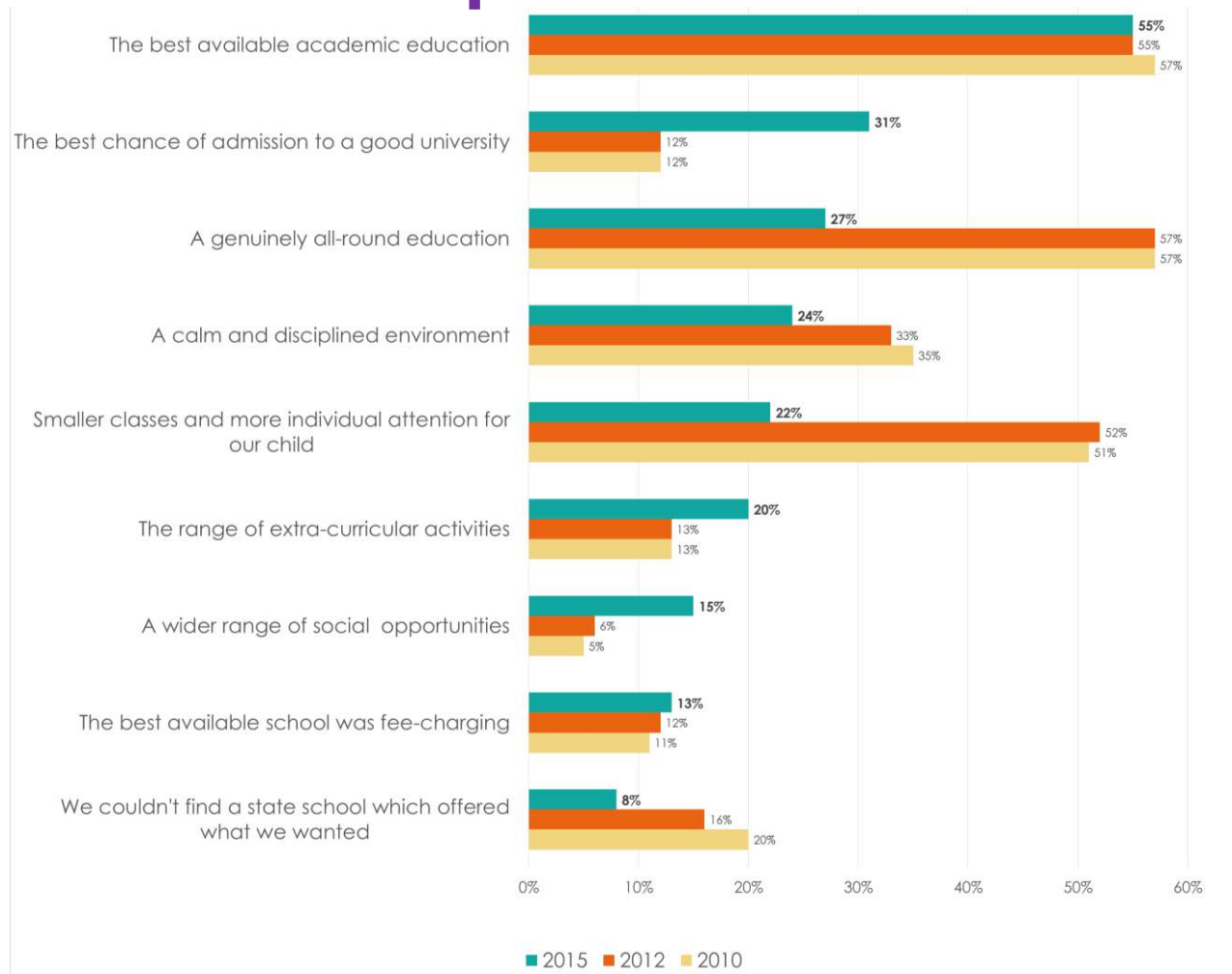


Using the Missing Millions Report for Marketing Success

Kirsty Hassan
Director of Marketing & Admissions
