



How should you build and market your school's brand?

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Overview

- Strategic marketing (*...quickly*)
- Marketing your school
 - Who can help you?
 - External resources
 - Your website
 - Social media
 - PR
 - Sponsorship/Income generation
 - Allocating budgets
 - Measurement
 - Managing enquiries



Bit about me

- 2008 – 2012: governor at an independent school for 3-18 year olds.
Ran the marketing committee
- Actively involved in Education Teams at work for >10 years
- 25 years' commercial marketing experience at corporates and SMEs; mostly across the UK and Europe
- BA (Hons) Business Studies and CIM Diploma in Marketing
- Believe marketing is so important I set up the North East Marketing Awards



Strategic marketing

Strategic marketing

- Building your school's brand
- Defining and reaching stakeholder groups
- Setting the longer term direction: aligning activities and priorities
- Concentrate on *what* needs to be done but also consider *how* they will be done
- What are your core messages to stakeholders?
- Develop your school's proposition



Strategic marketing

- **Brand Strategy:** defining a brand
 - definitions
 - key elements of a brand
- Developing your **proposition**
- Should be carried out with the SLT's involvement

Who here has access to the SLT?

Brand strategy: defining your brand

- “A brand is a **customer (parent / student) experience** represented by a collection of **images** and **ideas**”
- “The sum of all the **characteristics**, tangible and intangible, that make the offer **unique**”
- “Both a **physical** and **emotional** trigger to create a **relationship** between consumers and the service”
- “A **name** or **symbol** used to identify services, and to **differentiate** them from those of others. Branding **protects** a supplier's services against those marketed by competitors and helps consumers identify the **quality** of a preferred source”



Brand strategy: defining your brand

Key elements of a brand:

1. A mutually valuable relationship
2. A strategically selected group of 'customers'
3. A compelling proposition
4. Deliver consistently over time



A brand has one strategic purpose and that is to differentiate itself from competitors

Brand strategy

- The strategy should be rooted in the brand's **vision** to provide **differentiation** and **sustained appeal**
 - What is your Trust's aims & vision?
 - How do these cascade through your school?
- Influence the **total operation** of a school to ensure **consistent** brand **behaviours** and brand **experiences**



Brand strategy: What's your proposition?

Brand strategy: your proposition

- Clearly articulate your proposition in one sentence

Who can do this for their school?

Our clients trust us to quickly attract the highest calibre and most suitable candidates first time

1. We access candidates that others can't
2. Our customers believe we enhance their employer brand
3. We control the process and manage risk, allowing you to focus on your day job
4. We deliver sustainable results that produce long term value

Your proposition becomes the
reference point for all
marketing

A photograph of a baby sitting on a white surface, wearing a white diaper. The baby has light brown hair and blue eyes, looking directly at the camera with a neutral expression. Overlaid on the baby's torso is the text "#BORING" in a large, bold, black, sans-serif font, slanted slightly to the right.

#BORING

Marketing your school

Marketing your school: Who can help you?

Ask, discuss and choose your helpers

- Staff can be a great resource for *certain* areas
- Right people, right roles
- Communication and staff involvement
- Build momentum



Marketing your school: External resources

Marketing agencies:

- When to consider using a marketing agency?
- How are you selecting yours? Is your Trust already using one?
- VFM – pay on output! It's a buyer's market

Don't forget Freelancers:

- Work overnight/weekends
- Cheaper hourly rates
- Same like-for-like quality



Marketing your school: Your website

Website: your 24/7 prospectus:

- Can visitors see why they should choose your school?
- Your homepage is so important
- Search engine optimisation is key
- Don't hide key information
- *Don't give prominence to pointless messages*
- Use Google Analytics to help manage content:
 - number of visitors / most popular pages visited
 - average number of pages per visit
 - search engine terms used to find you
 - PC v mobile use

Schools North East asked delegates:

“Do you want your website to feature in this presentation?”

Simonside Primary School
Dream, Believe, Achieve

Marketing your school: Simonside Primary School

Simonside Primary School

Dream, Believe, Achieve



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[Special Educational Needs](#) [Outer West Learning Trust](#) [Family Support](#) [Calendar](#) [Contact](#) [Job Vacancies](#) [Childcare provision](#)

[PTA](#)

Welcome to Simonside Primary school

At Simonside Primary School, we work as a team to ensure that all the children receive the best possible education in a happy, secure environment.

