

# BAKWATA ONLINE ACADEMY



**MODULE: SCHOOL MANAGEMENT AND MARKETING**

**LESSON NOTES AND VIDEO CONTENTS FROM  
INTERNATIONAL LECTURERS**

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## What is the school management?

School management is **a process of leading the school towards development** through not only the optimum use of the human resources, physical sources, principles and concepts that help in achieving all the objectives of the school but also the proper coordination and adjustment among all of them.



School Management comprises planning, organizing, staffing, leading or directing, and controlling an educational institution with the purpose of accomplishing the educational goals.

It can also be defined as the system of rules, punishments and behavioral strategies appropriate to the regulation of students and the maintenance of order in schools.

Its main aim is to create a safe and conducive learning environment in the school.



## Principles of School Management

Management of school is a goal oriented activity. It involves group efforts and an organized work and performance towards the attainment of certain predetermined goals in an educational institution. With active coordinated effort managers/heads of school can achieve the goals of the organization, by efficiently utilizing the material and human resources in the educational environment. This requires some fundamental principles to be followed, some of them are as follows.

### **a. Principle of well defined goals**

The first and foremost principle of effective management in school is identifying and defining goals of educational institution. These goals provides a clear direction to school managers and head masters that what and how the school activities be organized. Without certain set objectives, the school management will only be in chaos.

### **b. Principle of conducive learning**

The main aim of school management is to provide conducive learning environment to the students. The management of educational institution must focus on the activities that may lead to create healthy learning activities in school.

### **c. Principle of sharing responsibility**

Another important principle in school management is that everybody who is more or less involved in the educational process should take the responsibility to share in the work. A manager/head of school can only be successful with a responsible and vigilant subordinates/team.

### **d. Principle of equality**

As equality is the basic hallmark of successful institutional management. It should be treated and accepted in true spirit. So all the personnel who are involved in the school activities should get equal facilities, rights and opportunities in doing their duty.

### **e. Principle of cooperation**

In order to make management of any educational program a successful one, a greater cooperation should be ensured among different persons involved in the field of educational management.

### **f. Principle of creativity**

Creativity and innovation is one such thing in the field of school management that ensures success and progress of the institution. The management must make its utmost effort to make the teaching learning process in the school more creative and innovative.

### **g. Principle of rule of law**

The management of educational institute must ensure rule of law in the institution. All workforces in the school should follow rules and regulations in true letter and spirit. Double standard of behavior to the workforce may leave them agitated and demotivated.

## h. Principle of community involvement

Last but not the least is the principle of community involvement in school activities. The school management must work to involve the community in decision making, planning, motivating and other such functions.

## MANAGEMENT



## MEANING OF MANAGEMENT

- The term ‘management’ is very comprehensive. It is certainly broader than organization and administration.
- Management means ***the act of getting people together to accomplish desired goals.***
- Management comprises planning, organizing, resourcing, leading or directing and controlling an organization (a group of one or more people or entities) or effort for the purposes of accomplishing a goal.
- The use of means and resources for realizing the specific objectives is known as management.



## DEFINITIONS OF MANAGEMENT

*Some definitions of management given by eminent authors are given below:*

1. “Management is the art of getting things done through and with the people in formally organized group” – **Koontz**
2. “Management is a multipurpose organ than manages worker and work” – **Drucker**
3. “Management is the art of directing and inspiring people” – **Mooney & Railey**
4. “ Management is the art and science of decision making and leadership” – **Donal J. Clough**
5. “Management is a distinct process consisting of planning, organizing, actuating and controlling performed to determine and accomplish stated objectives by the use of human beings and other resources”  
– **George R. Terry**

## OBJECTIVES OF MANAGEMENT



Management should strive to fulfill the following objectives,

1. It helps in the task of running the institution smoothly and effectively.
2. It frames the policies, rules and regulations.
3. It lays down the structure of the organization.
4. It prescribes the power, authority, functions and responsibilities of the different positions in the organization.
5. It provides good professional leadership and dynamic supervision.
6. It co-ordinates the various activities of the institution.
7. It creates conducive conditions for experimentation and research.
8. It aims at effective communication to maintain better working conditions and human relationship.
9. It resolves the various conflicts that arise within the institution.
10. It helps the institution to function with social responsibility and ensures the socio-emotional development of the community.

## CHARACTERISTICS OF MANAGEMENT

1. **It is an activity:** Management is an activity which is concerned with the efficient use of human and non human resources of production.



