

# MARKETING Your School



# MARKETING PROCESS

## Planning

- Do you have a plan?
- What are you marketing?
  - What sets you apart?
- Who are you marketing too?
- Who is your competition?
  - What are they marketing?

## Strategy

- How are you going to target your audience?
- What is the best method for laser point targeting?
- Sell the sizzle!

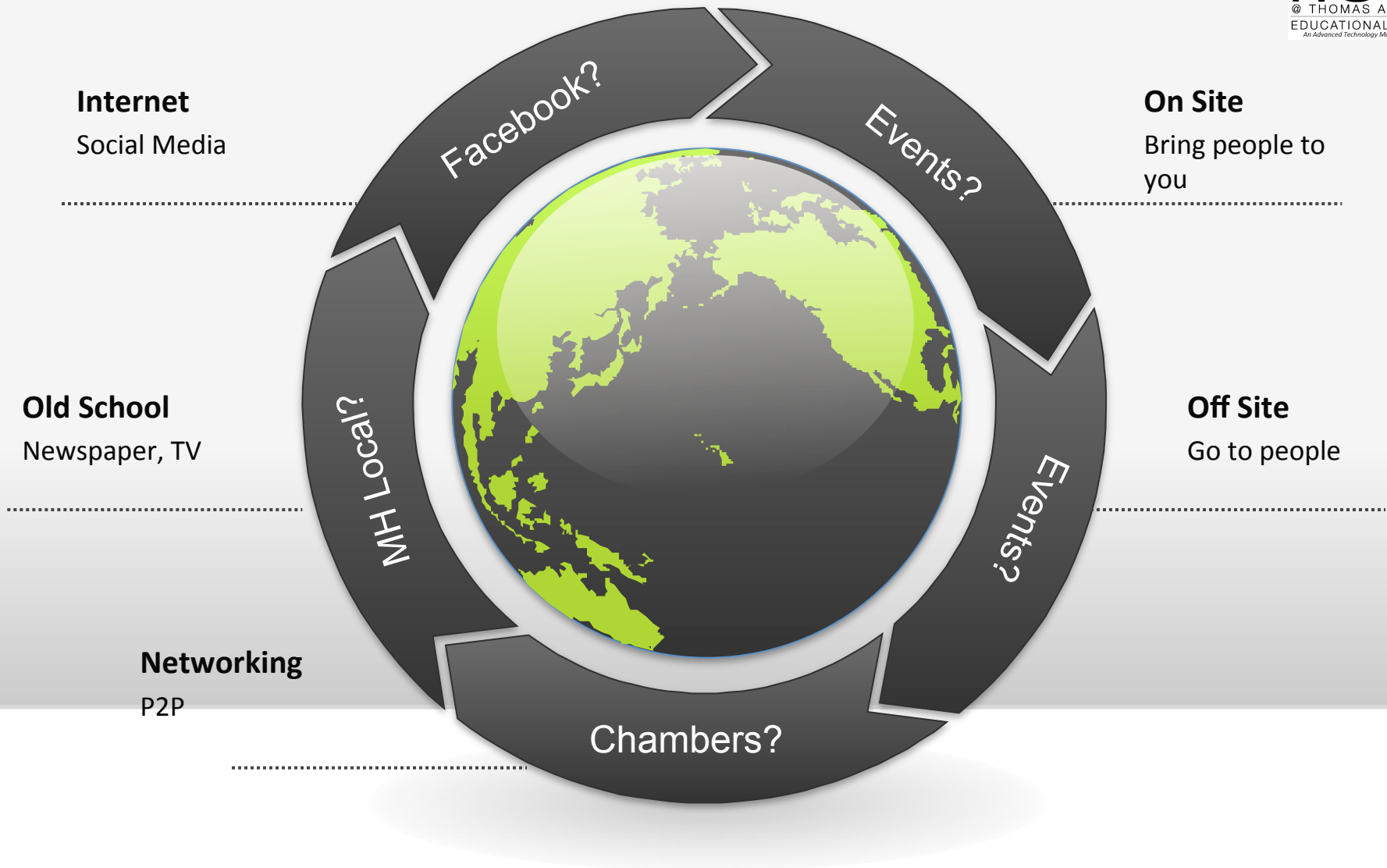
## Implementation

- Can you do it on the cheap?
- Where to get funds?
- Cross advertise?
- Print vs Non-print?