Our school motto 'Dream, Believe, Achieve' underpins our desire to ensure that all of our children can reach their full potential. We strive to provide a rich, vibrant curriculum which stimulates the children's interest, offers challenge to all, and support where appropriate; making learning fun.



Marketing your school: Simonside Primary School

Parents are welcome to express their views of the school to Ofsted.
To do so click [here](#)



[Read more...](#)

Social feed

 Simonside Primary School
@Simonsidep

Getting ready to abseil.



8:51am - 07th June, 2019

 Simonside Primary School
@Simonsidep

Day three and we're raring to go! The

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Latest news



7th June, 2019
June newsletter



10th April, 2019
Easter Egg design winners



2nd April, 2019
Newsletter



22nd March, 2019
Award winners and attend...



18th March, 2019
Wow Year 1/2!

[View news](#)

June 2019

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7



Year 1 phonics test
All day



Sports Day
All day

[View events](#)

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Tel: 0191 286 0776 [Follow us](#)

Simonside Primary School: Many schools nearby



Simonside Primary School: Wider Search for NE5

primary school in westerhope

All Maps Images News Shopping More Settings Tools

About 88,800 results (0.47 seconds)

Westerhope Primary School: Home

www.westerhope.newcastle.sch.uk/

Westerhope Primary School. ... School Values · Admission Information · Nursery places - September 2019 (including 30 hours provision) · Reception places ...

[Class Pages](#) · [Term Dates](#) · [Latest News](#) · [Contact Details](#)

You've visited this page 2 times. Last visit: 09/06/19

Contact Details | Westerhope Primary School

www.westerhope.newcastle.sch.uk/contact-details/

Contact Details. Westerhope Primary School, Hillhead Road, Westerhope, Newcastle Upon Tyne, NE5 1NE. Telephone: 0191 2674750.

Newcastle upon Tyne primary school ratings Westerhope Primary ...

<https://www.chroniclive.co.uk> > News > Local News

1 Jan 2019 - Find out how Westerhope Primary School is rated in Newcastle upon Tyne with our school ratings.

Westerhope Primary School

<https://reprotection.gov.uk/provide>

Westerhope Primary School. URN: 140110. Hillhead Road, Westerhope, Newcastle upon Tyne, NE5 1NE ...

You've got your proposition in the results findings!

Welcome to Simonside Primary school

<https://www.simonside.newcastle.sch.uk/>

At Simonside Primary School, we work as a team to ensure that all the children receive the best possible education in a happy, secure environment. Our school ...

[Meet the staff](#) · [School Meals](#) · [Contact](#) · [Term dates](#)



Westerhope Primary School

Website

Directions

Save

Primary school in Newcastle upon Tyne, England

Address: Hillhead Rd, Newcastle upon Tyne NE5 1NE

Phone: 0191 267 4750

[Suggest an edit](#) · [Own this business?](#)

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Reviews from the web

3/5 [School Guide](#) · 3 votes

[Send to your phone](#)

Send

Simonside Primary School: Narrower Search

The screenshot shows a Google search interface. The search bar contains the text "primary school in whorlton grange", which is circled in red. Below the search bar are navigation tabs for "All", "Maps", "Images", "News", "Shopping", and "More". The search results show "About 17,300 results (0.55 seconds)". A map displays the area around Whorlton Grange Residential Care Home and several primary schools: Simonside Primary School, Cheviot Primary School, and Westerhope Primary School. Below the map is a list of results for these schools, each with a rating, number of reviews, and contact information. A red arrow points from the search bar area down to the first result, Simonside Primary School.

Rating	Hours
4.0 ★★★★★ (3)	Primary school
Simonside Primary School	
Bedeburn Rd · 0191 286 0776	
WEBSITE	DIRECTIONS
3.7 ★★★★★ (6)	Primary school
Westerhope Primary School	
Hillhead Rd · 0191 267 4750	
WEBSITE	DIRECTIONS
4.0 ★★★★★ (5)	Primary school
Cheviot Primary School	
Yetholm PI · 0191 286 9324	
WEBSITE	DIRECTIONS

[More places](#)

- Expect No.1 rank and it is....
- But a transport website is presented instead of the school's website
- No other results across 2 pages of Google
- This is because there's little reference to location on the website
- I can see it's in NE5 but the town isn't mentioned

[How to get to Simonside Community Primary School, Bedeburn Road ...](#)
<https://moovitapp.com> > Countries/Regions > United Kingdom > North East ▾
Moovit gives you the best routes to Simonside Community Primary School, Bedeburn Road Whorlton Grange Newcastle upon Tyne NE5 4 using public transport ...