2. **Management is a purposeful activity:** It deals with the achievement of some clearly defined objectives. The purpose of manufacturing enterprise is to profitably manufacture products for satisfying the consumers. Management is always goal oriented / directed.
3. **It is a social process:** All business organizations are social organization as they are constituted of men. The management has to control, organize and motivate them.
4. **Management is both a science and an art:** theoretical knowledge must be supplement and perfected by practical knowledge. Both are equaled important to management. They are two sided of the same coin and to obtain the best of both.
5. **Management is associated with efforts of a group:** Management is the management of people and not the direction of things. Business activities are group activities. A good management inspires them and increases their willingness to work.
6. **Management is getting the things done:** A manager does not do any operating work himself. He gets the work done by, with and through the people. He has to direct them and develop their talent by adopting technical, human and psychological skills.
7. **Management is an integrating process:** In the sense, it integrates the men, machine and material, to carry out the operations of the enterprise. This integration process is result oriented.
8. **Management aims at maximization of profits:** It meant for optimum utilization of human and non human resources which ultimately results in maximization of profits of organization. It is the expectation of the owners from management to bring desired results for the organization.
9. **Management is a profession:** In modern days management is a profession like other recognized professions. Even management is based on certain principles and theories and their application in practice is becoming a must.
10. **Management is a universal activity:** Managing involves getting things done through and with the people. Management means getting things done skillfully from others. This techniques and tools of management are universally applicable.

## EDUCATIONAL MANAGEMENT

### MEANING OF EDUCATIONAL MANAGEMENT

- Educational management is defined as the process of planning, organizing, directing and controlling the activities of an institution utilizing human and material resources so as to effectively and efficiently accomplish the function of teaching, extension work and research.
- Educational management refers to all the managerial activities to the day-to-day functioning of the educational institutions.
- Educational management refers to the theory and practice of the organization and administration of existing educational establishments and system.
- Educational management is concerned with people. It is by through and for the people.

## DEFINITIONS OF EDUCATIONAL MANAGEMENT

1. “Theory and practice of the organization and administration of existing educational establishments and systems”.  
– *G. Terry Page and J.B Thomas*
2. “Educational management is to enable the right students to receive the right education from the right teachers at a cost within a means of the state under conditions which will enable the students to profit by their training”.  
– *Graham Balfair*

## EDUCATIONAL MANAGEMENT: ROLE

Educational management is important as it helps in:

1. Developing the goals and policies for school activities.
2. Providing direction to the developmental programmes designed to achieve the goals and purposes.
3. Planning and implementing programmes of school organization.
4. Procuring and managing resources men and material necessary for educational process.
5. Evaluating the effectiveness and efficiency by which all these functions are being achieved.
6. Allocating duties and responsibilities to personnel.
7. Controlling the activities of personnel.
8. Maintaining faithful record of all events and sending reports to concerned authorities.
9. Deciding the standards and norms for targets / goals.
10. Identifying the constrains / difficulties in educational process.

## COMPONENTS OF EDUCATIONAL MANAGEMENT

Educational management is consist of five components, namely

1. Educational Planning
2. Educational Administration
3. Educational Organization
4. Educational Supervision and
5. Educational Controlling

## SCHOOL MANAGEMENT

### MEANING OF SCHOOL

- School is *a happy home, a sacred shrine, a social centre, a state in miniature of society.*
- The school is one of the formal agencies deliberately founded by man to fulfill some of the vital needs of the human society.

## MEANING OF SCHOOL MANAGEMENT

- In simple words *managing the affairs of a school.*
- *School management means running the school along the desired educational policies. It takes into account all aspects of the school (policies, material and human resources, programmes, activities, equipments etc.) and integrates them into a fruitful whole.*
- Good school management motives the best efforts of the teachers and students.
- According to *Indian Education Commission 1964-1966* says “the destiny of a country is how being shaped in the classroom”.
- Schools are to be the first class nurseries for the education of children in democratic citizenship.

## DEFINITIONS OF SCHOOL MANAGEMENT

1. According to *K. Joshi* says that “school is not a building of bricks and mortar. It is a meeting place of a two souls – teacher and student. It is Spiritual development.
2. According to *Balakrishna Joshi* says that “The progress of a nation is decided not in legislature, not in court, not in factories, but in schools”.
3. According to *K.C. Ottaway* says that “The school may be regarded as a social invention to serve society for the specialized teaching of the young”.
4. According to *John Dewey*, “The school is a special environment where a certain quality of life and certain types of activities and occupations are provided with the object of securing Childs development along desirable lines”.

## AIMS AND OBJECTIVES OF SCHOOL MANAGEMENT

What are the aims and objectives of management?

Getting Maximum Results with Minimum Efforts - The main objective of management is **to secure maximum outputs with minimum efforts & resources**. Management is basically concerned with thinking & utilizing human, material & financial resources in such a manner that would result in best combination.

**What are the Objectives of School Management?**

- Meaning of School Management
- Aspects of School Management
- Management of Material Equipment
- Management of Ideas and Principles



The followings are the aims and objectives of school management,

1. To reflect and conserve basic values.

2. To carry out educational futures.
3. To manage social change.
4. To profit by experience.
5. To carry out modernization.
6. To propagate science.
7. To adopt technology.
8. To realize National Integration.
9. To form character and values.

