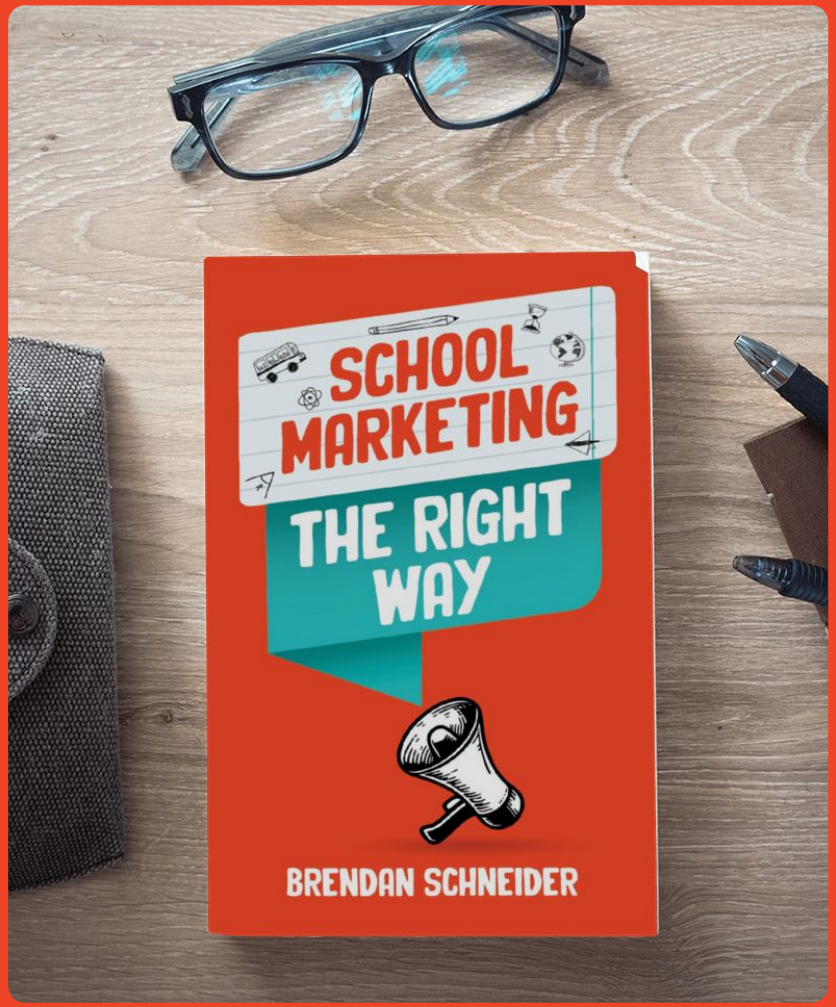
SchneiderB Media

School Marketing the Right Way:

Your 60-Minute Transformation Guide

Brendan Schneider



Get out your mobile phone



This can’t be right.



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What's your biggest marketing challenge right now?

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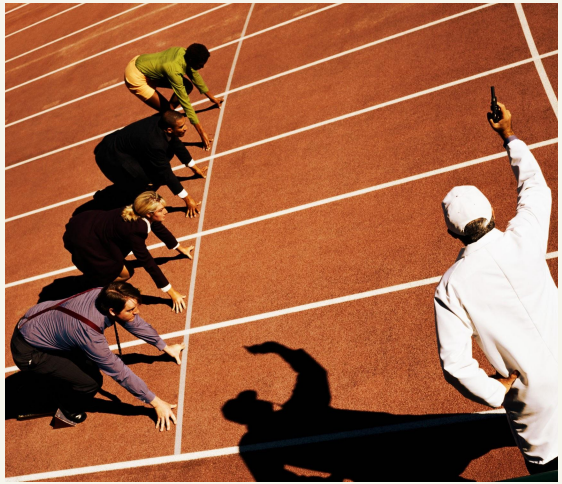
The Good News?