Colston's School

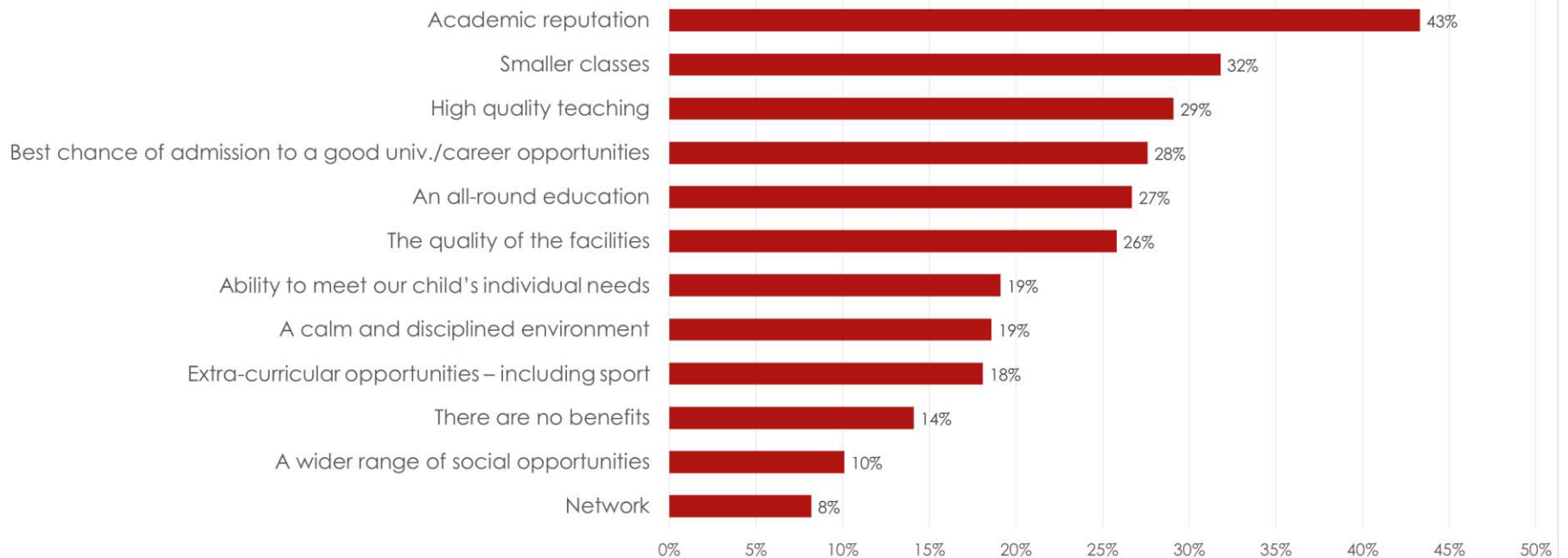


Reasons Current Buyers Chose Independent Education

