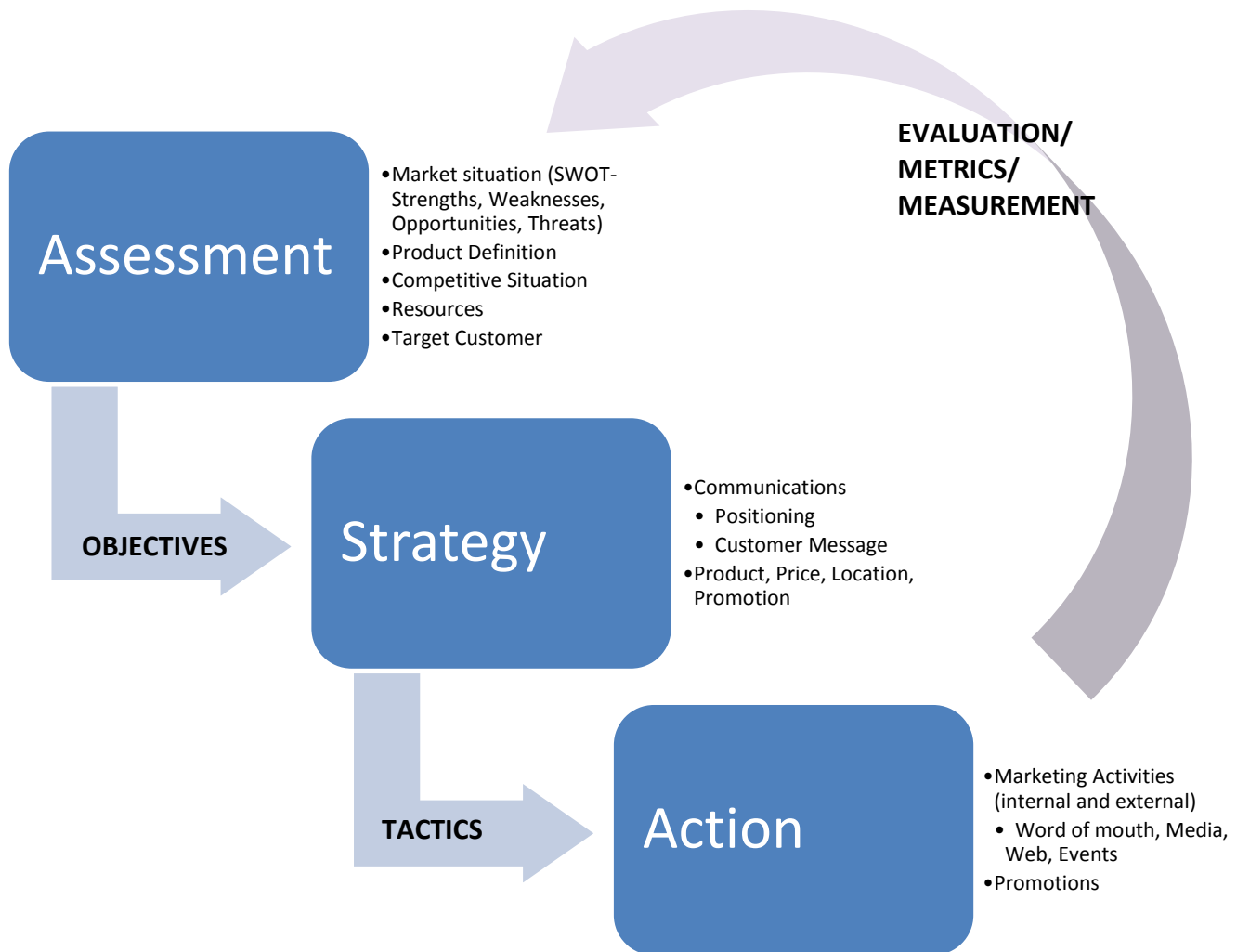


Marketing Plan Reference Template



Part 1 – Assessment/Analysis

- This section will assess and analyze the market situation of the school/academy.
 - SWOT (Strengths, Weaknesses, Opportunities, Threats)
 - What are your strengths, weaknesses, opportunities, and threats?
- Product definition - What does the school/academy actually offer?
- What is the competitive situation?
- Your competitive advantage—what makes the school/academy superior?
- What is the school/academy reputation?
- Who is the target customer?
 - Who is enrolled?
 - Who is in the surrounding community?
 - Take a look into geography and demographics.
 - You may have a few target customers and the need to develop different aspects of this plan to pertain to different populations.
 - Do identify the primary target customer.
- Examine your marketing budget and resources.
- What resources (internal and external) are available for use? Your parents or students are examples of valuable internal resources. Local businesses may be an external resource

Assessment determines objectives. Objectives lead to strategy which details how to position yourself.

Part 2 – Strategy

- Part 1 touched on what the school/academy offers, but the second part of the marketing plan should delve deeper.
- The Four P's of Marketing
 - Product – How will you brand your product?
 - Your “brand” is who you are. What is your brand? Describe this in detail.
 - Look to your mission and identify: what are you about and why?
 - What makes your school so special? What do you offer that is unique from every other school?
 - What do you offer to students and parents that makes their lives better?
 - *Your strengths and weaknesses should help to identify this.
 - *Keep in mind the needs and wants of your target customer.
 - Price – What is the tuition rate and what might you do about it?
 - Place (School/academy Location) – How does location play a role in your strategy? What about the physical school environment?
 - Promotion – what about your school/academy will you promote and how?
- Communications – Positioning, Customer Message, and Promotion Goals
 - What will the marketing plan accomplish and how long will it take?
 - What message should parents and communities associate with the school/academy?
 - How will you position the school/academy - what message should promotions convey about your school/academy?
 - What outcomes do you hope to see from your efforts?
- How will you evaluate progress? Explain how you will measure results.

Strategy determines tactics. Tactics lead to actions which are more concrete and exacting.

Part 3 – Action

- This section is the key: the action plan.
- What will you do?
- What are the internal and external marketing activities?
 - What will you do within your school/academy? Think of the students and parents.
 - What will you do to reach outside of your school/academy?
- How will you promote or advertise the school/academy?
 - Word of Mouth
 - Media
 - Website
 - Events
 - Brochures and Flyers
 - Direct Mail
 - Social Media
 - Newspaper
 - Radio & TV
 - Etc.
- Public Relations- Is there a PR plan?
 - Press Releases
 - Website Blogs
 - Charity and Volunteer Projects
 - Special Offerings
 - Relationships with Local Businesses
 - Etc.
- What are the networking plans?
 - Local Community Outreach
 - Online Presence
 - Parents
 - Etc.
- Identify primary actions.
- What steps will you take?

Measure and evaluate your results and begin again! Your marketing plan should always be evaluated and assessed to reflect the current situation at your school/academy!