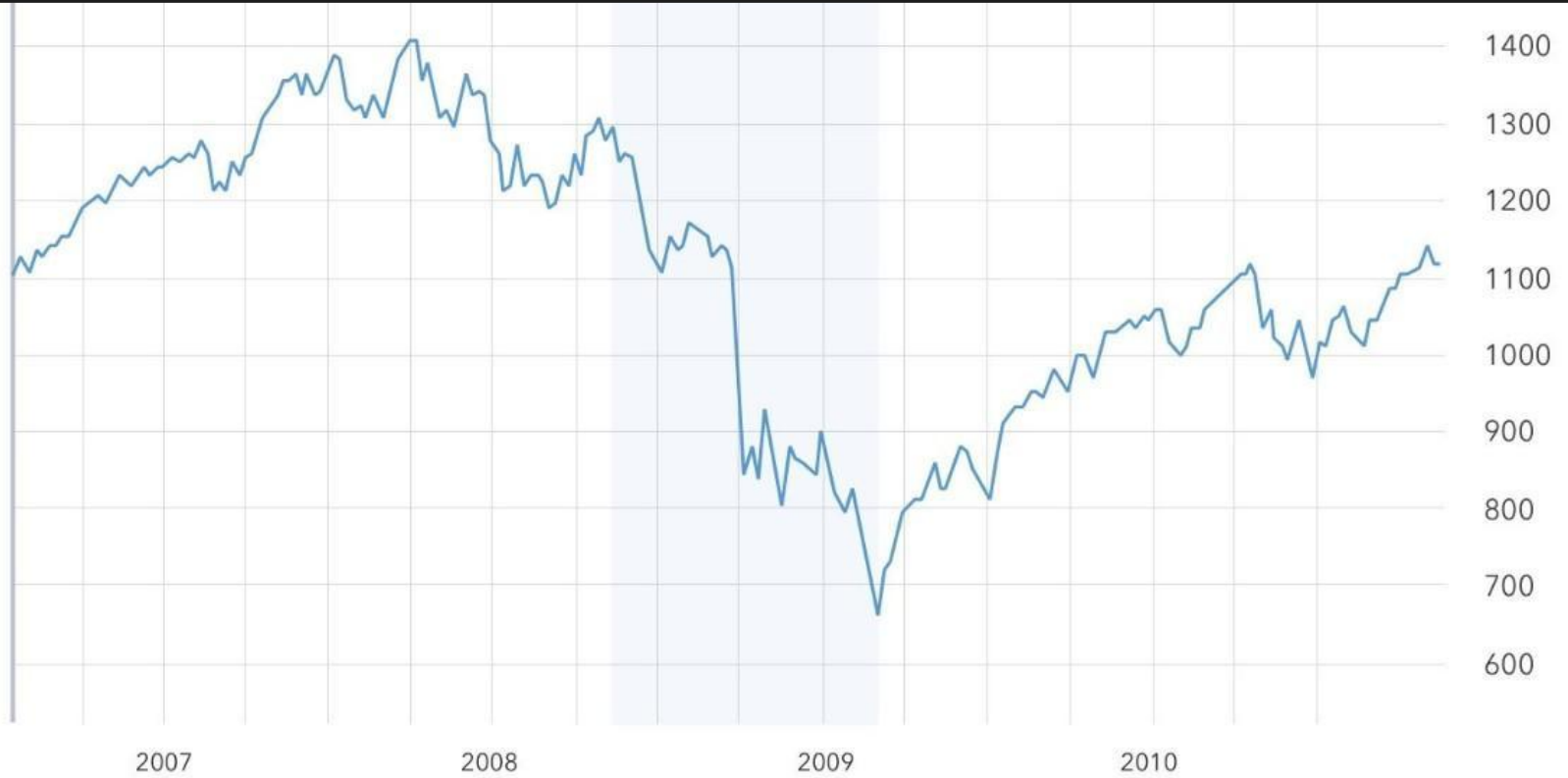
Clear Path Forward



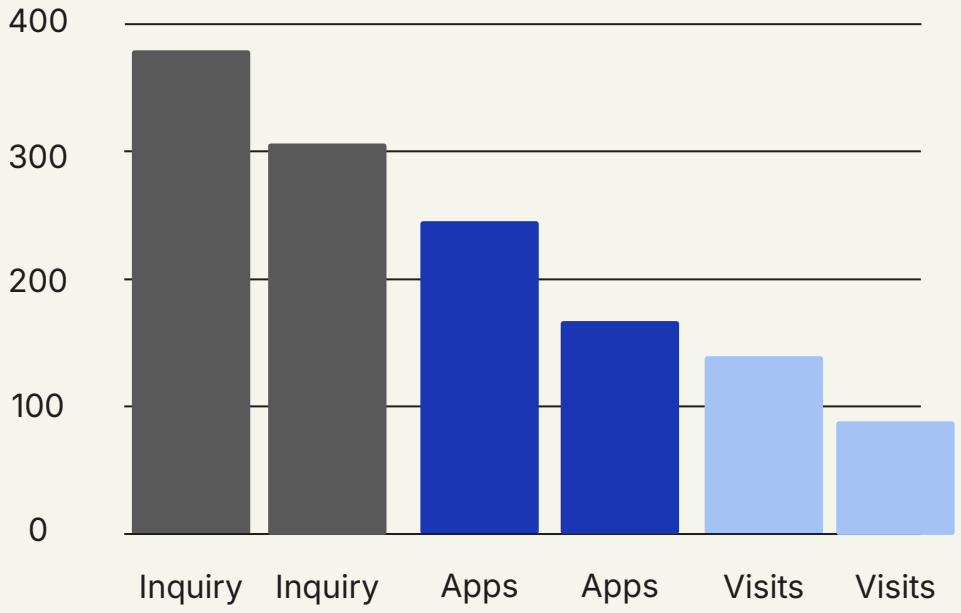
Real World Experience



Ready to get started?


1400
1300
1200
1100
1000
900
800
700
600
2007
2008
2009
2010

Interest Indicators



What Are We Going To Do?