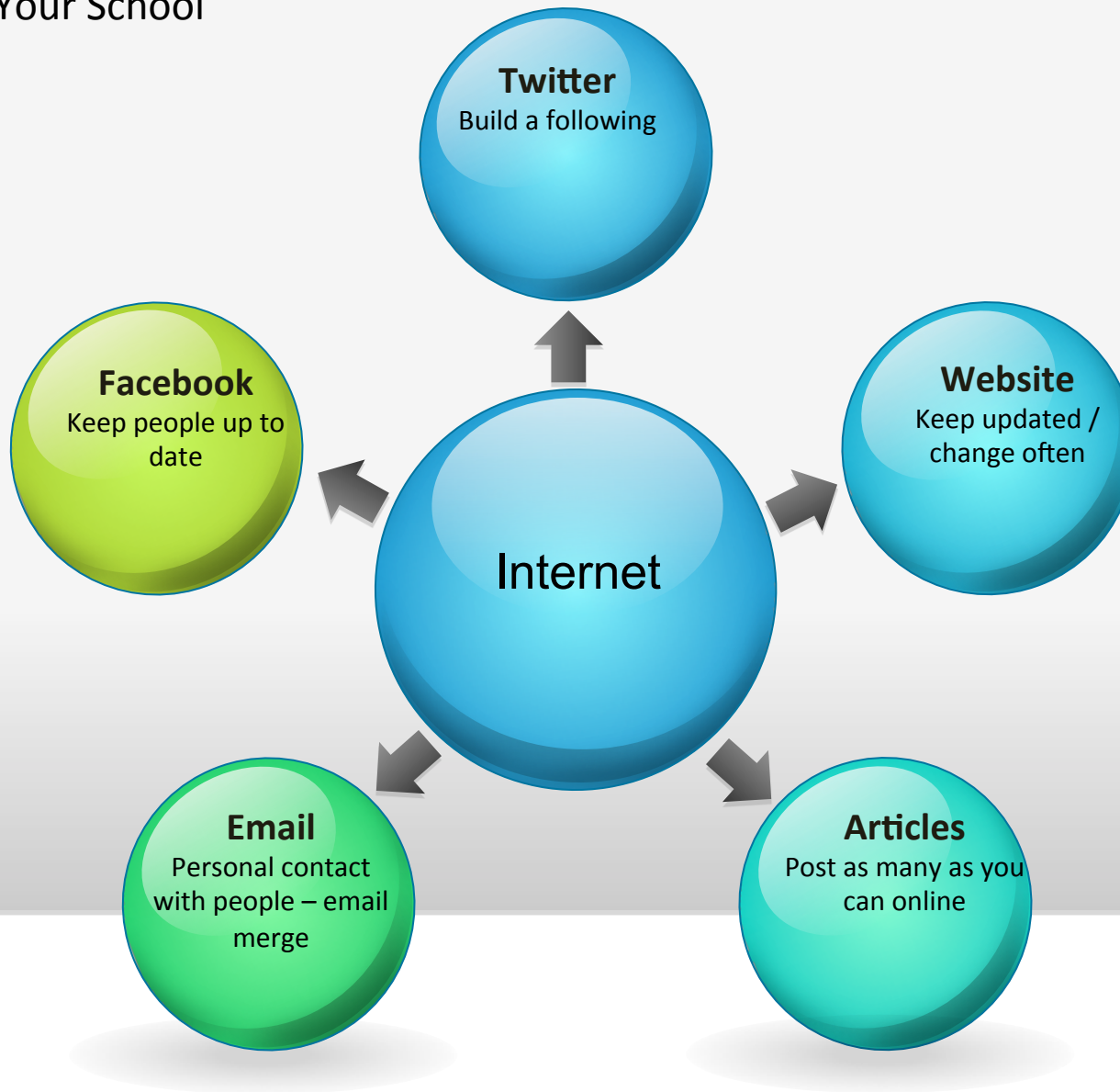
## Evaluation

- Are you getting feedback?
- Are people seeing what you are doing?
- What is the bang for the buck?

