Developing Your School’s Word of Mouth Marketing Plan

Rick Newberry, Ph.D.
Our Goal

- During this session we will discuss how you can develop your word of mouth marketing campaign for enrollment success at your school.
Six Ways to Market Your School Through Your Parents

Going Mobile with School Marketing

New Corporate Partnership with Christian Schools International (CSI)

It’s More Than a Pretty Website

Paying your Parents for Referrals

Enrollment & Marketing Strategies for Schools

Six Ways to Market Your School Through Your Parents

Whenever I conduct focus groups or a survey at a school to help develop a marketing plan, I always ask the parents how they first heard about the school. Their answer is consistently through the referral of someone else—typically your current parents.
Enrollment Catalyst partners with schools to provide coaching for school leaders in their school’s enrollment management and marketing systems and strategies needed to reach their goals.
The marketing landscape has shifted from outbound to inbound strategies.
Outbound Marketing
“Traditional outbound marketing is where businesses **push** their messages at consumers.”

- HubSpot, The 2012 State of Inbound Marketing
Inbound Marketing
“Inbound Marketing is a set of marketing strategies and techniques focused on **pulling** relevant prospects and customers towards a business and its products.”

- HubSpot, *The 2012 State of Inbound Marketing*
“For the last 50 years, companies such as Procter & Gamble, IBM, and Coca-Cola used huge amounts of money to efficiently interrupt their way into businesses and consumer’s wallets using outbound marketing techniques. The outbound marketing era is over. The next 50 years will be the era of inbound marketing.”

• Halligan and Shah, Inbound Marketing: Get Found Using Google, Social Media and Blogs
Inbound Marketing

Excellent resource on how to get found by using Google, Social Media and Blogs

Also see: www.hubspot.com for many online resources including webinars and presentations

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**Inbound Marketing**
- New media
- Web-based
- Pull
- Listen
- Engage
- Hub
- Authentic
- Content
- Stories

**Outbound Marketing**
- Old media
- Traditional
- Push
- Interrupt
- Broadcast
- Megaphone
- Slick
- Ads
- Slogans
What’s different today?

- The places we advertise
- The world wide web
- The desire for authenticity
- The power of referral in an online world
- The world of social media
- The need to be in a conversation
- The importance of creating remarkable content
Outbound Strategies

- Why do we hang on to the traditional outbound advertising strategies?
- Why are our marketing budgets comprised of these strategies?
- Why do we keep spending significant resources on strategies that don’t produce ROI?
Think about the top two ways that parents find out about your school...
Top Two Ways

1. Word-of-Mouth
   Consistently ranks as the number one way that families hear about your school.

2. Web
   The first place a parent looks when they hear about your school through a word-of-mouth referral is your school’s website (as well as other info on the web).
Word-of-mouth is the number one marketing strategy for enrollment success.
Trust is Key to WOM

“If your customers won’t talk about your stuff, you have to pay newspapers and TV shows to do it for you.

But when people trust you, they are willing to put their words on the line for you. Please them, inspire them, and they’ll bring their friends to you.”

• Sernovitz, *Word of Mouth Marketing*
“It comes down to trust. And people don’t trust your company; people trust people. People they know. People whose opinions and recommendations they seek out and have faith in.”

- Phillips, Cordell, & Church: Brains on Fire
Developing your Word of Mouth Marketing Plan

We will apply the 5 T’s of WOM to your school’s marketing strategy to ensure enrollment success.
Where do your parents talk about your school?

- Parent Talk
- Parking Lot
- Face to Face
- Church/Club
- Starbucks
- Phone
- Email
- Web
Where are parents talking about your school on the Web?

- Blogs
- Social Media Sites
- Great Schools
- Online Reviews
- Google
- Facebook

Web Talk
What is Word–of–Mouth Marketing?

“So what is word of mouth marketing? In this book, I define it as ‘Giving people a reason to talk about your stuff, and making it easier for that conversation to take place’.”

- Sernovitz, *Word of Mouth Marketing*
People will talk about you because they love you and love what you do.

You can do this. We'll help you get started.

THE BLOG

You'll love our daily blog of simple, practical advice.

- How to launch a fan community
- Word of Mouth Tip #117: Show off how awesome your customers are

GUIDES AND TUTORIALS

Browse our library of worksheets, case studies, and articles.

Worksheet: Word of Mouth Ethics Checklist

VIDEOS

Live presentations from amazing word of mouth marketers.

How to Create Offline Word of Mouth, presented by Martin Atkins
Why Word-of-Mouth Marketing?