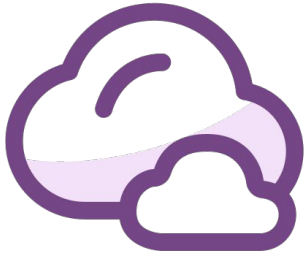


Traditional Marketing Response





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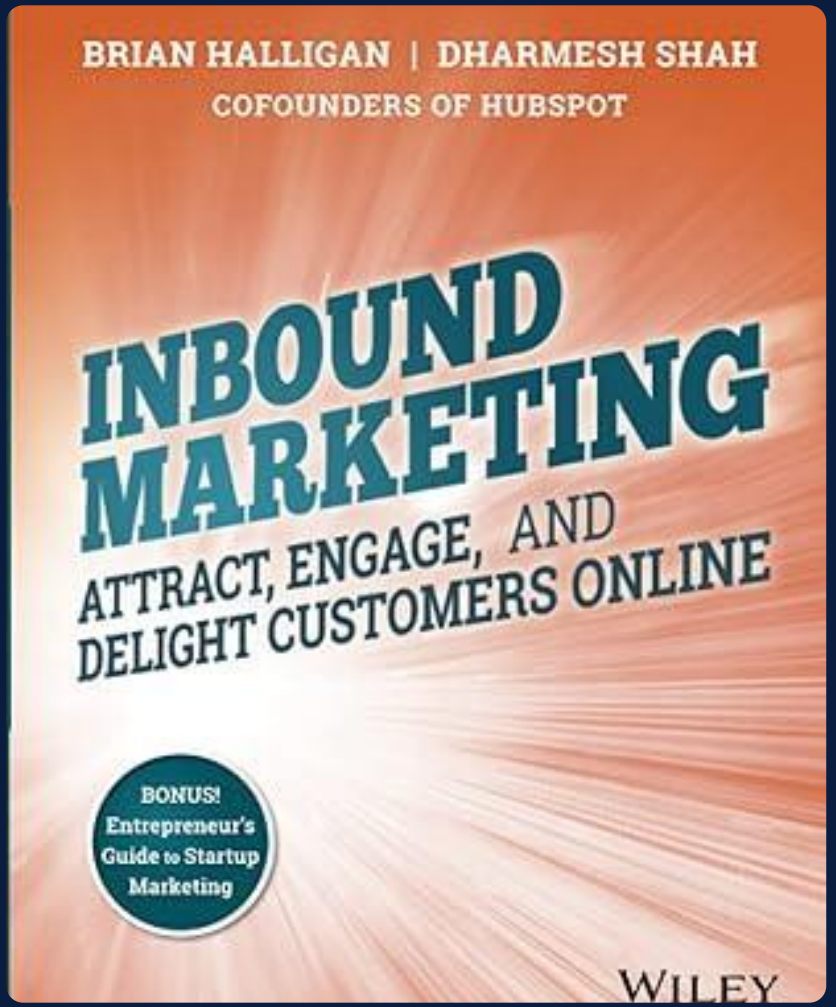


What traditional marketing methods have you tried that didn't deliver the results you hoped for?