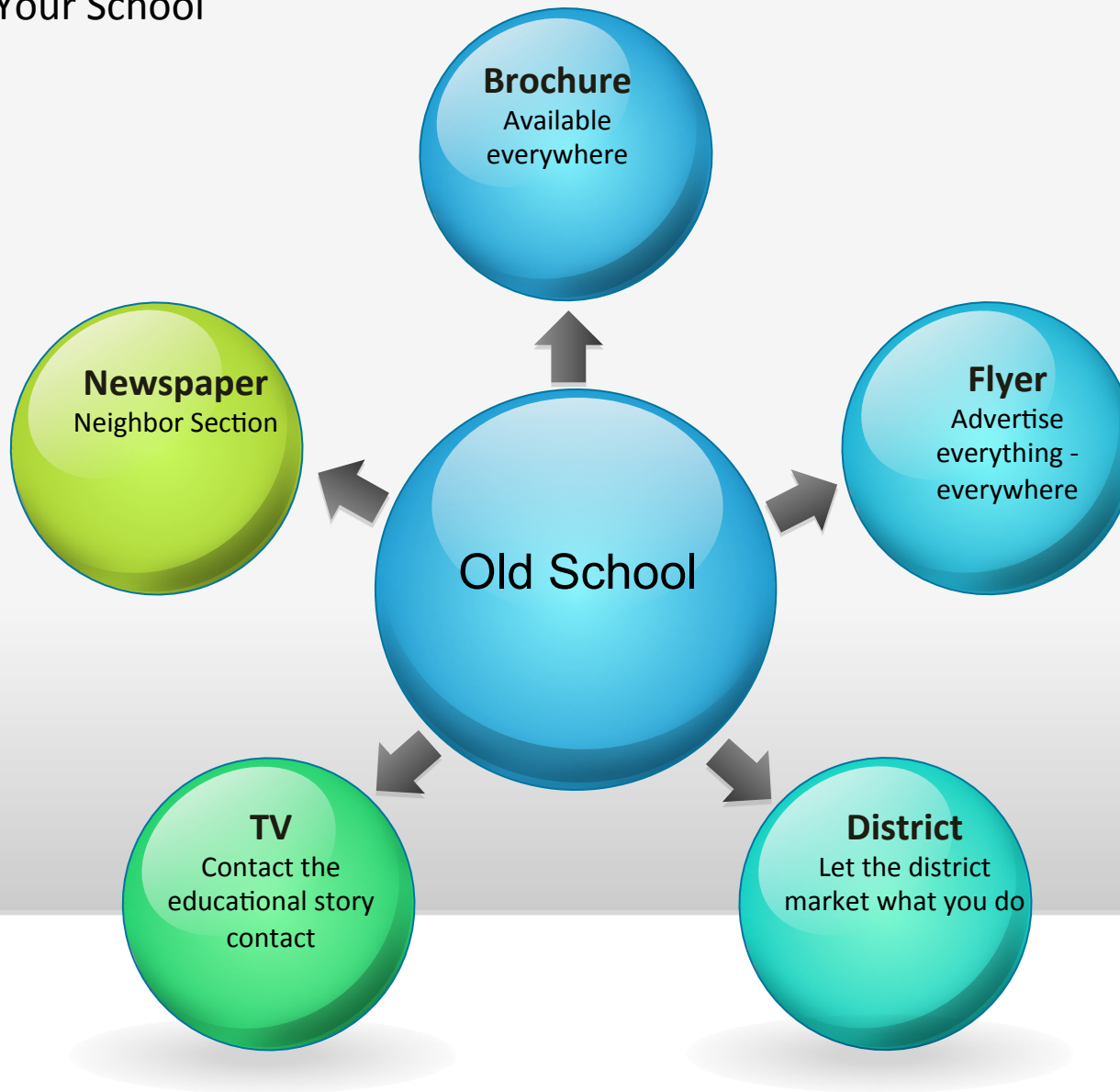
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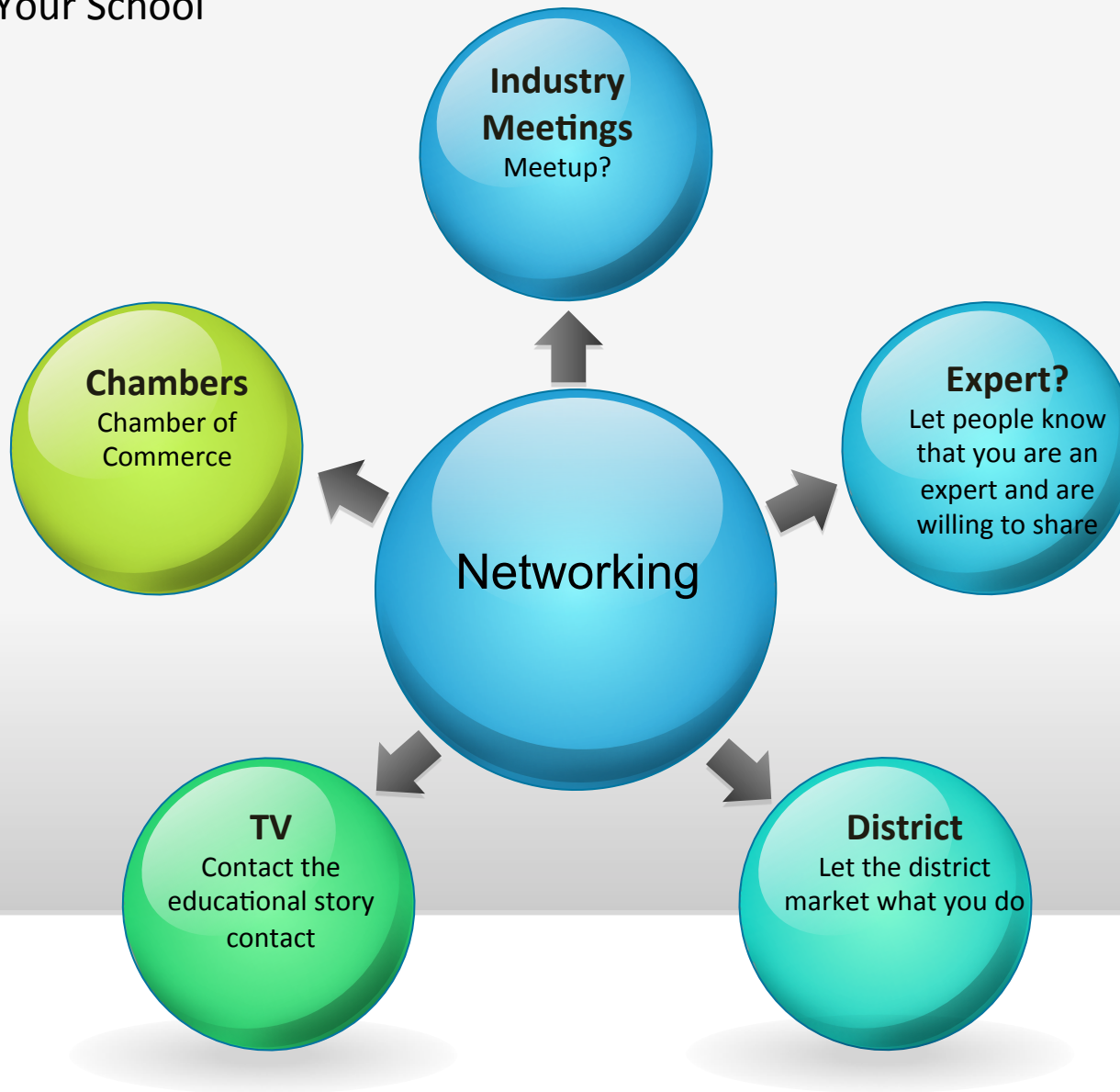
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