



# 3 REASONS WHY YOUR MARKETING ISN'T WORKING

# AGENDA

The 3 Reasons

Communication Strategy 101

Leveraging Technology

Leveraging Areas of Distinction

Wrap Up & Questions



# THE 3 REASONS

Top 3:

- Poor Communication Strategy
- Not Leveraging Technology
- Not Identifying/Leveraging Areas of Distinction







# COMMUNICATION STRATEGY

# POOR COMMUNICATION STRATEGY

No strategy

Inconsistency

Not deploying proper tool set

Weak Messaging

No defined goals

No check downs/corrections



# COMMUNICATION STRATEGY

## 101

1. Determine Goal
2. Identify and Profile Audience
3. Develop Messages
4. Select Communication Channels
5. Choose Activities and Materials
6. Implement the Plan
7. Evaluate and Make Mid-Course Corrections

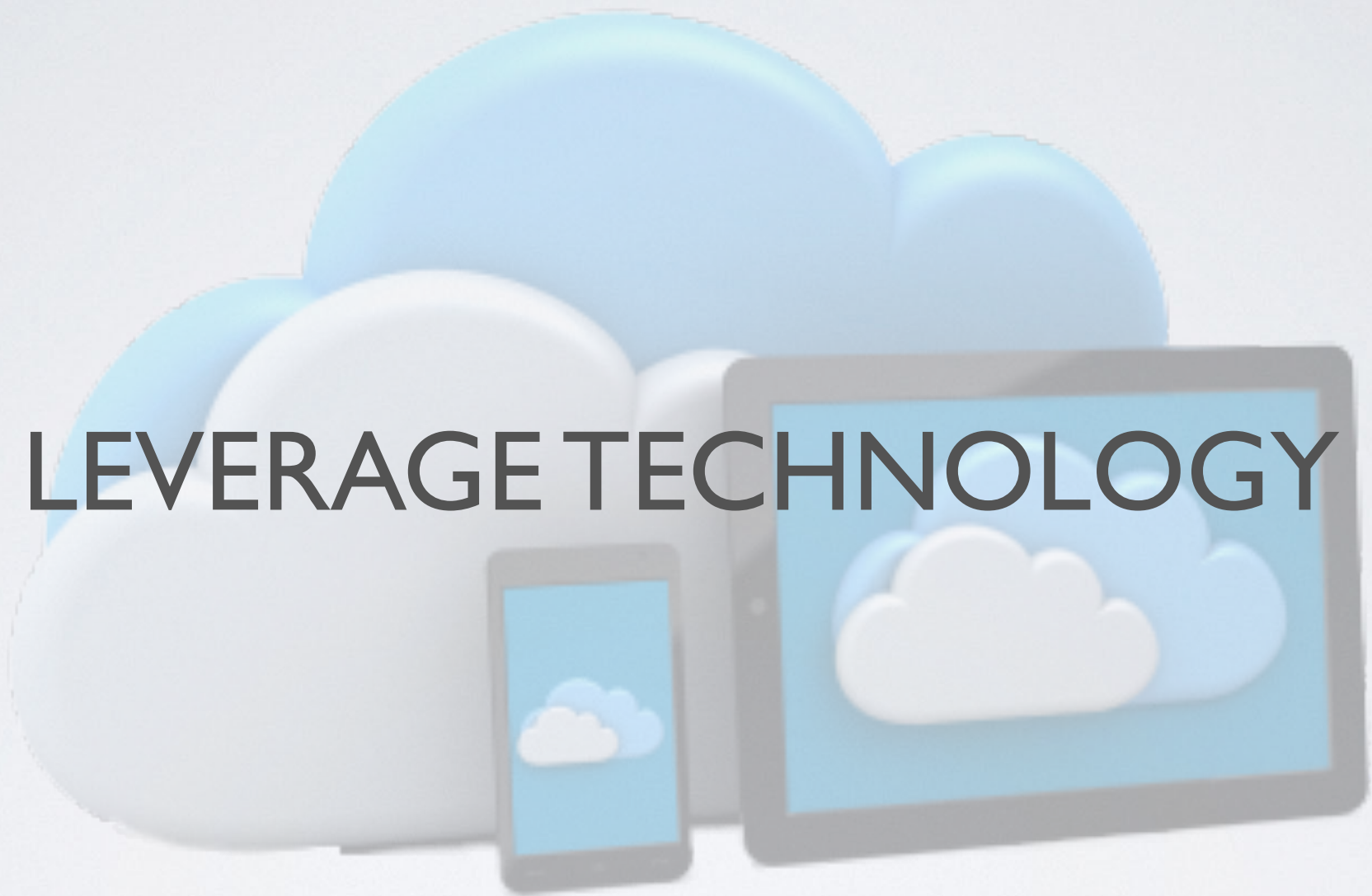




# SNAPSHOT STRATEGY

1. Identify and Profile Audience
2. Develop Messages
3. Deployment
4. Evaluate and Make Mid-Course Corrections







# WHY LEVERAGE TECHNOLOGY?

Two reasons to care:

- Make money
- Save money



# WHY LEVERAGE TECHNOLOGY?

Convert

- Interest to calls
- Calls to tours
- Tours to enrollment





# HOW TO LEVERAGE TECHNOLOGY?

Two ways to deploy:

- External - Grow enrollment
- Internal - Increase productivity





# WHAT KIND OF TECHNOLOGY?

Cloud Computing:

- Cost effective
- Infinitely scalable
- Back up and recovery



# WHAT KIND OF TECHNOLOGY?

## Cloud Computing:

- Automatic software integration
- Easy access to information
- Rapid deployment

Examples: Google Apps, MS Office 365, Dropbox





# WHAT KIND OF TECHNOLOGY?

SaaS (Software as a Service):

- Lower costs
- Reduced time to benefit
- Scalability and integration





# WHAT KIND OF TECHNOLOGY?

SaaS (Software as a Service):

- New releases (upgrades)
- No need for expensive hardware

Examples: Google Apps,  
[salesforce.com](https://www.salesforce.com), Evernote



# WHICH ONES?

## Social Media

- Facebook/Twitter/Pinterest

## Email

- Constant Contact/MailChimp

## Web Site

- WordPress





# LEVERAGE: SOCIAL

## Consistency

- One “owner”
- Schedule Posts
- Build a content library





# LEVERAGE: SOCIAL

## Messaging

- Tell your “story”
- Build a case for a tour
- Feature parents and kids



# LEVERAGE: SOCIAL

## Content

- Photos (Staff, kids, activities)
- Aggregate vetted content
- Don't put additional pressure on yourself to create in the moment (content library)





# LEVERAGE: EMAIL

Email Best Practices:

- Use a Web-based tool
- Constant Contact/MailChimp





# LEVERAGE: EMAIL

## Consistency

- One “owner”
- Schedule send outs
- Keep format the same



# LEVERAGE: EMAIL

## Messaging

- Tell your “story”
- Feature parents and kids
- Link to your Web Site and Social Media





# LEVERAGE: EMAIL

## Content

- Photos (Staff, kids, activities)
- Aggregate vetted content
- Activities/Events/Menus
- Policy information
- Surveys



# LEVERAGE: WEB SITES

Keep it simple

Hire a professional

Make sure you can update it

Use a common platform  
(WordPress)

Make sure its “responsive” (layout  
works on mobile devices)





# LEVERAGE: WEB SITES

Have sections with updated content

- Calendars
- Menus
- Photo Galleries



# WEB SITES: BEST PRACTICES

Link to Social Media

Make it easy to find your contact info

Link to Google Maps

Make it easy to schedule a tour

Make it easy to sign up for email

Use color and imagery to communicate your professionalism and energy





# WEB SITES: WORST PRACTICES

Flash based Site

“Ego” driven content

Low-res imagery

Excessive use of Hi-res imagery

Hidden contact info

Auto-play video content

Loooooong Videos



# CASE STUDY

North Carolina - 4 schools

- Every comm channel deployed
- Full Social Media engagement
- Run by the Director

Tools:

- Hootsuite
- Dropbox
- Facebook Analytics





# LEVERAGE: COLLABORATION

Objectives:

Increased efficiency & productivity

Clarity on objectives/priorities

Increased accountability

Remote oversight/supervision  
(Owners/Directors of multiple  
locations)



# LEVERAGE: COLLABORATION

## Google

- Calendar – Group scheduling
- Gmail – Hosted email
- Docs – Word processing, spreadsheets, etc...
- Drive – Integrated on-line storage

Salesforce.com – Chatter – Replaces email, conversations and files in one place





# LEVERAGE: COLLABORATION

Evernote – On-line notepad/folder system for all types of information

## Storage/File Sharing

- Box.com – Enterprise level file storage, sharing and security
- Dropbox – Consumer level storage, sharing and security
- Google Drive – Integrated (Google Apps) consumer level storage, sharing and security





**IDENTIFY/LEVERAGE AREAS OF DISTINCTION**



# DISTINCTION

dis · tinc · tion -noun: distinction; plural  
noun: distinctions

2. excellence that sets someone or  
something apart from others.

"a novelist of distinction"

synonyms: importance, significance, note,  
consequence;



# DISTINCTION

Anything that someone can say they have too, is not a true area of distinction.

- Great staff
- Excellent facility
- Loving teachers





# DISTINCTION

The reality is that distinction has gotten really difficult to achieve.

- Curriculum
- Programs
- Nutrition
- Technology
- Accreditation/Certification



# DISTINCTION

Wildcards:

- Nutrition - Healthy Menus Initiatives
- Technology - Mobile Computing Labs
- Technology - Remote viewing/camera systems
- Healthy Environments - Zono Services





# LEVERAGE: DISTINCTION

## Snapshot Strategy:

- Profile Audience - Align with their needs/ preferences
- Messaging - Anchor all communication
- Deployment - All channels (Print & Virtual)
- Evaluate - Survey/ask if it influenced decision making



# LEVERAGE: DISTINCTION

Deploy:

- Tours
- Calls
- Web Site
- Social Media
- Printed collateral







# 3 REASONS WHY YOUR MARKETING ISN'T WORKING



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