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Turning Point



FROM interruption to attraction

FROM broadcasting to conversation

FROM general messaging to targeted communication

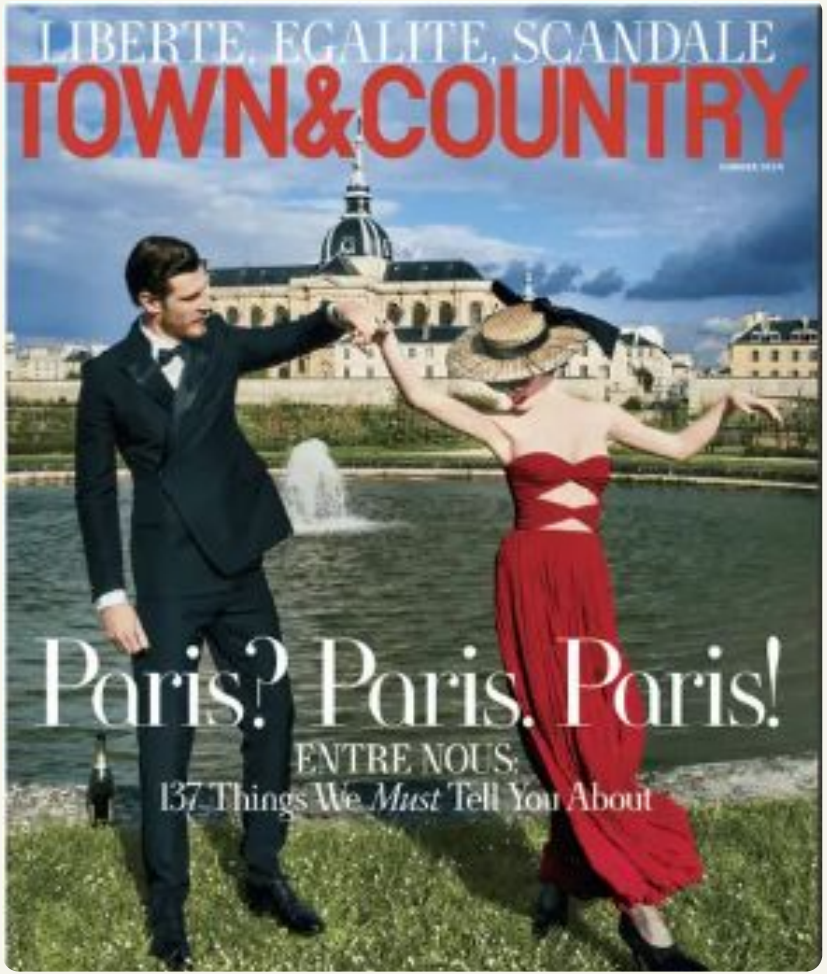
New Records for Inquiries and Applications