## CHARACTERISTICS OF GOOD SCHOOL MANAGEMENT

1. **Objective Based:** It means to attain the objectives of education and schooling.
2. **Quality of Education:** Good school management is concerned with the quality of education being given in schools.
3. **Headmaster:** He is a democratic leader of the school.
4. **The best use of resources:** In order to promote efficient functioning of the school. It makes the best possible use of the material resources.
5. **Joint Enterprise:** It involves the joint enterprise all the personnel connected with the school – Teacher, supervisors, pupils, parents etc.
6. **Professional growth:** It brings out the best in the teacher and supervisors and takes steps to promote their professional growth.
7. **Efficiency and Improvement:** It tries to bring out over all improvement and efficiency in the school.
8. **Continuous process:** It is a continuous process. It always concerned with improvement and development of the institution.
9. **Input–Output Model:** It works on the input-out model. It takes into account the efforts made and the outcomes achieved.
10. **Community oriented:** It is alive to social needs and requirement as the school is meant to serve the society.

## PRINCIPLES OF SCHOOL MANAGEMENT

1. **Democratic Philosophy of Education**
2. **Freedom**
3. **Student-Centered**
4. **Flexible, Adoptable and Stable**

### Democratic Philosophy of Education

- In an educational institution in a democracy, the administrator is a friend and a guide.
- He consults his colleagues, honors their opinions, confers with them in staff meetings, meets them informally in gatherings and clubs.
- He recognizes the worth of each individual's child finds out his potentialities and gives him help and guidance according to his requirements.
- Thus the total management becomes a joint show of the headmaster, teachers and pupils.

## Freedom

- Enough freedom should be given to all, to exercise their power and talents.
- The power of critical thinking an important requisite of democracy can only be cultivated by individuals in an atmosphere of freedom.
- The pupils should also be allowed to rise to the full stature of their abilities.

## Student-Centered

- All educational management must be largely student-centered. His purpose of all educational endeavors is the welfare of the students.
- Enough opportunities must be provided for the wholesome development of the students.
- Whatever is done in the school should be of the students, by the students and for the students.

## Flexible, Adoptable and Stable

- Educational management must hold fast to the good, change what requires changing and be fertile in considering individual differences in all personalities involved.
- Democracy can only become real through its educational institutions, which will teach its children the democratic way of life.
- There must pervade an atmosphere of justice, freedom and cooperation in the educational institutions, only then good training in leadership and followership can be given.

## SCHOOL ORGANIZATION AND ADMINISTRATION

### MEANING OF SCHOOL ORGANIZATION

- School organization is getting up the whole school machinery to achieve the educational goals. It is concerned in the practical implementation of educational programmes.
- It means art of regulating all school elements, programmes and polices so that desired educational objectives are achieved.

### DEFINITION OF SCHOOL ORGANIZATION

- According to **Elsebree** says that “Organization of a school is the administrative expression of educational theory”.

### AIMS AND OBJECTIVES OF SCHOOL ORGANIZATION

The following are the aims and objectives of school organization as given by **P. Rane**,

1. To develop the organization of the school to benefits the students.

To student these are main aims

2. To train his powers.
3. To expand his attitudes.
4. To develop his intellect.
5. To build up his character.
6. To develop his aesthetic powers.
7. To build up his personality along with his physical development and provide him with the power of health.
8. To enable him to be always ready to perform his duties.

## CHARACTERISTICS OF SCHOOL ORGANIZATION

1. **Objective based:** It is a purposeful activity. We make arrangement with a view to achieving definite aims or purposes. It is not aimless activity.
2. **Practical implementation of educational plans:** It involves practical Organization gives practical shape to educational plans. The practical measures include classification of students, selecting suitable methods, using various resources, creating congenial conditions of study and so on.
3. **Systematic and definite arrangements:** School organization is a matter of systematic and definite arrangements. These arrangements relate to teachers, students, rooms, equipment, activities, programmes etc.
4. **Community oriented:** It is community oriented. Organization strives to achieve the educational objectives which are based on the needs and requirements of the community.
5. **Dynamic:** It is always dynamic. School organization meets the changing needs, requirements and conditions of the school. So it has to be dynamic. It cannot be rigid for all times.

## MEANING OF SCHOOL ADMINISTRATION

- The word '**administration**' is derived from the Latin word '**minister**' / '**ministic**' which means *service rendered to others for their welfare*.
- School administration is not merely set of rules, regulations of orders to be followed by all concerned. It is *humane, flexible, constructive, result oriented and goal oriented*. **It is not one-man show**.
- School administration formulates *educational plan, plans and executes various programmes and activities, evaluate results*, improves performance in the light of clear cut educational objectives.

## DEFINITIONS OF SCHOOL ADMINISTRATION

1. **Jaswant Singh** says, "School administration is the hub/ heart of educational process. All the plans, policies are *bound to fail* unless and until there is sound administration in the school".

