



Charter School Marketing Checklist

Whether your charter school is facing rising costs for teachers, supplies and utilities, or you're concerned about COVID-related grant funds expiring in the coming years, one fact remains: you need enough students to fund the school at a level that exceeds expenses.

Marketing by most charter schools consists of some combination of a website, flyer, Facebook page, open houses and perhaps a banner in front of the school. Although this is a decent foundation, there are additional steps to raise awareness and drive enrollment in your charter school. Use this checklist to identify areas of opportunity that you may be missing.

Marketing strategy and philosophy

- ❑ Have a **robust strategy** that's used as an ongoing roadmap to drive activity and track results around both student acquisition and retention
- ❑ Establish the proper distribution plan within the strategy so outreaches are **repetitive and cyclical**
- ❑ Assign a **dedicated expert** to proactively establish and execute the strategy
- ❑ Communicate the **school's differentiators**, not just operational announcements
- ❑ Showcase visually appealing **stories, photos and achievements** of students
- ❑ Pursue **sibling opportunities** by leveraging existing family data and relationships
- ❑ **Involve students**, particularly high schoolers, who have an interest in marketing and/or seeing the school thrive

Marketing outreaches

- ❑ Review and update **"Google My Business"** profile along with optimizing **search engine optimization**
- ❑ Forge relationships to **encourage local centers of influence** to become advocates and champions of the school (i.e., preschools, daycares, mom groups, Boys & Girls Clubs, etc.)
- ❑ Focus **newsletter and social media content** around stories, photos and interviews instead of operational updates
- ❑ Announce newsworthy successes through **press releases** to local media and journalists
- ❑ Transform the **social media approach** from broad platforms (e.g., Facebook, Instagram) to micro-targeting opportunities (e.g., community groups on Facebook or Nextdoor)
- ❑ Capture the power of **moms/dads talking** to one another, particularly through existing parents involved in the school
- ❑ **Mobilize alumni** to share powerful and inspirational success stories

To learn more about marketing opportunities for charter schools, go to chartermarketer.com or call **330-485-9675** for a no-cost review of your existing program. You can partner with Charter Marketer to establish and execute your student acquisition and retention strategy.

Charter Marketer only receives compensation if your student enrollment grows.

