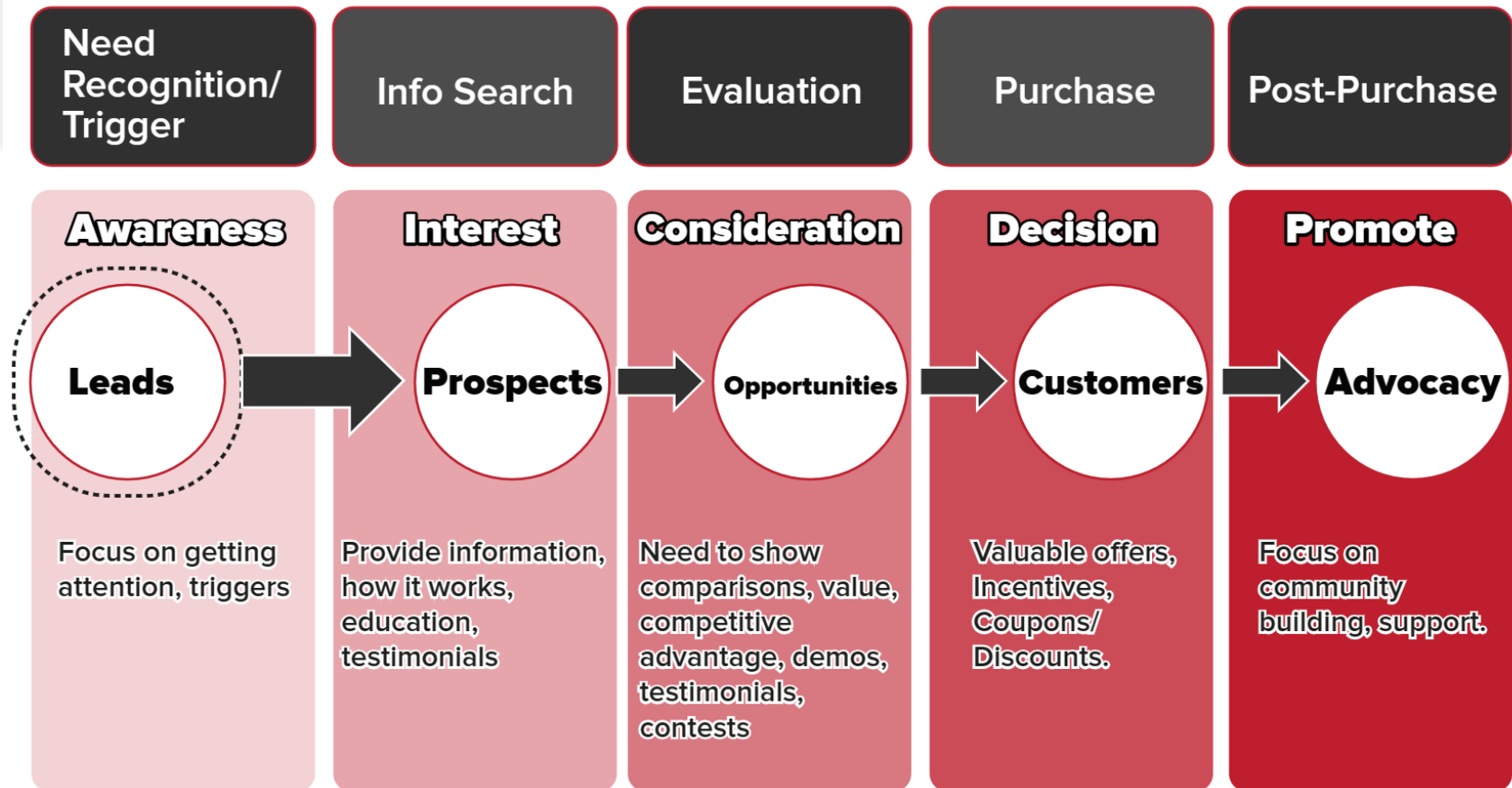


MARKETING TOOLS

Your **Marketing Tools** detail how you will deliver your message.



Mediums Used Across the Buyer Journey						
Medium	Awareness	Interest	Consideration	Decision	Advocacy	N/A
Traditional Media						
TV						x
Radio						x
Magazines						x
Newspapers						x
Billboards						x
Direct Mail					x	
Marketing Material (Flyers, brochures, etc.)	x	x	x	x		
Branded Products (Pens, tumblers, etc.)	x				x	
Signage						x
Public Relations						x
Social Media						
Facebook	x	x	x	x	x	
Instagram	x	x	x	x	x	
LinkedIn						x
YouTube						x
Twitter						x
Snapchat						x
TikTok						x
Pinterest						x
Online						

Website	x	x	x	x	x	
Google						x
Yelp						x
Groupon/OfferUp						x
Streaming Ads (OTT)						x
Influencers						x
Outbound						
Email	x	x	x	x	x	
Cold Calls						x
Direct Texts						x
Voice Drops						x
Sales						x
Contests						x
Offers						x
Events						
Events (Booths)						x
Events/Workshops (Public Speaking)	x					

CONTENT STRATEGY

Your **Content Strategy** details how you will deliver the right message, to the right people, at the right time.

DIRECT MAIL

Advocacy

Greeting cards: Write personalized messages to make families feel valued and appreciated.

Flyers: Share upcoming events or other important information.