- It builds credibility from satisfied customers.
- It produces better results than traditional advertising.
- It makes your brand stronger and more trusted.
- It can reach your target audience through your parents much better than you can.
- It’s your number one marketing strategy for your school!
So what does this mean for your marketing strategy?

- Today’s marketing is about remarkable content and joining in the conversation.
- Your marketing focus must be on telling the remarkable story of your school.
- Your marketing strategy should facilitate and build word-of-mouth in person and online.
- Your goal is to inspire a movement of passionate ambassadors for your school.
Are you giving your parents a reason to talk about your school?
“Word of mouth marketing only works if you have good products and services. It only works if people like you and trust you.”

• Sernovitz, Word of Mouth Marketing
Are you giving your parents any stuff that they can talk about?
“Word of mouth is natural conversation between real people. Word of mouth marketing is working within this conversation so people are talking about you.”

- Sernovitz, *Word of Mouth Marketing*
How can you make it easier for the conversation to take place?
“Word of mouth marketing isn’t about marketing at all. It’s about great customer service that makes people want to tell their friends about you. It about fantastic products that people can’t resist showing to everyone.”

• Sernovitz, Word of Mouth Marketing
Is word of mouth marketing part of your strategy?
“Unsurprisingly, I found that 63.4 percent felt that over half their business came by way of referrals. But of that same group, 79.9 percent readily admitted that they had no system of any kind to generate referrals. This is somewhat puzzling. How can a business owner know that word of mouth is so powerful and then do so little to take advantage of it?”

• John Jantsch, The Referral Engine
Word of Mouth Crash Course
Some Takeaways

- It’s about relationships
- Do the unexpected
- Likeability and Trust – Rohit Bhargava, *Likeonomics*
- Tell your story – “One picture and 30 seconds can tell your story.” Dave Kerpen, *Likeable Social Media*
- Service stands out – Southwest
- Celebrate – Southwest
- Give something away – Starbucks gift card
- Use social media to engage
Andy’s Lessons on Love

1. New love is powerful
2. Love and money don’t mix
3. Nobody talks more than a lover’s scorn
We need a framework for our word-of-mouth marketing plan
1. Talkers—who will tell their friends about you?
2. Topics—what will they talk about?
3. Tools—how can you help the message travel?
4. Taking Part—how should you join the conversation?
5. Tracking—what are people saying about you?
1 – Talkers

Find people who will talk about your school
Who will tell their friends about your school?

- Employees
- Parents (Current and Former)
- Students (Current and Former)
- Alumni
- Grandparents
- Vendors
- School administrators
- Pastors and clergy
- Anyone
Who will tell their friends about you?

- A **satisfied** or an **unsatisfied** parent, grandparent, alumni, donor or friend.
- A **happy** or an **unhappy** employee—your faculty, staff, and coaches.
- Someone else that heard something, whether positive or negative, about your school.
Why Real Relationships Rule in a Digital Marketplace

The Face-to-Face Book

“Everyone who's on the social-media-is-the-future bandwagon should get off for a minute and read this book.” —Chuck Porter, Chairman, Crispin Porter + Bogusky

ED KELLER
COAUTHOR OF THE INFLUENTIALS

AND BRAD FAY
“More than 90 percent of the conversations about products, services, and brands that take place every day in America happen offline, according to research the will be revealed in the chapters of this book.”

- Keller and Fay, The Face-to-Face Book
“One of the great misconceptions about word of mouth marketing is that it’s all happening online…only about 20 percent of word of mouth happens online. When it does play a role, it usually sparks the 80 percent of word of mouth conversations that actually happen face-to-face.”

• Sernovitz, Word of Mouth Marketing
Recognize the Right Talkers

- Passion for your school
- Credibility among their peer
- Connections at school and in the community
- Opportunity to be involved
Get the Talker’s Talking

- Identify the parents that are positive about your school.
- Meet with them to give them things to talk about.
  - Individual or small group meetings.
  - Quarterly breakfast or lunch meetings.
  - Share stories of students, faculty, alumni and success!
- Encourage them to share stories about your school.
- Share your school’s vision for the future.
A Great School Will Create WOM

“This is the foundation of buzz: in order to get people talking about your product or service, you must provide a great experience.”

• Rosen, The Anatomy of Buzz Revisited
2–Topics

Give people a reason to talk
What will they talk about?

- Anything and everything about your school—the good and the bad!
- Their own experiences.
- The experiences of others.
- What they’ve heard along the way.
- What you’ve told them.
- What you want them to talk about (that is, if you’ve told them what to talk about!)
What do you want them to talk about?