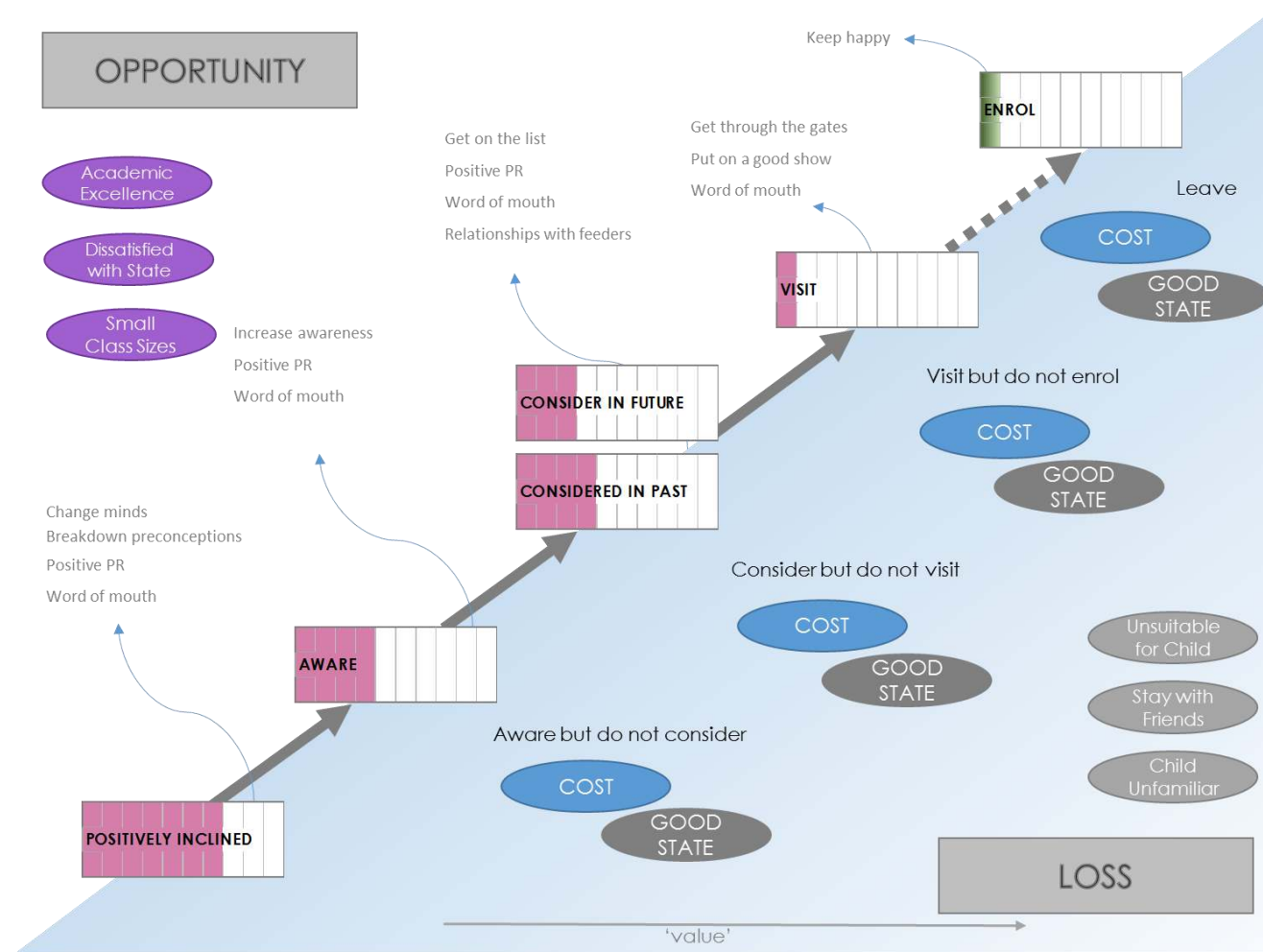


Why Do People Consider Independent Education?

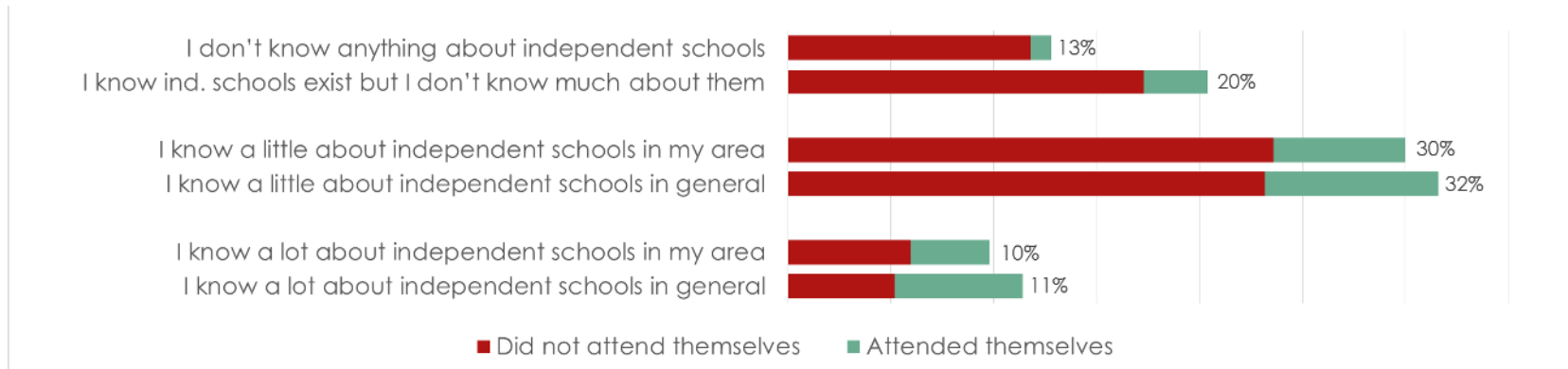
Perceived benefits (%)