2. According to *Ryburn* says, “School administration is not primarily concerned with arrangements, time-table, scheme of study, type of building, records etc. but it is concerned with attitudes of work and with the children with whom we work”.

## **AIMS AND OBJECTIVES OF SCHOOL ADMINISTRATION**

The following are the aims and objectives of school administration,

1. To provide efficient social life to the students and thus to prepare them in the art of living together.
2. To bring school and community closer to each other.
3. To prepare the students for some vocation which is according to their interests and abilities.
4. To help the pupils in the unfolding and blossoming of their personality.
5. To provide healthy atmosphere for experimentation and research.
6. To help in the realization of objectives of education as laid down by educational experts.

## **ELEMENTS OF SCHOOL ORGANIZATION AND ADMINISTRATION**

### **ELEMENTS OF SCHOOL ORGANIZATION**

A number of essential elements are included in efficient school organizations. These elements are:

1. Decision Making
2. Budgeting
3. Planning – it includes planning of
4. Material Equipment
5. Human Equipment
6. Allocation of Work
7. Co-curricular Activities
8. Health Education Programmes
9. Community-oriented Programmes
10. Providing Instruction
11. Providing Co-curricular Activities
12. Organizing
13. Directing
14. Coordinating
15. Controlling or Supervising
16. Evaluating
17. Maintaining Records

The above points are briefly described in the following paragraphs.

## Decision Making

- First of all, decisions concerning the efficient functioning of the school have to be taken.
- The school management will also decide about the allocation of work among the staff and fixing up responsibilities.

## Budgeting

- The school management is concerned with the implementation of a worthy educational programme in the school, consistent with the financial resources of the school.
- Practical problems and financial constraints cannot be ignored.
- How far the school can go is determined by the income of the school.
- Annual school budgets should be prepared in the beginning of the session keeping in view the possible expenditures and income of the school

## Planning

- Planning is the basis of successful school administration.
- All school programmes have to be planned. Following items of planning need special mention.

## Material Equipment

- Planning of material equipment is the foremost consideration of good management.
- Various components – The Headmaster's office, general school office, staff room, class rooms, library, laboratories, craft rooms, stores, cycle shed etc.
- All this needs planning. Essential equipment of library, laboratories, sports, crafts, agriculture, registers, stationary materials etc.

## Human Equipment

- The administration should see in the beginning of the session that there is requisite number of the staff.
- Necessary appointments if needed must be made at the right time. If the staff is short, school cannot function efficiently. Necessary pupil-teacher ratio should be maintained.

## Allocation of Work

- Allocation of work to the staff their teaching load or duties has also to be planned when the session starts.
- Right person should be given the right duty.
- There should be equal distribution of work among the staff.



## Co-curricular Activities

- Organization of co-curricular activities inculcates good habits and qualities in children.

## Health Education Programmes

- It is an important element of school organization to look after the health needs of children.
- The head of the school has to arrange for the medical checkup of pupils towards the beginning and end of the year.
- All sorts of health education programmes like health instruction, exercise, games etc.

## Community-oriented Programme

The schools are meant to serve the society. So school has to plan community, oriented programmes.

## Providing Instructions

- It involves defining school objectives, preparing suitable curriculum, dividing the curriculum into half yearly, quarterly, monthly, weekly subunits.
- School time-table is prepared specifying what, how, when and where of each programme.
- It also includes the preparing, maintaining and using of audio-visual aids like models, charts, graphs, filmstrips, OHP etc.

## Providing Co-curricular Activities

- Activities are of varied types- physical, social, civic, literary, aesthetic, moral, cultural etc.
- The school calendar indicating various activities and programmes should be prepared in the beginning of the session.
- In addition to instructional work, well selected co-curricular activities of the schools have to properly organized.

## Organizing

- Planned activities and programmes of the school must be properly organized so that school functions smoothly and efficiently, without any wastage of time and effort.
- Whatever is planned has to be given a practical shape. That is organization.
- Planning is the pre-execution stage.

## Directing

- Direction is an important element of school organization and administration, because it involves decision making and planning.
- The administration decides what is to be done, when, where and how.
- Direction does not mean dictation.
- The Head of the school should be competent enough to provide necessary direction.

## Co-ordinating

- There should be proper coordination of all a types of school work so that there is no duplication, repetition, overlapping etc.
- All school programmes and activities are organized to achieve the educational objectives.

## Controlling or Supervising

- This is possible only when the Headmaster supervises and controls various school programmes and activities.
- All rules and regulations underlying every item of work have to be strictly followed.
- It is to be seen that all school programmes work as desired, without any negligence or omission.
- The school organization and administration have to exercise proper control of supervision of the school system.