Most school leaders haven’t considered this question as a key part of their marketing strategy. We need to begin asking the question:

What do you want them to talk about?
“When you offer great content—such as detailed how-to articles, expert interviews, case studies, and videos—that focuses on helping other people solve their problems, you’ll experience growth.”

• Stelzner, Launch: How to Quickly Propel Your Business Beyond the Competition
“Produce great stuff, and your customers will come to you. Produce really great stuff, and your customers will share and disseminate your message for you. More than ever before, content is king! Content rules!

• Handley and Chapman, Content Rules
Topics to Talk About

- Key stats
- Stories faculty, students, parents and alumni
- Your vision for the future
- How your school is remarkable
- How your school makes a life-changing difference in students
- Your USP’s in story form
- Educational topics
- Parenting topics
“Something remarkable is worth talking about. Worth noticing. Exceptional. New. Interesting. It’s a Purple Cow. Boring stuff is invisible. It’s a brown cow.”

• Seth Godin, The Purple Cow
Tell Stories

We live in a story.
We relate to stories.
We listen to stories.
We can see ourselves in a story.
3-Tools

Help the message spread faster and farther.
Tools

- Leadership
- Faculty and Staff
- Parents
- Alumni
- Ambassadors
- Referral generation
- Customer service
- Personal conversations
- Group meetings
- Giveaways
- Website
- SEO
- Blog
- Email newsletter
- Social media
- Photos
- Video
- Online reviews
The most effective way to spread word of mouth is through face-to-face conversations.
Leadership

Every meeting and conversation is an opportunity to tell a story about your school and to spread positive word-of-mouth.

- Large group meetings
- Small group meetings
- Coffee chats
- Personal meetings
Faculty and Staff

- Quality/excellence in their job
- Tell your school’s story
- Turn negative moments into positive moments
- Channel concerns to the administration
- Communication with parents
- Relationships with parents
- Create memorable moments
- Positive ambassadors for the school
Parent Ambassador Program

- Recruit a team of parents to help you in your enrollment effort by:
  - Presenting tours of campus.
  - Hosting new family “desserts” in their homes.
  - Mentoring a new family throughout their first school year.
  - Calling and/or writing personal notes to parents and welcoming them to your school.
Flier and pack of cards sent to current parents about Welcome Wednesday’s at Lakeland Christian School
Card sent to parents at Wheaton Christian Grammar School
Postcard and car magnet sent to parents at Saint Stephen’s
Giveaways
Giveaways

- Give away items that have your school’s brand on them:
  - T-shirts for re-enrolling
  - Coffee mugs
  - Car magnets
  - Grocery bags
  - Gym towels
  - Hoodie
Customer Service and Memorable Moments
Must Read on Customer Service

Insider Secrets to Delivering Red-Carpet Customer Service

The Celebrity Experience

Donna Cutting

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Donna Cutting uses High Point University in *The Celebrity Experience* as a premier example of customer service. What do they do?

- Director of WOW!
- Wowing campus visitors
- Delivering birthday cards
- The President and his gumball machine
- Valentine’s Day
- Free valet parking
- Construction dust and car washes
High Point University provides “WOW” moments for prospective and campus students.
Memorable Moments

- When you serve your parents or students in an exceptional way or do something that is memorable, this creates a moment that will be shared by word of mouth.
The Ideal Campus Visit

- Clear signage and great first impression
- Welcome sign with your name on it
- Friendly welcome from receptionist
- Entry area tells the story of your school
- Personalized tour with parent, student and faculty connections
- Review of application process
- Photo of student by welcome sign
- Personal note sent immediately (email and handwritten)
“Companies create buzz with great follow-up, T-shirts and other promotional merchandise, free events, outrageous acts of kindness—anything that contributes to an overall culture of buzz.”

- Jantsch, *The Referral Engine*
Tell a Friend
Office of Admissions Referral Form

Please use this form to refer students, parents or families that may be interested in Kingswood Oxford School. A welcome packet will be mailed to the family with a letter opens with the following statement: "We write to you at the request of , who thought that you might be interested in learning more about Kingswood Oxford School." If you have any questions, please call (860) 727-5000 to speak with an admission counselor.