Results

4 Strategic Pillars

1. Understanding Your Audience
2. Digital Marketing Essentials
3. Content That Converts
4. Building a Marketing Culture

Understanding Your Audience

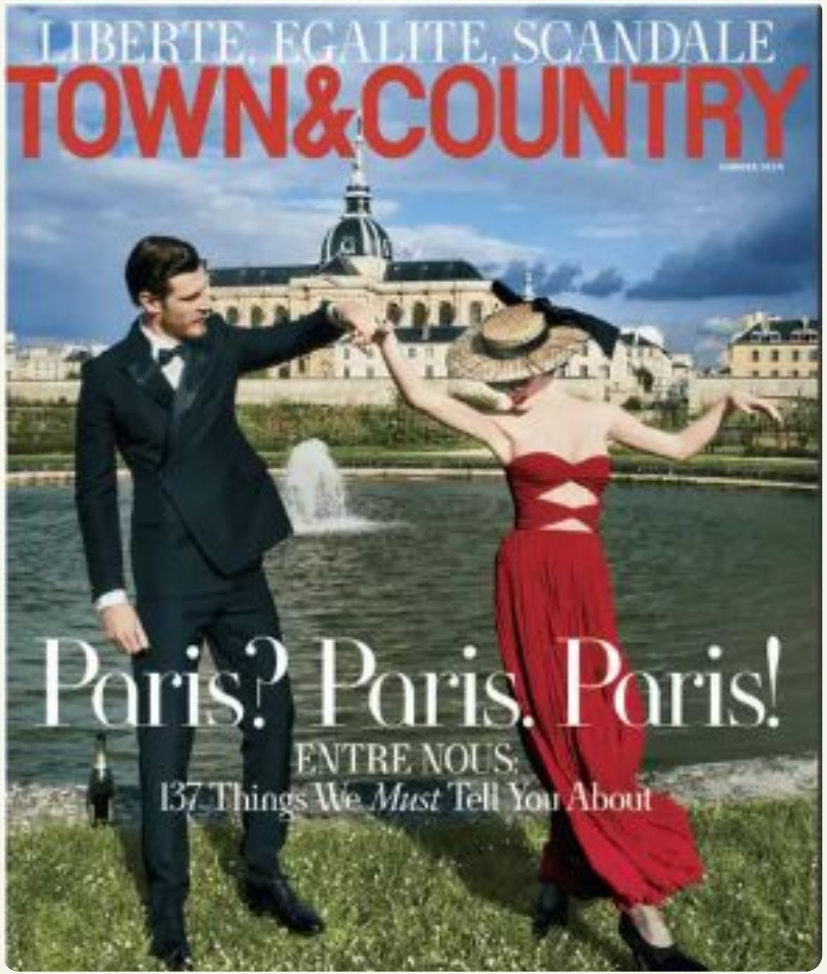


What Are We Going To Do With That Information?



Understanding Your Audience

1. You and your team can do this work internally
2. You should work only to determine information that is actionable by your school



https://smtrw.com/persona

https://smtrw.com/persona

Quick Persona Sketch Exercise

60-Second Persona Development

In the space below, quickly write down **three key characteristics** of your ideal prospective parent:

1. _____
2. _____
3. _____

Reflection Questions

Take a moment to consider:

- Why are these characteristics important to your school?
- How do these characteristics influence this person's school search?
- Where would you find people with these characteristics?

Next Steps

After this session, expand your persona by adding:

- Demographics (age, location, income level, family structure)
- Values and priorities around education
- Key concerns or pain points in the school search process
- Information sources they trust
- Decision-making factors

Activity

5 minutes

Put Jane to Work

1. **Sketch her in 60 seconds**
   Three characteristics on your Persona Sketch worksheet.

2. **Introduce her to a neighbor**
   Ninety seconds each. Read your three characteristics out loud.

3. **Run one real decision past her**
   Would Jane care? How would she want to hear it? What would she ask?

Common Mistakes:

1. Creating too many personas initially
2. Collecting data that isn’t actionable
3. Relying on assumptions rather than research
4. Not validating with actual families



Filter Every Marketing Decision

1. Would Jane care about this?
2. How would Jane prefer to receive this information?
3. What questions would Jane have at this stage?



Digital Marketing Essentials



Digital Marketing Essentials

School Website =
Digital Front Door




CURBAPPEAL

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Who is the primary audience for your school website?