## Evaluating

- Evaluation of school work, methods of teaching, guidance work etc. also need evaluation.
- What type of evaluation techniques is to be used, when and how are matters of school organization.
- Pupil's achievements in academic work and activities have to be properly evaluated.
- Evaluation is also a part of organization.

## Maintaining Records

- All the achievements of pupils and the school should be properly recorded.
- What type of records should be maintained, in what way and by who are the concerns of school organization.
- On the basis of records, necessary information is to be given to the education department, government, parents and other people.

## ELEMENTS OF SCHOOL ADMINISTRATION

A number of essential elements are included in efficient school administration. These elements are,

1. Democratic Philosophy
2. Sharing Responsibility
3. Equality
4. Freedom

The above points are briefly described in the following paragraphs.

### **Democratic Philosophy**

- A successful administration is based on successful philosophy.
- The school practices should be based on democratic philosophy.
- The Headmaster should have democratic attitude towards all concerned—teachers pupils etc. He should take decisions after consulting concerned persons.

### **Sharing Responsibility:**

According to John Dewey, democracy is sharing of experiences. In a school run on democratic lines, the Headmaster of the school does not consider himself as dictator. He delegates his powers among teachers and pupils. The students shoulder responsibility in the conduct of some aspect of school programme, but they are guided by some teacher.

**Equality:** In a democratic administration, all are treated alike and get equal opportunities of work. The Headmaster of the school considers himself as co-worker or a member of the team.

**Freedom:** In a democratic administration, every individual should enjoy maximum freedom of work, speech, initiative etc. Balanced development of pupils is possible only in an atmosphere of freedom.

## **SCHOOL MARKETING**

School marketing is one of those things that often gets overlooked, and left to the bottom of the to-do list.



### Definition of Marketing:

First and foremost, let's understand the exact definition of marketing. After all, if we don't understand what it means then we will never successfully harness its power!

'Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.'

### 5 Reasons Why School Marketing Is Essential

Now you understand the definition of marketing, it's time to cover the real reasons why your school needs to successfully market itself. Below are the top 5 reasons why you must consider school marketing now!

#### **#1 Helps You Keep Up With The Competition**

With schools having to constantly compete to attract new students, it is essential that your marketing is strong, consistent and professional from the outset. First appearances are everything! With this in mind, if your marketing isn't up to scratch you simply won't be able to

compete successfully against other schools in the area who are marketing their school better than you are.

Think about is unique about your school? Is there something that you're proud of or have recently achieved? Consider what makes your school so special and use that as a focal point in your overall marketing strategy. If you fail to hook prospective parents with engaging marketing, you will never get them through the door to show off what makes your school the perfect place to send their children.

## **#2 Attracts High-Quality Teaching Staff**

When a teacher is looking to progress in their career they will be looking to align themselves with a school that shares their determination to succeed. If your marketing is well thought out and consistent your school will be more likely to portray a forward-thinking, success-driven enterprise. As a result, you will be more likely to attract better quality teaching staff, who are excited about your school and projects.

With competition for pupils being so fierce, the quality of your teaching staff could make or break the number of pupils you enrol. After all, one of the main things a prospective parent looks for is the school's academic achievements.

## **#3 Connects You With Parents**

You must hook parents with your marketing from the outset as they no longer take as much time thoroughly studying all of your long-form website content, prospectus' and league tables! With people working longer hours, and an increased number of distractions like social media decreasing attention span, not only are you competing with other schools, you're competing with common life distractions.

Due to these reasons, the average prospective parent is spending less time researching their child's school options, and more than likely spending less time visiting schools and attending open days. Instead, they are looking for easily engaging marketing that is clean and easy to read, as well as optimised using multiple touchpoints.

*Effective touch points to consider implementing when creating a marketing campaign for your school include;*

- *Targeted social media campaigns*
- *High-quality web presence*
- *Clean and concise printed literature*
- *Eye-catching school signage*

These items, when initiated properly will help to quickly capture prospective parents, helping to influence their decision-making process.

