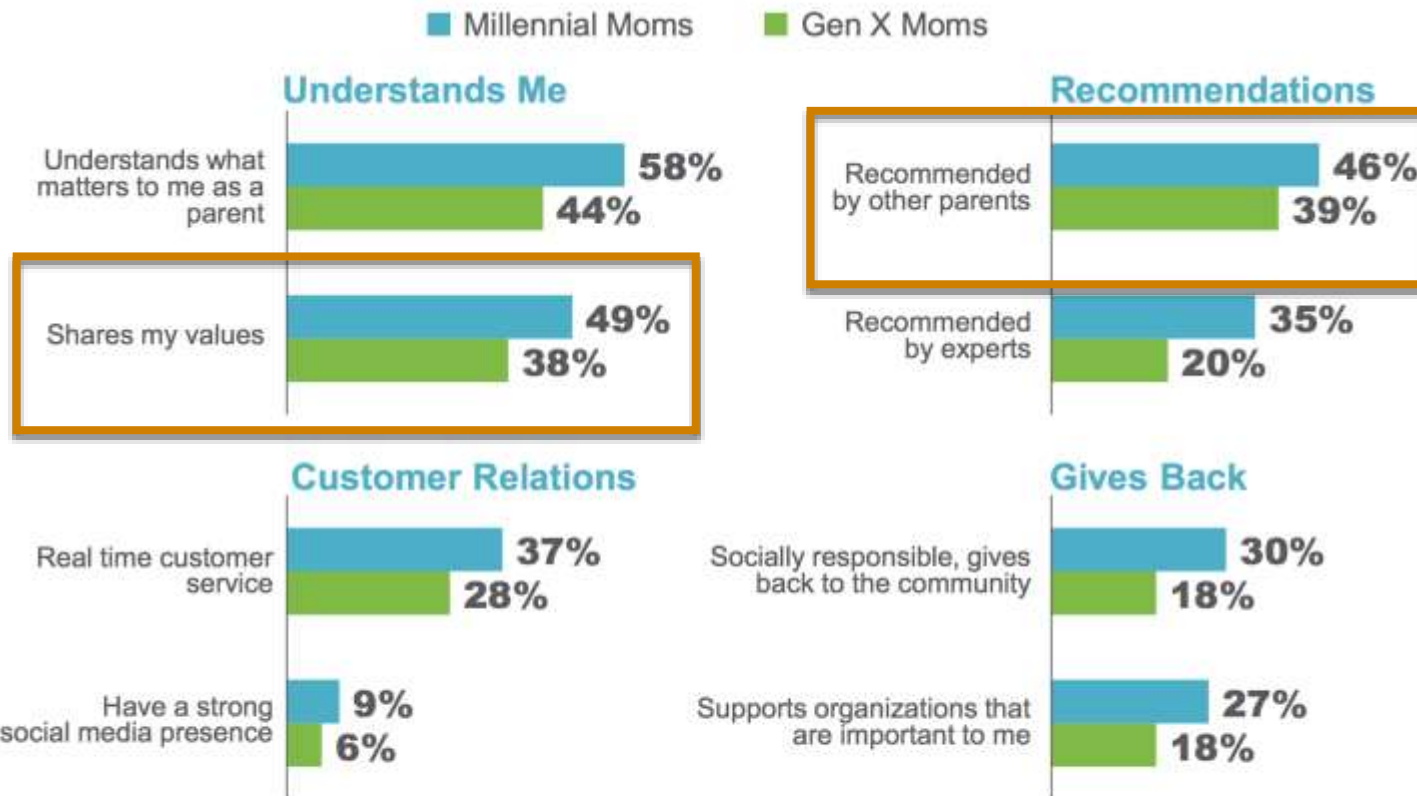
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- Where do your prospective parents hang out? Which social media platform gets the most engagement for your school?
- Share engaging photos everywhere to generate the most engagement – “a picture is worth a thousand words”
- When you post, your goal should be to make parents think, “I want my child to be a part of that!”



# PARENTAL EXPECTATIONS



Source: BabyCenter 21st Century Mom® Insights Series, 2014 Millennial Mom Report, January 2014

# SOCIAL MEDIA



- ☐ Find where your best audience hangs out – Instagram? Twitter? Facebook?
- ☐ Pick one or two and post every day if you can – use a sharing tool
- ☐ Don't forget – you're making your school appeal to both parents and students
- ☐ Post lots of photos - but get parental permission to use kids photos before you post
- ☐ When in doubt, don't



## Additional Tools & Resources



**Hootsuite®**



**buffer**



**everypost®**



**CoSchedule**

# YOUR MARKETING PLAN

1. OBJECTIVE
2. PLAN
3. CREATE
4. IMPLEMENT
5. MEASURE
6. EVOLVE



# OBJECTIVE (GENERAL)

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Awareness

- Cultivate brand awareness
- Generate new leads

Consideration

- Drive engagement with leads
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Conversion

- Support enrollment, recruitment, etc.
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Loyalty

- Retain community support/ students
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# PLAN EXAMPLE



## Strategy

Leverage online tactics to drive word of mouth, content distribution, and interest.

## Budget

\$500 per month paid media, 0.5-1 hour of management per day

## Objectives

Awareness	<ul style="list-style-type: none"> <li>Introduce the school to a new community/state</li> <li>Outrank competitive schools</li> </ul>
Consideration	<ul style="list-style-type: none"> <li>Drive conversion on online interest forms</li> <li>Engage parents and community</li> </ul>
Conversion	<ul style="list-style-type: none"> <li>Enroll 50 new students</li> </ul>
Loyalty	<ul style="list-style-type: none"> <li>Retain 98% of 1-4 grade students</li> </ul>

## Tactics

## Metrics

PPC	<ul style="list-style-type: none"> <li>Cost/ Lead</li> <li>Clicks</li> <li>Conversions</li> <li>Cost/ Click</li> </ul>
SEO	<ul style="list-style-type: none"> <li>Organic Traffic</li> <li>Search Engine Rankings</li> <li>Share of total traffic</li> </ul>
Social	<ul style="list-style-type: none"> <li># of Likes/ Shares</li> <li>Referred traffic</li> <li>Comments</li> <li>Connections</li> </ul>
Email Marketing	<ul style="list-style-type: none"> <li>Click-to-Open Rate</li> <li>Open rate</li> <li>Forwards</li> <li>Unsubscribes</li> </ul>

# PLAN FRAMEWORK



**Strategy**

**Budget**

**Objectives**

**Tactics**

**Metrics**



# LINKED RESOURCES

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Available at [bit.ly/2FXaCKx](http://bit.ly/2FXaCKx)

## Organic Search & Search Engine Optimization

- \*\*Google Analytics IQ Certification
- Moz (SEO Software)
- The Beginners Guide to SEO

## Paid Search (PPC), Display, & Retargeting

- \*\*Google Adwords Certification
- The Beginner's Guide to Setting Up An Adwords Account
- The Beginner's Guide to Adwords Display Advertising
- Tips for Creating Effective Display Ads
- Create Your First Remarketing Campaign
- 5 Tips to Maximize Your Retargeting Campaign

## Email and Social Media

- MailChimp
- Hootsuite
- Hootsuite Resource Library
- How To Set Up Facebook, Twitter, and Every Other Social Media Profile

## General

- <http://www.lucidagency.com/blog>
- <http://openstrate.gy/>

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**Feel free to contact us!**