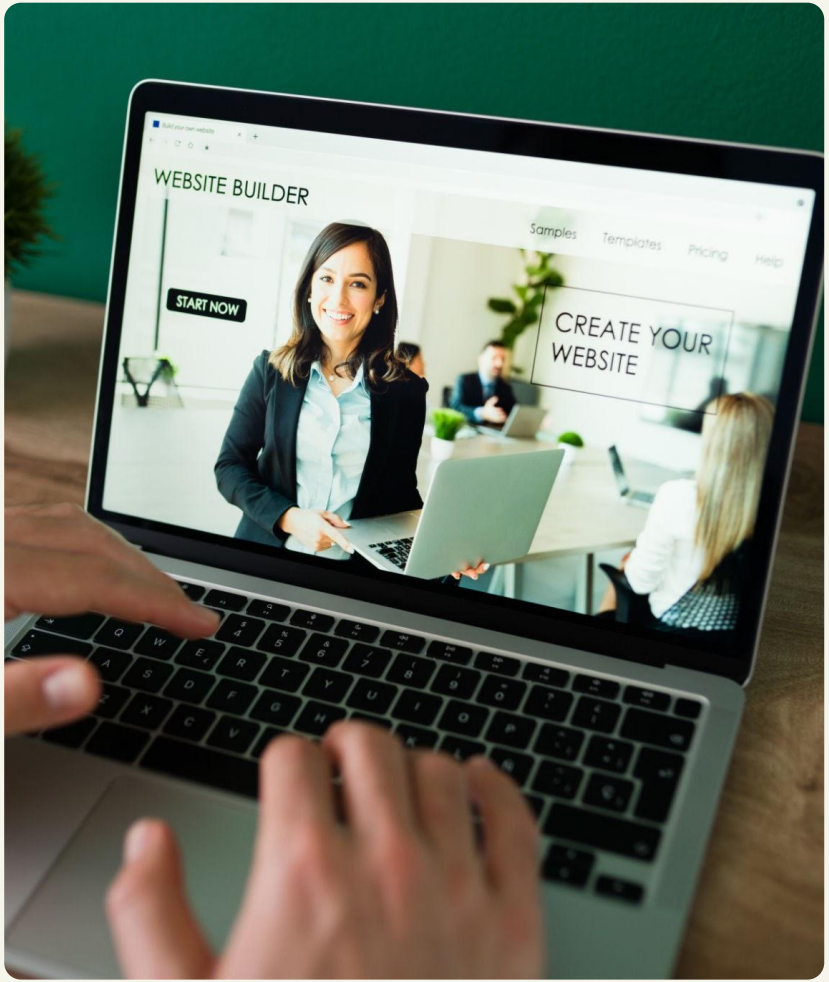
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If you're worried about enrollment, then the primary audience for your website is prospective parents, period.

Website

- Parents = Parent Portal
- Alumni = Alumni Community, LinkedIn
- Donations Not From Random Visits



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https://smtrw.com/website

Website "Above the Fold" Analysis Worksheet

What is "Above the Fold"?

The term "above the fold" refers to the portion of your website that is visible without scrolling when a visitor first lands on your page. This prime real estate creates your first impression and can dramatically impact your conversion rates.

Analysis Exercise

Step 1: Capture Your Current State

Take a screenshot of your school's homepage as it appears without scrolling on a desktop computer. Paste it or refer to it while completing this worksheet.

Step 2: Content Inventory

List everything currently visible above the fold on your homepage:

- _____
- _____
- _____
- _____
- _____

Step 3: Critical Evaluation

Value Proposition Assessment

Does your above-the-fold content clearly communicate your school's unique value proposition?

- ☐ Yes, our unique differentiators are immediately clear
- ☐ Somewhat, but it could be stronger
- ☐ No, we primarily show generic images/welcome content

Activity

7 minutes

Above the Fold, Right Now

1. **Open your homepage on your phone**
   Don't scroll. Whatever you see is your first impression.

2. **Step 2: List what you see**
   Everything on the screen, top to bottom.

3. **Step 3: Answer Jane's questions**
   Do you answer her top 3 questions? Is there a clear call to action?

Steps 4 and 5 are your homework.

Content That Converts

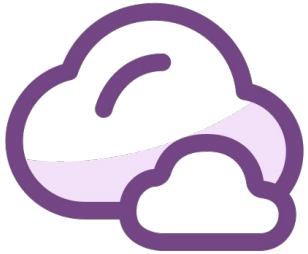


Content That Converts

Open Houses to Webinars

Content marketing is not about you. It's about providing value to your audience.