Customer Journey

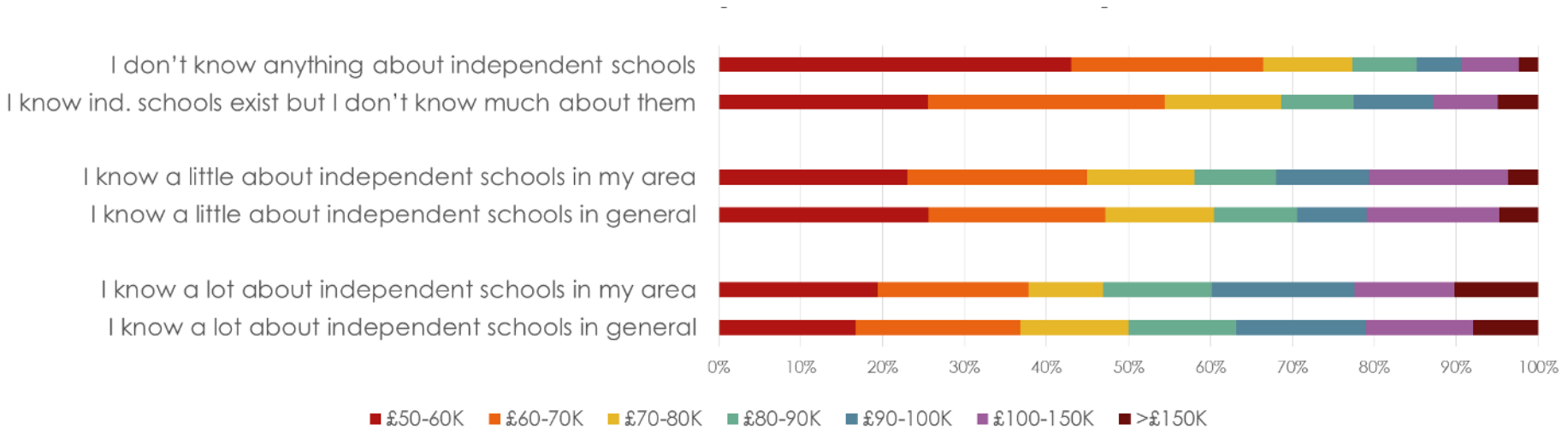


Awareness By Attendance



- Only 3.8% of those who attended independent school themselves know a lot about schools in the local area
- Only 6.2% knew a lot about independent schools in general

Awareness By Income



- Around 13% of respondents know nothing of independent schools
- Half of these parents come from the lowest income band
- Almost a quarter are living in £80K+ households

Setting The Scene

- Awareness increased by affluence yet many families in the £80,000 + bracket know very little about our schools
- Sector awareness general, rather than specific

Ask yourself the following:

- What makes your school unique?
- Is your brand clear? How do people perceive your school?
- Are you realistic about your position in the marketplace?
- Have you thoroughly analysed your competitor set? Have you visited those schools?
- What is your feedback like on Netmums / Mumsnet etc?

Getting The Word Out

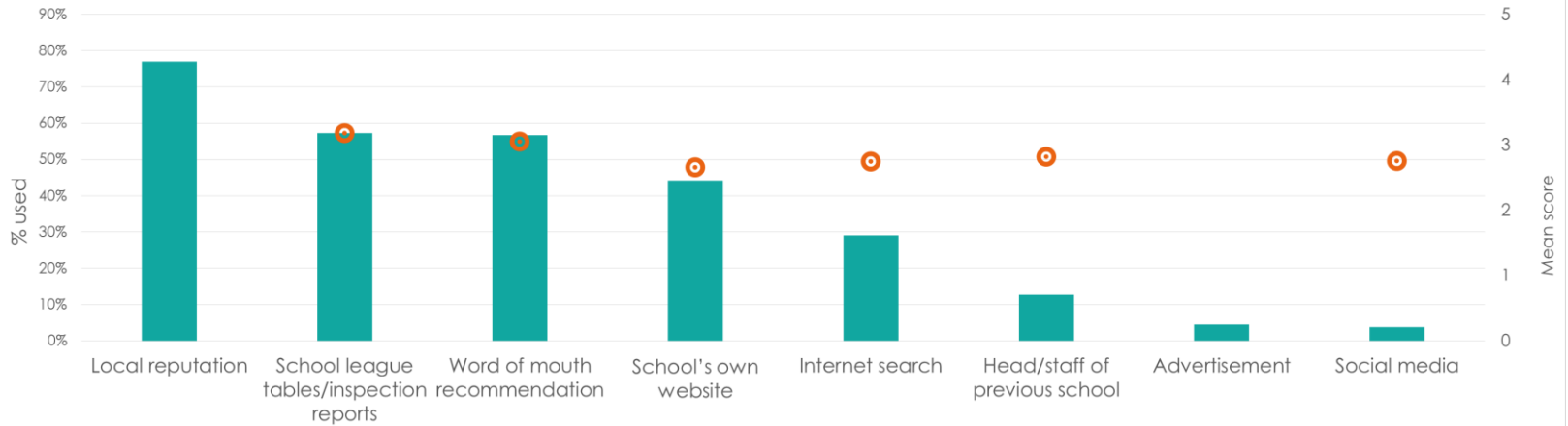
- **Develop a feeder school strategy and ensure you see it through!**
- **Influence through editorial, PR, social media etc.**
- **Hold events to get foot-fall on campus**
 - **Ensure events present your school in the best possible light**
 - **Showcase facilities which your competitors do not have!**
- **Take drama or science roadshows out to the community/ local feeders**
- **Share facilities with local primary schools or small preps**
- **Offer careers advice workshops**
- **Revision courses (paid for)**

Digital Media: Why Should We Use It?