Branded merchandise: build brand loyalty by gifting pens, notepads, tote bags, and other useful items to welcome new families or show appreciation to existing families.

MARKETING MATERIALS

Awareness	Interest	Consideration	Decision
<p>Brochure: Design a brochure showcasing the school's unique features, including its partnership with the National Park Service, Career and Technical Education programs, and hands-on learning approach.</p> <p>Flyer: Create a vibrant flyer that introduces the school's key selling points at a glance.</p>	<p>Presentation Folder: Develop a presentation folder with informational materials about the school's programs, achievements, and partnerships. Include a letter from the principal.</p> <p>Program Brochure: Create separate brochures for each of the Career and Technical Education programs.</p>	<p>Success Stories Booklet: Compile a booklet featuring stories of past students who secured exciting opportunities in partnership with the National Park Service.</p>	<p>Enrollment Kit: Create an enrollment kit that includes all necessary paperwork, application forms, and detailed program overviews.</p> <p>Employment Opportunities Guide: Design a guide that outlines the various employment opportunities available to students upon graduation.</p>
# of leads: 1,000	# of prospects: 10-50	# of opportunities: 3-15	# of enrollments: 1-5

BRANDED PRODUCTS

Awareness

Tote Bags: Craft reusable tote bags adorned with the school's logo. These bags can be distributed at school events or local markets, creating mobile advertisements for the school.

Notebook Sets: Produce sets of notebooks with different designs and motivational quotes related to education, active learning, and personal growth. These can be handed out at school tours, open houses, and back-to-school nights.

Advocacy

Magnet Calendars: Produce magnet calendars with important school dates and events, paired with inspiring quotes about education and learning.

Branded Apparel: Develop a range of branded clothing items such as t-shirts, hoodies, and hats for parents to wear during school events or in their daily lives.

SOCIAL MEDIA

Awareness	Interest	Consideration	Decision	Advocacy
<p>Posts and videos on:</p> <p>Showcase different aspects of the school, such as CTE programs, outdoor learning, and student projects.</p> <p>Inspirational and educational quotes.</p>	<p>Posts and videos on:</p> <p>Highlight specific CTE programs and their benefits, such as career opportunities and real-world skills</p> <p>Create interactive stories with polls or quizzes to gauge the interests of your audience.</p> <p>Lead magnets.</p> <p>School culture: a day in the life, what are students working on, etc.</p>	<p>Posts and videos on:</p> <p>Create a series of "Did You Know?" posts that highlight lesser-known facts about the school's CTE programs and partnerships, sparking curiosity among your audience.</p> <p>Share posts featuring parent and student testimonials.</p> <p>Event recaps</p> <p>Upcoming events</p> <p>Milestones, awards, recognitions</p>	<p>Posts and videos on:</p> <p>Application deadlines.</p> <p>How to apply</p>	<p>Posts and videos on:</p> <p>Launch a user-generated content campaign where parents and students can share their favorite memories or experiences at the school using a specific hashtag.</p>
# of leads: 1,000	# of prospects: 10-50	# of opportunities: 3-15	# of enrollments: 1-5	# of ambassadors: 1-3

WEBSITE

Awareness	Interest	Consideration	Decision	Advocacy
Home Page	About Us Page	Teacher and Faculty Profiles	Enrollment Guide	Blog
Introduction Video	Academic Programs	Parent Testimonials	FAQs	Families Page
Virtual Tour	Academic Support	Student Testimonials		Event Calendar
	Student Success Stories	Events and Webinars		
	Athletics Page			
	Clubs Page			
	Event Recap Video			
# of leads: [1,000]	# of prospects: 10-50	# of opportunities: 3-15	# of enrollments: 1-5	# of ambassadors: 1-3

EMAIL

Awareness	Interest	Consideration	Decision	Advocacy
School Introduction: Send an email introducing the school, its unique approach to education, and the partnership with the National Park Service	<p>Program Spotlight: Highlight one of the CTE programs in detail.</p> <p>Student Showcase Preview: Tease an upcoming event where students will showcase their projects.</p> <p>Interactive Program Quiz: Send a quiz that helps parents and students discover which CTE program aligns with their interests and strengths.</p> <p>Parent-Teacher Interaction: Highlight the school's commitment to parent-teacher interaction. Explain how communication and involvement play a role in students' success.</p>	<p>Save the Date for Open House: Send a "Save the Date" email for an upcoming open house event.</p> <p>Parent and Students Testimonial Series: Launch a series of emails featuring heartfelt testimonials from parents who have seen the positive impact of the school on their children's growth.</p>	Enrollment Information Pack: Send a comprehensive email with enrollment forms, deadlines, and scholarship opportunities. Highlight the ease of the enrollment process.	Parent Engagement Opportunities: Describe ways parents can continue to engage with the school community.
# of leads: 1,000	# of prospects: 10-50	# of opportunities: 3-15	# of customers: 1-5	# of ambassadors: 1-3

EVENTS

Awareness	Consideration
Booths at community events and back to school drives	<p>Introduction to CTE Programs Workshop: Host a workshop where attendees can learn about the various CTE programs offered at the school. Provide detailed insights into each program's curriculum, benefits, and potential career paths.</p> <p>Open Houses</p>

Customer Feedback

How well does the content strategy for each stage of the buyer's journey address customer needs?

How realistic do you think the number of leads, prospects, etc. are?