Westerhope Primary School dominates 'location'

areas. 'Thoughtful, high-quality care contributes well to the happy and harmonious school atmosphere.' Well done to all our pt

Log in



Westerhope Primary School

Reach for the stars



- Home
- About Us
- Key Information
- Parents
- Children
- Community
- Outer West Learning Trust



Westerhope Primary School: 'About Us'

Welcome

Welcome to Westerhope Primary School - it is a fun, friendly and busy school where children, staff, parents and governors work in partnership together. I am committed to leading this school forward so that we achieve the best possible educational outcomes for the children in this community.

At Westerhope Primary School, we strongly believe all of our children are 'special and unique' who can become confident and capable learners. We aim for our children to thrive both academically and socially. Our curriculum has been created to achieve these aspirations for all. It is underpinned by four key drivers. These are:

- Possibilities - equipping our children with the skills and qualities needed so they can embrace life's challenges
- Making a difference - using their skills, knowledge and beliefs to impact positively on the wider community.
- Books build brains - quality literature allows our children to broaden their horizons and knowledge of the world
- Adventure - opportunities to develop resilience through exploring and having fun.

At Westerhope you will find us all striving to 'reach for the stars'. Our school motto is important to our pupils because they want to be the best we can be. Our teachers are committed to teach to a high standard with expectations of pupils' learning and behaviour to match. We are passionate about providing our children with a variety of educational experiences and opportunities across all subjects. Our governors challenge and support the school to improve year on year.

The website aims to provide key information as well as giving you a glimpse of life and learning at our school.

Westerhope is a formal partner of the Outer West Learning Trust and an associate of the Quayside Teaching Alliance and the Walbottle Village Teaching School Alliance. We have been recently Ofsted inspected as a 'good' school - this and other key information is available on our website. Feel free to contact the school direct with any queries you may have. Please look at our global aims and the British values we advocate as well as our 'Class Pages' and 'Curriculum in Action' pages to view our learning.

Marketing your school: Social media

Social media – get involved or get lost:

- You are all on social media even if you are not influencing what is said
- Do one channel well; rather than a bit on many
- Different audiences on different channels
- 20% posting means 80% responding!
 - That means a lot of Replies and Likes
- Use hootsuite.com to post across multiple channels
- bitly.com shortens characters in a link for Twitter
- Measure your exposure with tweetreach.com compared to your



Marketing your school: PR

Gaining good publicity

- You have stories everywhere!
- Great way to reinforce your strengths and differentiation – every story should address these: Simonside Primary 'Dream, Believe, Achieve'
- Good use of a marketing agency
 - set target for stories published
- You must have photos for publication
- Advertising influences PR coverage



Marketing your school: Sponsorship/Income generation

Income generation

- After-school clubs, Fund equipment, School sports trips, Summer BBQ, etc.
- Parents, suppliers and partners are a core focus
- Think "free" (cost saving) as well as income
- What resources/facilities can you commercialise?



Marketing your school: Allocating budgets

Budgets are tight but most marketing is time, not money

- The 2%-3% rule...
- Short term and longer term priorities
- Having realistic expectations
 - recruiting new students / parents takes time
 - need to keep filling up the funnel
- Many activities cost nothing other than people's time



Marketing your school: Measurement

Measure what matters and what's controllable

- Marketing is measurable
- Targets influence behaviour
- The more output focused your marketing is, the better your return on investment will be for money and time



Marketing your school: Managing enquiries

Enquiry management

- You've done the hard work....
Prospective parents are calling to visit the school
Now what?
- Maximise conversions from initial contact to students joining your school:
 - analyse! Record and measure drop off points and improve
 - what are the points of contact?
 - who manages such a critical area?
 - consider your "welcome cycle"



Summary

In conclusion:

- Define what makes your school different. Demonstrate this.
- *(If already defined, does it feel right to you? Is it differentiating you enough? Is it distinct from competing schools?)*
- Involve staff – right people, right roles
- Most marketing is free! Do not let 'lack of budgets' hinder you
- Your website is your shop window. Why should you visit?
How can it support your Welcome Cycle?
- Social media allows daily communications about your vibrant school life
- Measure what matters the most. Focus on the output

Good luck &
Thank you

So what will you do differently
tomorrow?