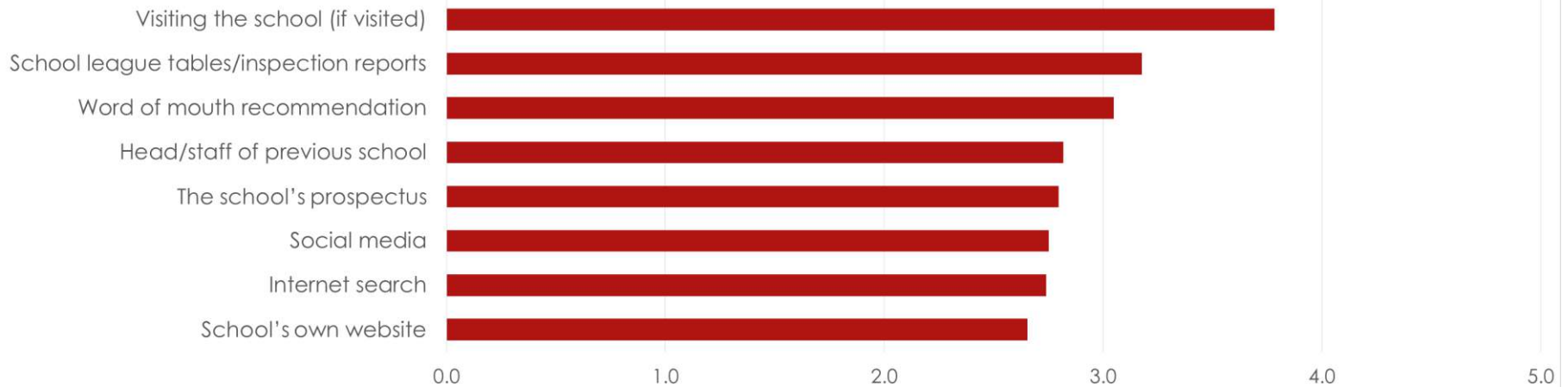
- Open a dialogue with prospective families - let them see behind the school gates
- 'Living' prospectus - keeps current parents involved and informed
- Engage and delight current parents
- To aid parents in verifying their choice
- Word of mouth
- Engage alumni - prospective parents

Research

Finding out about schools in general (% used and mean usefulness)



Usefulness in finding out (mean, 5 = very useful)



Reputation

- Know your market - conduct research
- How would parents describe the school? Note adjectives used.
- Does the promise match the product? Is your market positioning correct?
- Think about your buyers - what are they looking for in a school?
 - Read the *Missing Millions* report!
- Parent ambassadors - best free marketing tool available

