

Leave the Marketing Switch Turned On

It is easy to become complacent when times are good. A full school and strong interest by families make most schools happy and content.

So, why should your school continue marketing during extraordinary times? The answer is simple. When times are good, you do not ever want interest in your school to fade. You do not want enrollment to fall. You do not want giving from your community to decline. Complacency can lead to serious setbacks when demographics shift, competition becomes intense, and the so-called good times end. It can force you to double or even triple your marketing efforts just to return to current levels.

That's why it is imperative that you leave your marketing switch turned on at all times:

- Maintaining or reducing current marketing activities can result in a diminished image and a perception that your school is losing momentum in its mission. If your competition continues to market widely, it stands to become better known and to appear to offer a better return on investment for parents.
- Even if your school is full, you still have entry-level grades where the majority of new students enter the school. It is vital that you keep this inward stream flowing strong and pull these students forward through succeeding grades.
- It is essential that new families moving into your community know about your school and its mission.
- Continuation of your marketing plan along with the persistence of properly crafted messages will compel families to spread positive words about your school within the community. And doing so helps ensure your school remains full at all times.
- Without marketing, fundraising will not be as successful. It is your case for support and it is vital to the process of creating a vibrant culture of philanthropy within the school community.

In summary, do not let your school become complacent when times are good. Do not be lulled into a false sense of security. Always leave your marketing switch turned on and review your marketing activities with an eye for making them more efficient and more effective. Always keep your school out in front in the community through steady and focused marketing.