About Yourself

Your Name

Referral:

Student Name*
Refer a student form
Tell-a-Friend Link

- Place a “tell-a-friend” link on every page of your website.
- Link should provide you with fields to enter your friend’s name, email address, a short message and your information.
- Friend should receive an automated email referencing your referral and the website link.
Newsletters
• Homepage provides dropdown menus and special features
• The Current Online Magazine is in the format of a mini website.
Large Motor Development at the Art Table in the Three’s Classroom

by Tricia Eickelberg
Early Childhood Teacher

The three-year-olds of C-1 recently painted marble pictures using daffodil colors. In order to move the marbles around they needed to tip the box from side to side and back and forth. On another day, they also helped paint our pond by using rollers to spread the paint over the paper. They then used texture tools to make the waves in the water.

Children generally enjoy active projects like these—they’re fun, they’re making art—but the overarching goal here is to strengthen muscles in their upper arms. Later, when they begin writing, these stronger muscles will help with both proper pencil grip and with the ability to move the pencil across the paper.
LA JOLLA COUNTRY DAY SCHOOL

LA JOLLA COUNTRY DAY SCHOOL’S
HAVIN’ a Ball
SHOWIN’ OFF OUR ‘A’ GAME!

May 5 2012
AT Qualcomm Hall
RSVP NOW

NEWS Keep in touch with Events on Campus with the ALL SCHOOL CALENDAR

Country Day News
Paul Hirschson, Deputy Spokesman from Israeli Ministry of Foreign Affairs, Addresses Country Day Community

Ben Schwartz
Prom a Success!

With tables covered with Sherlock Holmes pipes and magnifying glasses, 145 Juniors and Seniors spent an evening of "mystery and intrigue" in the Grand Ballroom of the Don CeSar on Friday, April 13. Despite the superstitious date, guests danced the night away feasting on a buffet dinner while sharing memories of high school.

The night culminated with the crowning of the Prom King and Queen: Luke B. and Sydney K.

Mark the date of April 26th for next year's Prom!

(Mobile users click here for slideshow)
Facebook
Facebook Ideas

- Allow and encourage your faculty, staff and parents to post
- When a parent enrolls in your school send them an email and ask them to share a post online:
  - “I just enrolled my child at Country Day School for the 2012–13 year. This will be our eight year at Country Day! Check out their website at (school web address) to discover why more families like ours are choosing this school!”
  - “Selecting a school is one of the most important decisions you will ever make. Ask me why I enrolled my children at Country Day School for the 2012–13 year!”
Video
Video Vignettes

- Produce short video vignettes to provide real-life testimonials and stories about your school.
- Post videos to YouTube and/or Vimeo
Photo of the Day
Brookwood’s BTube page contains a variety of videos showcasing the life of the school.

Brookwood’s BPod page contains a picture and caption of the day.
NMH News

Exercising Heart and Hand
NMH students devote a day to community service.

The Art of Collaboration
An alumna guides students in the making of a dance piece.

Can Cows Power Vermont?
An environmental studies class learns about an alternative energy source in NMH’s backyard.

Envisioning the Future
Accepted students (and their parents) try out campus for a day.

NMH Events

In the Gallery: Annual NMH Student Art Show
March 23 - April 25
Fri, 04/27/2012
"The Thinker" by Yanhao Zhang

Diversity Summit
Sat, 04/28/2012

118th Concert of Sacred Music
Sun, 05/06/2012 - 2:30 pm
SCHOOL TOUR

Come experience the vibrant and engaging environment of the Chapin School. Take our photo tour and visit the places where our young women grow, learn, and thrive. To begin the tour click on the first image below.
Dr. Sylvia Earle, Intrepid Explorer, Shares Her Passion for "The Deep"

World-renowned marine biologist and ocean explorer Dr. Sylvia Earle shared her passion and number of discoveries with students during the science department’s assembly. An advocate for the research and protection of the ocean, Dr. Earle articulated a positive outlook on the future of "our most precious and largely unexplored frontiers—our seas."

"If I could choose a time to arrive on the planet I would choose now," says Dr. Earle. "Despite the bad news about our climate, the good news is we have the power and knowledge to shape the future in a way our predecessors did not. This is the best time because we have the ability to know who we are, where we’ve been and where we are going, depending on what we do or don’t do."

The 77-year-old Dr. Earle underlined her astonishing and extensive travel and diving itinerary—one week she might be in Hawaii, the next a deep-water Russian lake. She was effusive of her love of submarines and diving machines; how she enjoys diving them and hopes that someday, using them to get to know oceans becomes a more commonplace experience for people.