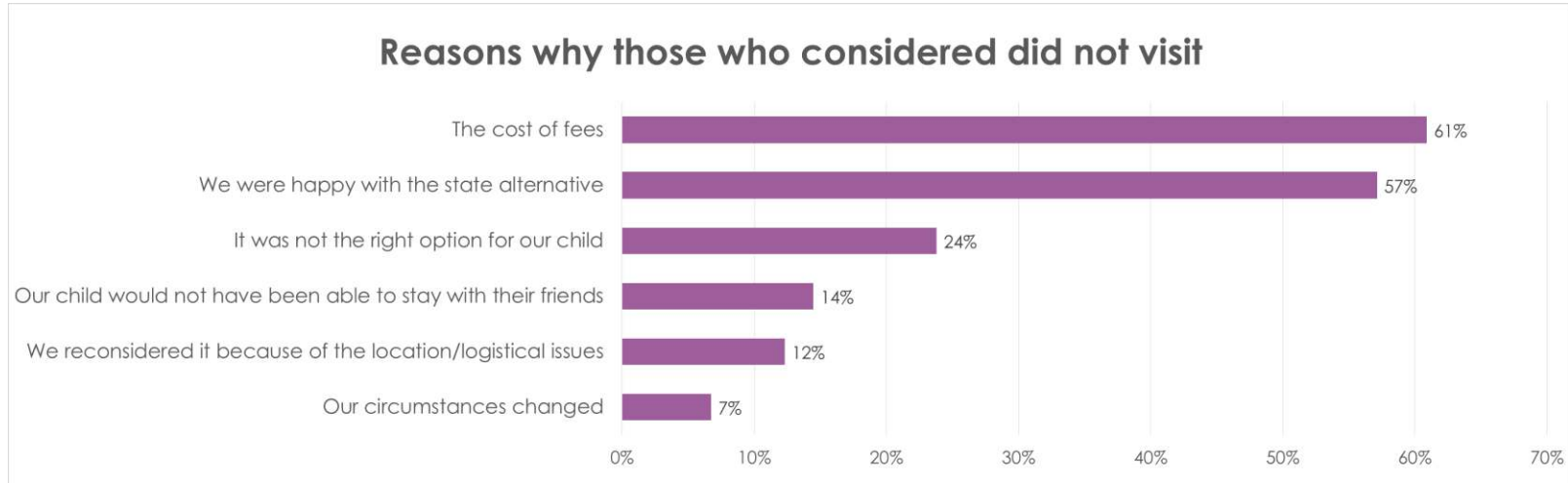
Reports

- **Make content on your website relevant to your target market**
- **Ensure reports are accessible**
- **Address any weak points - letter from the Head to parents etc.**
- **Highlight the school development plan**
- **Use pupil case studies in response to parent focus**
- **Highlight exam successes**

Recommendation

- **78% of respondents use this method of research**
- **Invite local employers to tour the school - offer facilities for away days etc.**
- **Engage employers in the careers programme**
- **Say THANK YOU for parent referrals - a hand written note from the Head**
- **Find the source of referrals if you see a pattern**
- **Engage with relocation coordinator - provide literature, a tour etc. Be top of mind!**
- **Send new families a guide to the area, hints on nice areas to live etc.**

Non-Visitors



- **Conduct a non-visitor survey**
- **Was the package on offer too complicated?**
- **Were they aware of the bus routes?**
- **Was the contact person going the extra mile?**

'Touch Points' - Prospective Parents

Pre-visit

- Information provided
- Telephone manner

Visitor Experience

- Was the venue for the meeting easy to find?
- How were visitors welcomed?
- What is the Reception area like?
- The tour (pupils or staff?)

- How the visit ends - clarity on next steps?
- Staff - How are they dressed? Do they engage?
- Pupils - Are they good ambassadors?



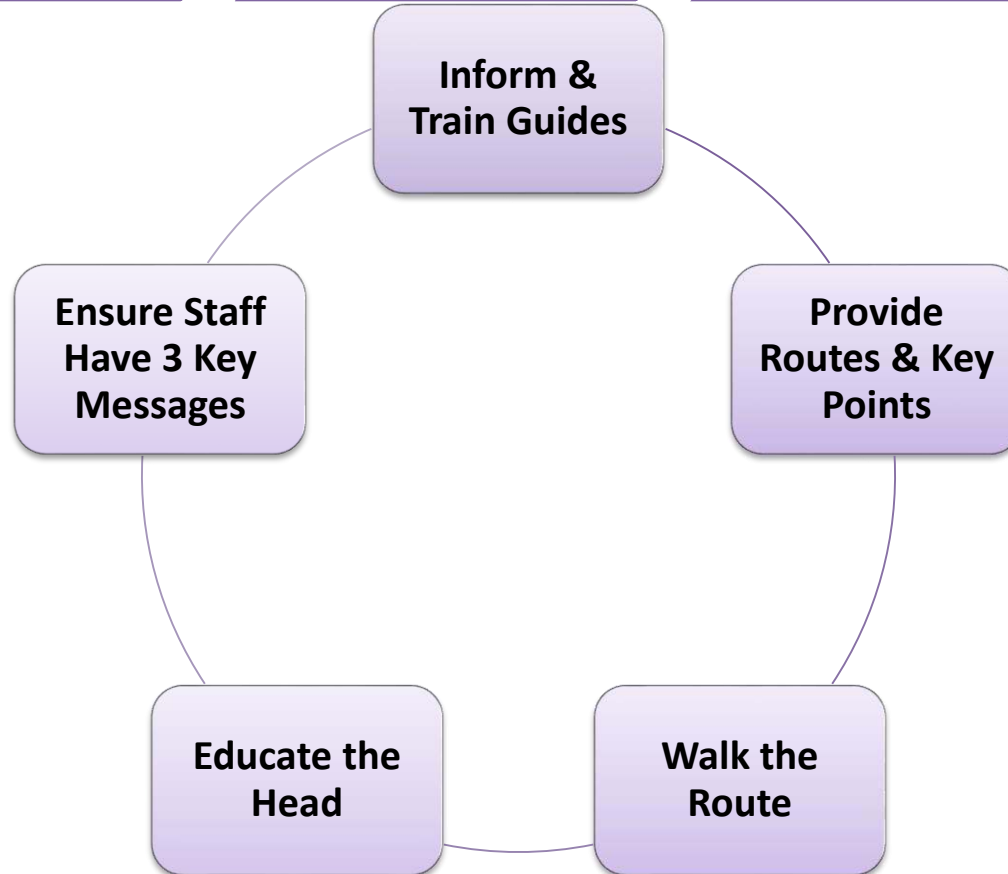


Before



After

Visit Best Practice



Visit Best Practice



- Take detailed notes
- Complete visit report forms
- “I also wanted to say how impressed I was at your professionalism and how you made us feel so welcome! Out of all the schools that we visited, I was most impressed at how you got to know the children and made them feel welcome and at home!”

