

Your Communication Strategy



Creating a Communication Strategy

Key Questions

- How can we most effectively reach our targets?
- How does our website play into the strategy?
- What other marketing deliverables do we need?

Creating a Communication Strategy

Key Questions

- What role do teachers, parents, etc. play?
- How can we get everyone to stay on message with our **value proposition**?
- *Are we listening?*

Your Communication Strategy

Actions

- *Create marketing deliverables* that effectively communicate the revamped **value proposition** to the identified high priority targets. Examples:
 - Website and Social Media
 - Brochures & Flyers
 - Communiqués from parents, teachers, students, etc.
 - Parish Bulletin, Signage, Ads, News Releases

Your Communication Strategy

Actions

- *Create plan* for distributing marketing message via deliverables and for ensuring that targets hear the **value proposition** multiple times
- *Create plan* for involving existing school parents in communication plans to potential families ([Word of Mouth](#))
- *Implement* communication strategy

Ongoing Family Communication

- *Ensure regular communication* to school families of key events, goals achieved, etc.
- Every communication is a chance to reinforce the **value proposition** of your school



THANK

YOU!