## **#4 Improves Brand Image**

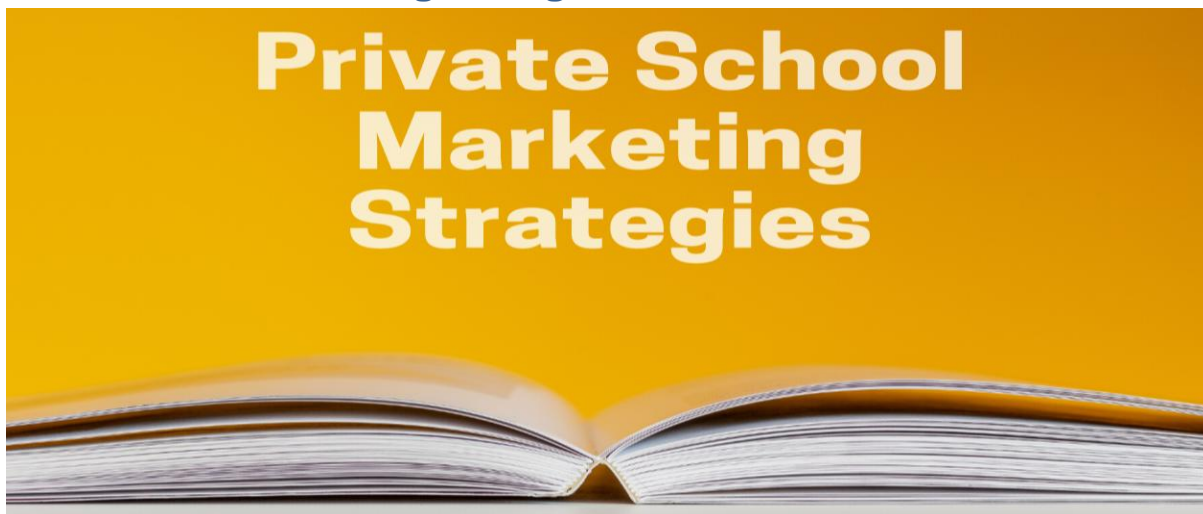
Working on your school's marketing will naturally improve your brand image, but when doing so, it is important to ensure that your messages, colour schemes, and layouts are kept consistent. As a result, you will make your school more easily recognisable which in turn helps to build trust and portray a positive brand image.

In order to create consistent marketing, it is advisable to have a clear set of brand guidelines to stick to. This will give you a clear focus when creating any marketing material and ensure continuity throughout your whole marketing strategy.

## **#5 Effective School Marketing Is Looked Upon Favorably By Ofsted**

A school's Ofsted result is one of the most influential factors for parents when considering which school to send their child to. Every school should consider implementing high-quality marketing to benefit its Ofsted efforts. From your website, signage and social media, each aspect becomes incorporated within your whole marketing strategy, which can all benefit how effective your school marketing is.

### **Private School Marketing Strategies**



A **school** is an educational institution designed to provide learning spaces and learning environments for the teaching of students under the direction of teachers. Most countries have systems of formal education, which is commonly compulsory. In these systems, students progress through a series of schools. The names for these schools vary by country but generally include primary school for young children and secondary school for teenagers who have completed primary education. An institution where higher education is taught, is commonly called a university college or university.

Time has changed and so as the educational sector. There are more number of schools out there as compared to students. This is the time when parents are fascinated and control freak, because they want their kid to be handled by the best. Every parent wants Best School for their kid. And with this, increases the competition amongst schools.

With this lesson, we are here to help you by putting **Best Marketing Strategies For a School** so that you can increase your intakes today.

## 1. Develop Your School's Slot

When you're starting out, it can be helpful to think of your school as a business. Imagine the other schools in your district as your competitors and the local parents as your target audience.

Of course, actual businesses have the luxury of big marketing budgets. They have the means to hire employees or consultants whose only job is to conduct market and audience research, build personas, and craft creative brand messaging. Schools are working with a shoestring budget and juggling other competing priorities. Don't let this ruffle you.

As a school leader, you have an advantage. You already know your student population and their families and understand their challenges and goals.

Often, low-income parents want their kids to go to college but don't know how to make this happen. These parents might gravitate toward a school that offers affordable fees or dual enrollment. If safety is a top concern among your parent population, they might jump at the chance to send their students to a school offering a strict conduct or dress code.

You'll market your ability to leverage your slot to help families overcome obstacles and achieve success.

## 2. Branding Your School's Name

Brand means "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."

Let's say you've chosen your slot: your gifted education program. However, there's another school in your district with a similar program. Now you must convince families your school is the best choice. This is where branding comes in.

Think about the families you're trying to attract. What do they value most? How do your positive attributes align with their needs? If you can demonstrate how your mission supports their goals, you have the building blocks of trust and loyalty.

### 3. Your Content Must Communicate

If you're trying to spread awareness about your program, try blogging about it or filming an educational video. Keep your content informative and focus on presenting solutions to the challenges the families face. Don't try to sell them on choosing your school just yet, you need to build up to that. End each blog post or video with a call to action inviting parents to learn more by visiting an open house or signing up to receive your newsletter.

Open houses and email newsletters are both excellent ways to continue the conversation with families in the consideration stage. Student success stories in text or video format evoke emotion and push families along to the decision phase.

Tell parents you partner with local universities and businesses to provide students with networking and internship opportunities.

### 4. Take Help Of Social Media

Promote your blog posts and videos on Facebook to extend your reach. Social media is a great place to fund raise. However, you can't ask people to attend an event or donate money out of the blue. If you maintain an active social media presence and engage your audience by sharing helpful content on a regular basis, they'll be more likely to help in return.

