

# Plan, Promote, Succeed: A School Marketing Campaign Guide

## STEP-BY-STEP GUIDE TO RUNNING A SUCCESSFUL CAMPAIGN



### SET CLEAR OBJECTIVES

Establish specific, measurable, attainable, relevant, and time-bound (SMART) goals for your marketing campaign.

Whether it's increasing enrollment, improving community awareness, or boosting attendance at school events, clear objectives will help you stay focused and track your progress.



### DEFINE YOUR TARGET AUDIENCE

Clearly identify the group of families, students, or community members you want to reach with your campaign.

Think about who they are, what they value, and how they engage with your school. For example, consider grade levels you want to recruit, parents' concerns and priorities, or how families prefer to receive information.



### SHAPE YOUR MESSAGE

Decide the main points you want people to remember about this campaign. Keep the focus on the specific goal and make sure your message is clear and consistent.

Back it up with strong examples. Use a success story, key data point, or a student or parent testimonial that connects directly to the campaign's purpose.



### CHOOSE APPROPRIATE MARKETING CHANNELS

Select the platforms that best reach your audience and fit your campaign goal. For example, use social media to attract new families, robocalls or flyers for current parents, and community partners to spread the word locally.

A mix of digital, print, and in-person outreach often works best. Keep your message consistent across all channels so families hear the same story no matter where they see it.



### LAUNCH, TRACK, REFLECT

Roll out your campaign with a clear timeline — announce early, send reminders, and share highlights after it's done. Make sure roles are assigned so tasks are shared.

Track results like attendance, inquiries, or engagement. Afterward, note what worked and what to adjust so each campaign gets stronger.

# Marketing Materials Checklist

## TOOLS YOU CAN USE FOR YOUR NEXT SCHOOL CAMPAIGN

### DIGITAL

Digital tools spread your message quickly and allow for ongoing engagement.

- Website updates (homepage banners, event pages, enrollment info)
- Social media graphics and captions tailored for each platform
- Short videos or student spotlights to showcase success stories
- Email newsletters to reach families directly
- Robocalls or text alerts for reminders and urgent updates

### PRINT

Print materials are visible in the community and useful for families who prefer tangible reminders.

- Flyers to send home with students or distribute at events
- Posters for hallways, offices, and community spaces
- Banners or yard signs placed outside the school or in neighborhoods
- Postcards or mailers sent directly to prospective families

### EVENTS & OUTREACH

Face-to-face communication builds trust and reinforces your message.

- Talking points for staff and student ambassadors to use with families
- Events (open houses, showcases, family nights)
- Handouts or presentations with key information about programs
- Branded giveaways (pencils, t-shirts, bookmarks) to keep your school top of mind

### COMMUNITY ENGAGEMENT

Community connections extend the reach of your campaign beyond the school.

- Press releases sent to local media outlets
- Partnerships with churches, nonprofits, or neighborhood associations
- Features in community or neighborhood newsletters
- Alumni outreach through emails, social posts, or events