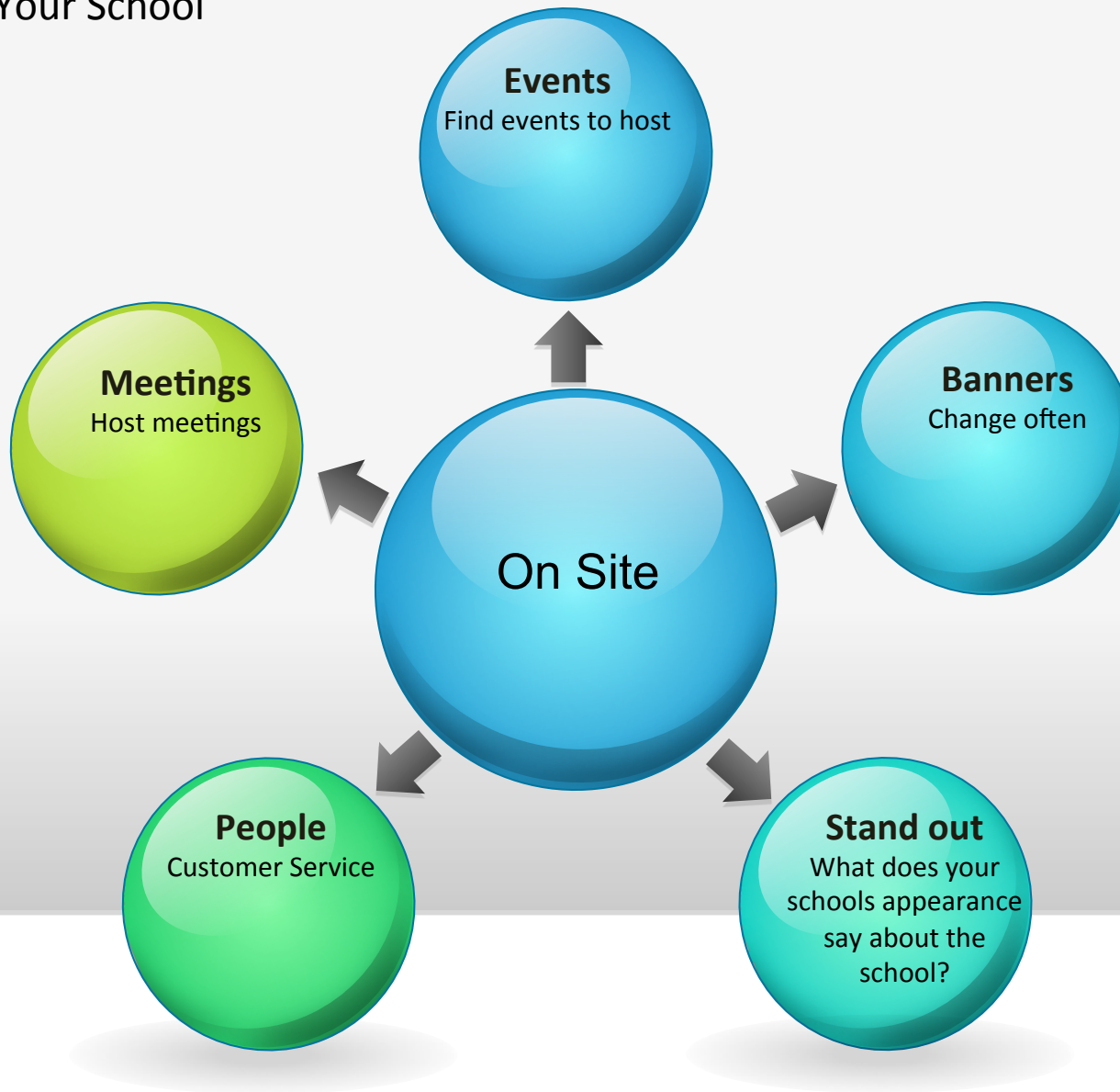
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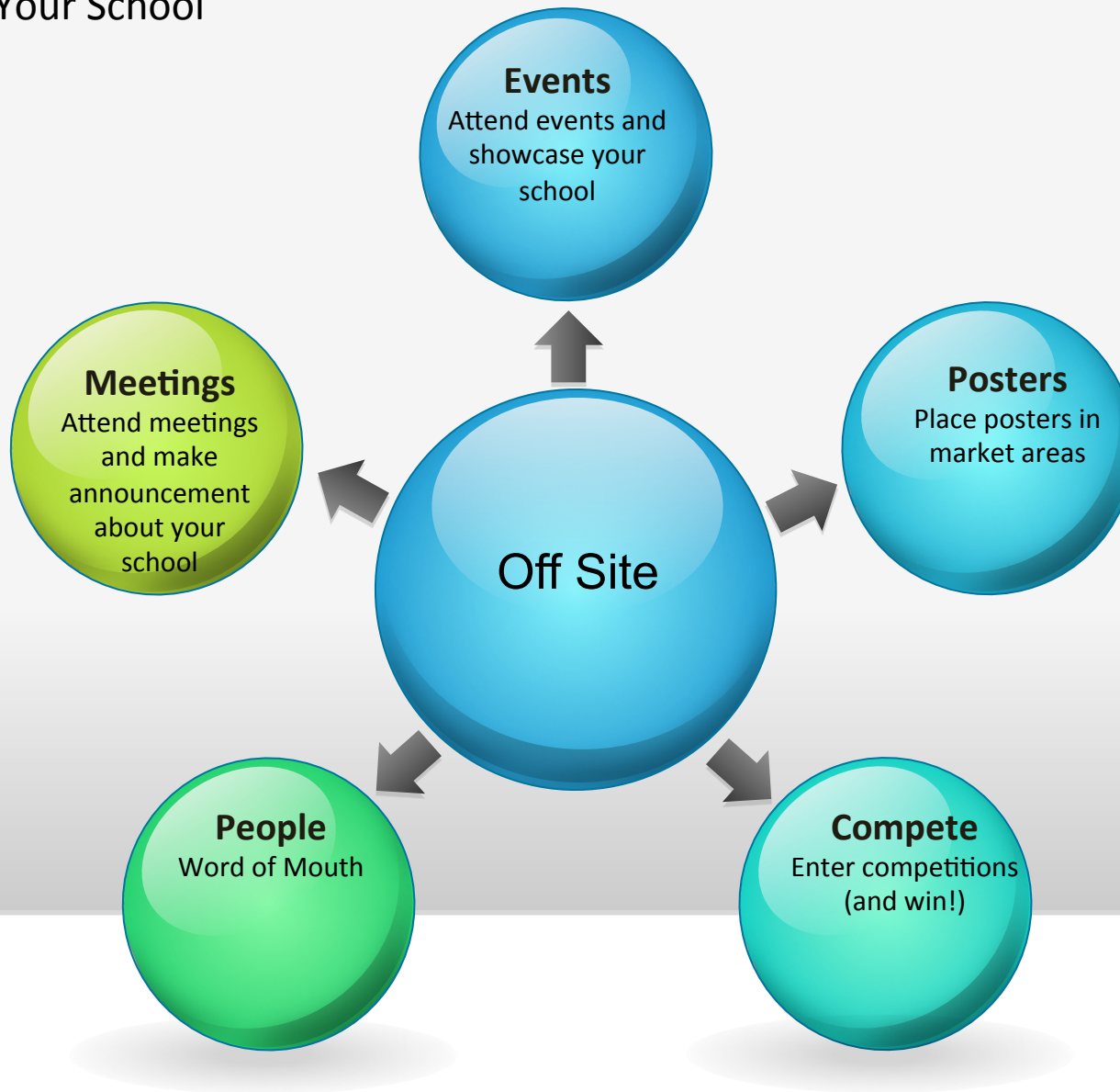
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## What have you done?

- Planning?
- Strategy?
- Implementation?
- Evaluation?
  
- Internet?
- Old School?
- Networking?
- On Site?
- Off Site?

## What can you do better?

- Planning?
- Strategy?
- Implementation?
- Evaluation?
  
- Internet?
- Old School?
- Networking?
- On Site?
- Off Site?