### 5. Target High Performing Students

If your target students have medical school ambitions, for example, post videos to Instagram of current students in medical internships. You want prospective students to see your feed and think, "This is exactly what I want out of my education. This school can help me achieve my goals."

Interact with students via Instagram Stories. Ask a question using its Polls feature and watch the responses in real time. You'll gather valuable insight while letting them know their opinion matters.

Most important lesson from businesses: Marketing isn't about selling; it's about helping. Approach all your marketing efforts like this, and you're on your way to success.

### 6. Improve Your Website

Your website needs to be a lot of things including:

- It should be responsive. If parents visit the site on their mobile device and it is hard to browse and navigate, they're not likely going to spend the time to eventually find what it is they're after and eventually leave unsatisfied.
- It should be fast. If you want to leave a positive impression on potential and existing parents, then you want your web pages to load fast. Nothing annoys us all more than a slow website.



- Whether a visitor is looking for a specific form, policy or looking for department contacts, they don't want to be spending 5 minutes to find it. Make sure your site is easy to navigate, ensuring that the user can reach their objectives in as little time and clicks as possible.
- If your site is still running sounds, spinning icons or stock images, then your site is not doing you justice.

## 7. Maintain A blog And Continue To Produce Valuable And Engaging Content

Blogging is the perfect way to establish knowledge in the marketplace and it provides a valuable tool to improve search engine performance.

The Principal could contribute posts specific to various educational topics. Remember the aim should be to provide valuable information for parents, whether that be parents who are beginning to research, are ready to enroll their students, or have students already enrolled.

Staff and students could be engaged to write guest posts.

If you own a school and you want your school's intakes to increase faster, then follow these best marketing strategies and see the wonders with numbers.

### Digital marketing strategies are becoming more and more valuable for private schools.

Digital marketing strategies are becoming more and more valuable for private schools. Not only are they the most **cost effective and measurable** way to market to parents, but they also have a proven success rate in increasing school enrolments. Parents are now conducting the majority of their initial research online and it's important to give your school online visibility through the most effective private school marketing strategies.

What marketing strategies do you currently have in place for your school? Are you using them in a way that will engage prospective parents and increase enrolments? Even if your school is established, there is always room for growth. The right digital marketing strategies are the key to targeting an audience who is **actively looking to enrol their child in a private school**, resulting in a much higher return on investment.

### Top six private school marketing strategies that have the power to increase your enrolments in the most cost effective way.

Discover just how effective digital marketing can be for your school's online presence and growth.

### Search Engine Optimisation (SEO) & Google Ads

When you type 'best private school in...' into Google, what appears at the top of your search results? If it's not your school, you want it to be! How can you make that happen? Through

search engine optimisation, or as it's most commonly known, SEO. Parents begin researching potential schools long before enrolment and you need to be on their radar from the very beginning. Effective SEO will boost your ranking in Google search results and increase traffic to your website. If your school website is sitting a few pages in, you'll likely remain undiscovered. SEO will optimise your website's content, making your school more visible across digital platforms.

The world of SEO may seem complex, however understanding the basics will put you on the front foot in the digital world. Start by conducting keyword research to understand your school's current SEO position and to get a better idea on which keywords are driving traffic to your website, as well as your competitors'. Once you've completed the initial research, it's time to start including keywords in your website's content and to develop a focus on link building.

SEO practice is constantly evolving, and it's not an approach that can be applied once and once only. Keep on top of your SEO strategy and you'll increase your school's credibility, whilst maintaining a high search engine ranking.

To get the most out of your SEO efforts, Google Ads should be used to compliment your strategy. This will prevent any gaps and give you a headstart in launching your keyword strategy.

Google Ads will allow you to advertise to parents at the moment they begin researching schools in their local area. Your ads need to include thought-provoking copy and should direct parents to a landing page that's specifically tailored to meet their requirements and answer their questions. This will ensure maximum results for each visit.

You can easily measure your return on investment with Google Ads and you have the ability to pause underperforming ads and boost those that are doing well.

SEO and Google Ads go hand in hand and should be used cohesively in private school marketing strategies.

## **A Successful Website**

A successful website is one that is designed for conversion. It should be easy to navigate and offer valuable information for those interested in learning more about your school. If you have already, or intend to put an SEO strategy in place; it's crucial that you're driving traffic to a well designed and user-friendly website.

More than simply a space to store information about your school; a website can become a sales tool that never switches off, creating the opportunity to increase enrolments 24/7.

It's a great opportunity to display your school's brand and mission, and is one of the simplest ways to capture your intended audience's attention and leave a lasting impression.

When developing your school's website, some key points to remember are:

Consider the layout carefully and choose fonts, colours and photos that are consistent with your

brand image.

Include all information that is relevant to your intended audience. Think about the questions they'll ask upon landing on your website and try to answer these in a clear and concise way. Include a blog! This will help the effectiveness of your SEO strategy and ensure you remain current. It's also a great way to engage existing parents, students and the wider school community. We'll talk more creating engaging blog content shortly!