Mrs G, Year 7 prospective parent 2016

The Colston's Approach

- Image consistency across all channels
- Brand Ambassadors
- Excellent customer service begins at Reception
- The devil is in the detail! Check and double check correspondence
- Inform and involve staff in branding and marketing
- Remind staff in branded kit they are walking advertisements! (Minibuses)
- Content marketing strategy for social media
- Consistency on everything
- Brand Guardian
- Support from the top

Why Make The Effort?



- Parents are increasingly behaving like customers



- What else could I buy for the same money?



- What value is being added?

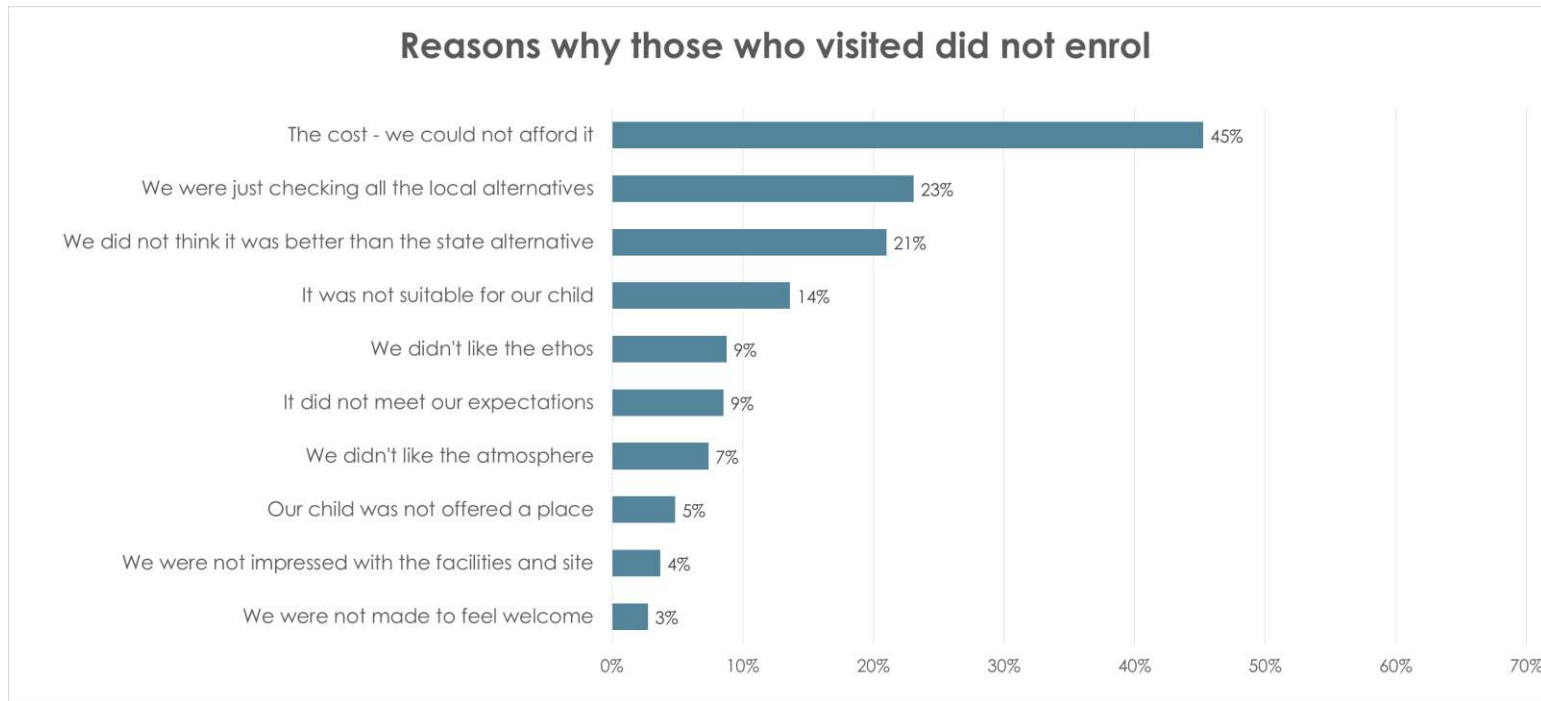


- Customers remember the service longer than the price!

