Marketing and Branding top tips

Marketing and branding can be a confusing and puzzling business full of buzz words and latest trends, however the team at Press Ahead have complied a list of their top ten tips to help you and your school navigate through the maze.

1. Understand who you are and what you do – everything else will come from this.
2. Be clear about who your target audience is – Students, parents, stakeholders or all of the above.
3. Identify a budget – once you have done this you can set realistic goals for your marketing spend.
4. Try to think of your marketing spend as investment not just cost – spent correctly it can provide a tangible ROI.
5. Be realistic – understand what your goals are and ensure that your strategy is aimed at achieving this.
6. Work with professionals – it may be tempting to try and manage the branding process in-house but working with a professional will ensure you achieve the best result.
7. Understand that your brand is so much more than just a logo.
8. Make sure that your brand reflects the reality and culture of your organisation if not the two different messages will confuse your team internally and also your external audience.
9. Be consistent – once you have developed your brand (not just logo) make sure you use it correctly and consistently, this will reassure your audience and also build trust in the brand.
10. Don’t be afraid to review – how well are things working, are you achieving your aims? Talk to stakeholders and ask what they think about what your brand says about your school and if it’s not right don’t be afraid to change it.