Avoid dead end pages by ensuring every landing page has a next step. This could be a link to another page, a call-to-action or a form.

Integrate your social media accounts. They are incredibly important to your audience and are where all your most up-to-date content lives.

Provide an easy means of contact on your website and give visitors a number of options, including an online enquiry form. Different forms of contact will be appealing to different types of people and it's important to cover all bases if you want your audience to take the next step towards conversion. Be sure to also include direct messaging functionality, with either live chat or an automated response.

What makes your school unique? Remember to highlight the components of your school and your approach to learning that will resonate with your intended audience.

One of the most important steps in developing a website is to ensure its mobile compatibility. If your content can be easily accessed across every browser, your SEO will benefit and you'll increase the likelihood of conversion.

Create a fast and responsive website to ensure each visitor has a positive experience. A good website will make a great first impression and is likely to influence a prospective parent's perception of a school. A well maintained website is a simple private school marketing strategy that will continuously help you to increase enrolments.

## Social Media

Social media is potentially one of the strongest tools in private school marketing. It increases retention, can be used to create measurable campaigns and has the largest reach, allowing you to connect with new families and prospective students.

Firstly, you need to build a strong online presence by establishing your school on each social platform. It's then important to keep followers engaged through interesting and consistent content. Develop a posting schedule to ensure you're posting several times a week, ask followers questions to drive engagement and reply to comments on all platforms. Facebook can also be useful for posting events, running polls and starting conversations that will bring your community together. Be sure to create a LinkedIn page for your school to keep past students and parents engaged in a professional manner.

Secondly, social media can be used to run campaigns, specifically through Facebook, Instagram and YouTube Ads. Facebook and Instagram advertising is great for targeting a specific audience and can also be used for remarketing, which allows you to directly advertise to parents who have visited your website or viewed your other ads.

A successful social media ad needs to be creative and should include eye-catching imagery and interesting copy. It should always include a clear call-to-action, preferably as the title of the ad. It's also important to create separate ads for each of your platforms to ensure you can measure their performance accurately.

Organisation is key when it comes to executing an effective social media campaign. You can access a social media planning sheet in our Marketing For Schools Toolkit.

## Newsletters

Newsletters are an important private school marketing strategy for a number of different reasons. They're a low-cost promotional marketing tool that can be tailored to deliver personalised messages to specific audiences. They provide an insight of day-to-day school life for prospective, current and past parents. It creates a home-to-school connection and ensures you maintain a strong level of communication with parents.

Why is this important for prospective parents?

A newsletter will give parents a taste of what it will be like to be a part of your school community. They will be interested in seeing how different schools communicate news, events and other important information. Make it evident that communication with families is important and show your willingness to maintain a strong sense of community spirit.

Parents want to stay well-informed about what's happening at school and a newsletter is the best way to keep them in the loop. We recommend creating an e-newsletter that parents can receive in their inbox or view online. This also creates another opportunity for you to showcase your most valuable content.

## Create Engaging Video Content

Content creation for schools has evolved in recent years and many schools now use videos as a tool to build brand awareness and reach new audiences. YouTube is an incredibly beneficial platform when it comes to advertising for schools and is useful for reaching a huge audience. Video content is far more effective than both written and photographic content, giving it a pivotal role in your private school marketing strategies.

There are several different types of ads you can run on YouTube with a variety of audience targeting options. You have the ability to target audiences based on their interests, clicks and search history. It's a great advertising platform for schools and can be hugely successful in building your brand and progressing parents to the stage of enrolment enquiry.

Alongside video content for YouTube, explore filming shorter content for your social media channels. Start by using a camera or smartphone to capture moments on campus, showcase what your school has to offer and "go live" on Instagram and Facebook to give your audience an authentic experience.

Down the track you may see the benefit of investing in a professional videographer who can work with you to create unique and engaging content that will set your school above the rest. Production and editing costs will be involved, however you can't underestimate the return on investment when it comes to video content. The lifespan of a video is far longer than any traditional or print form of advertising material and it has the potential to reach a massive audience.

## Write a School Blog

Not only does a blog strengthen your SEO strategy, but it's also a very effective way to engage staff, students and parents. Search for topical content to write about, include guest bloggers and give students the opportunity to publish articles.

A blog is a major green light for prospective parents who are exploring your website. It shows the creative and cultural side to your school and gives parents an insight into the extracurricular activities available to their child, alongside the learning experience.

The key to a successful blog is to include information that parents and students find useful, interesting or entertaining. You can also incorporate keywords throughout posts to boost the page's search engine ranking, which will add to your SEO success.

Creating a blog is the first step, however maintaining and updating it will determine its effectiveness. A blog that is untouched and gathering dust on your website can present your school in a negative way. Stay ahead of the game by creating a posting schedule similar to your social media schedule.