[Read More]

Milton Teams Celebrate Town’s 350th Anniversary

Rebecca Chernick (11) and Jazz faculty member Bob Sincrope last drove the music department’s new SmahtMusic Interactive software in the Killmer Performing Arts Center. The program allows Milton’s musicians to practice assignments from any internet connection, receive instant feedback, and submit their progress.
Social Media Mash-Up Page
CAndid

It's a challenge to keep up with CA students' creations and innovations—what they're doing, thinking, writing, discovering, and exploring. Now, through CAndid, our home for CA's social media outlets, you can learn what's happening on and off campus—the latest news about students, as well as faculty, staff, and alumnae/i.

Follow our Twitter feed, become our fan on Facebook, check out our YouTube videos and Flickr photos, or comment on the latest post from CA Blogs. People are talking about Concord Academy—let us know what you think.
Purnell's Media Mashup

Purnell School This past weekend, students participated in Artists-In-Residence hands-on workshops. The girls had a fantastic time working with nine professional studio and performing artists! http://www.purnell.org/of_news/View.cfm?newsid=43

News Post

www.purnell.org

Students recently participated in F. B. O'born Artists-In-Residence Weekend, one of the most anticipated weekends of the year. With nine professional studio and performing artists giving hands-on workshops, students were able this year to try their hands at hip-hop dancing with the film Footloose's T...

Purnell School Purnell is honoring our planet by celebrating Earth Week! Today's events include a tree green and brown dress down day, paper flower making in the health center, turning trash into art during activity period, and a reading of The Lorax during Morning Meeting!

Earth Week 2012

Purnell School Purnell just made it easier for you to apply online! You now can submit an application directly online by simply creating a username and password. http://www.purnell.org/applicants.cfm?c=372

2 likes

Follow @PurnellSchool on twitter

Opening Night of Purnell's Throughly Modern Millie Jr. is tonight! Tickets are available at the door. Don't miss out! http://bit.ly/1rmq7ny

47 days ago

Today marks the start of Earth Week at Purnell Greens, our environmental club, planted trees on campus. Go Green! http://bit.ly/135iQDU

1 day ago

We hope all of the students and faculty have a great spring break! We will see you back on March 26!
PC MashUp

Flickr Photos

Find the PC photo set that interests you! To download a photo from the set, right click on the image. In the "Actions" tab at the top of the Flickr page, select "View all sizes," then, from the size actions, select the size (resolution) and download.

YouTube

Earth Day in Lower School

Facebook Page

William Penn Charter School [http://chestnuthilllocal.com/blog/2012/04/23/charter-students-celebrate-earth-day/]

Penn Charter students celebrate Earth Day | Chestnut Hill Local Philadelphia PAChestnut Hill.

chestruthilllocal.com

Second grade teacher and beekeeper Joel Eckel taught Penn Charter students that bees need pollen, nectar, tree sap and water to survive.

1 likes


In celebration of Earth Week and in stewardship of our environment, Penn Charter will host a free electronics recycling event for the Penn Charter community and our neighbors.

3 likes

News Post

www.penncharter.com

View facebook page

OPEN HOUSE May 1

Our next Admissions Open House, for pre-K to grade 8, is Tuesday, May 1, at 8:30am. Register to visit!

News

The Story Behind Friendly Eights
Opportunity for PC parents

Earth Day in Lower School
Workshops teach stewardship

Electronics Recycling This Week
Free, easy electronics recycling

MS Day of Service
Photos from a day of good works.

Steve Bonnie, Bill Gallagher Honored
Two PC sports icons inducted into Hall of Fame.
Reviews
We can find online reviews about our school on a variety of sites including:

- Private School Review
- School Digger
- Google+
- Yelp
- Great Schools
4–Taking Part

Join the conversation.
Join in the Conversation

The conversation is taking place all around you. The most important thing for you to do is to join in the conversation.

Take part in the conversation that is taking place:
- Web (blogs, school reviews, Facebook, etc.)
- Groups
- Individuals
- Events
Some Ways to Join in the Conversation

- Get out of your office and meet your parents in the parking lot
- Take a “one-family-at-a-time” approach
- Small group coffee meetings
- Meetings or luncheons with the “talkers”
- Actively engage your community online through Facebook and other social media sites
5-Tracking

Measure and understand.
It is important to regularly review what people are saying about you:

- In the parking lot
- On the web
- GreatSchools, Google, PrivateSchoolReview
- Facebook
- Surveys
- Focus Groups
- Google alert
Survey your parents annually by conducting an overall parent satisfaction and perception survey.

- Look for areas of dissatisfaction to improve the quality of the school.
- Report findings from the survey back to parents.
- Best time to survey parents is October and February.
Actually, this is the beginning for you to go and develop your own word of mouth marketing plan for your school.
For More Information:

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