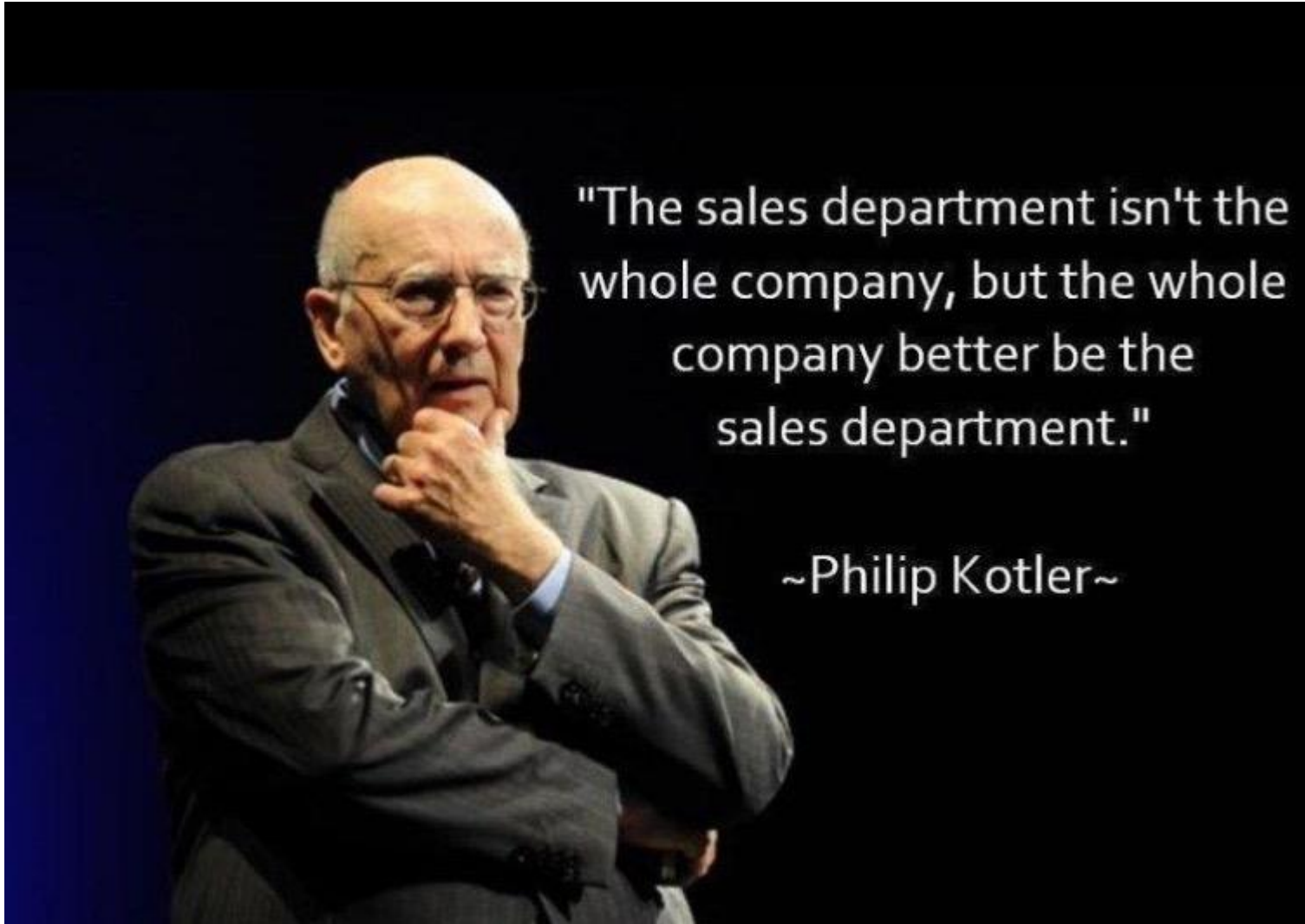
What Does It Deliver?

- Staff feel part of the marketing effort and understand their role
- Improved word of mouth & current parent satisfaction
- 35% increase in Year 7 applications for 2016 when compared to 2015 entry
- 90% increase in registrations for Open Morning
- 100% increase in Sixth Form applications
- New visitor reception area
- Staff in branded kit promoting the school
- A buzz and new sense of pride in the school

Non Joiners



“Our reasons for not choosing Colston’s did not lie in the school itself which we found very appealing and welcoming. Our only issues lay in its geography as we live in North Bristol. The journey took far longer than we expected with the rush hour traffic and we felt it would be hard for Matthew to spend so much time commuting! Also, Matthew is extremely keen on football which is a sport you do not teach at the school and he loves to play for a school team.”



"The sales department isn't the whole company, but the whole company better be the sales department."

~Philip Kotler~