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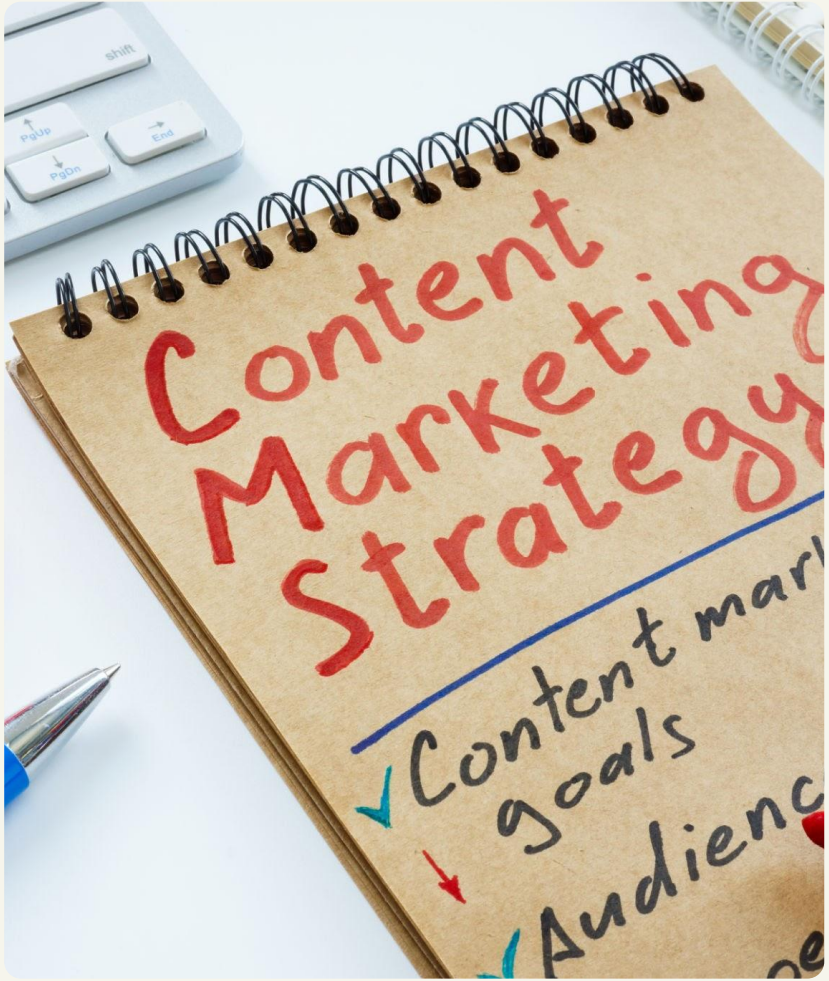
What's one piece of content that has performed particularly well for your school?

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Content That Converts

1. Understanding what your audience values
2. Creating regular, high-quality content (blog posts, videos, webinars)
3. Including clear calls-to-action
4. Distributing across multiple channels and repurposed content
5. Measuring performance and adjusting



Building a Marketing Culture



“Brendan, I used to hate getting emails from you. I'm so glad you made the switch.”

Building a Marketing Culture



“You know, they made us do that.”

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What's your biggest challenge in creating a marketing culture at your school?

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Building a Marketing Culture

1. Defining your unique value proposition with input from all stakeholders
2. Actively engaging with your community
3. Involving teachers, administrators, parents, and students
4. Providing training and resources
5. Celebrating and recognizing contributions



The AI Revolution



A long time ago…

ChatGPT

Will AI take your job?

AI won't take your job, but someone who knows how to use AI effectively will

“AI is probably the most important thing humanity has ever worked on. I think of it as something more profound than electricity or fire.”

Sundar Pichai, CEO of Alphabet and Google



AI is not optional.

Effectiveness of AI = Quality of prompts

C.R.I.T.

From Geoff Woods, The AI-Driven Leader

Context

Tell the AI what is going on. Your school, your audience, your situation. This is what makes the output sound like you.

Role

Assign a specific expertise. This sets the guardrails and tells the AI which knowledge to draw on.

Interview

Ask the AI to interview you before it writes. This is the step most people skip, and the one that makes the biggest difference.

Task

Be specific about what you want: the deliverable, format, length, tone, and any rules.

Re-prompt Don't settle for the first result.

C.R.I.T. in Action

Context

We're a K-8 independent school known for hands-on learning. Our STEM program is outlined here: [Website URL]

Role

You are a K-8 school social media manager

Interview

Before you write anything, ask me 3 questions about our STEM program and the families who follow us.

Task

Write 5 Facebook posts highlighting our STEM program. Image descriptions and a call to action with each. Do not use emojis.

Re-prompt "Give me two more versions. One warmer, one shorter."

Prompt Engineering

1. Be specific and clear
2. Provide context
3. Use keywords strategically
4. Keep it structured
5. Be creative and engaging
6. Never be satisfied with the first result – counter-prompt!



Activity

10 minutes

One Question, One Piece of Content

1. **Pick a question families always ask**
   Cost, commute, class size, what a day looks like.

2. **Build a C.R.I.T. prompt**
   Use the worksheet. Ask for a blog outline and two social posts.

3. **Let it interview you, then re-prompt**
   Answer its questions. Then ask for one more version.

No student or family names. Ever.

https://smtrw.com/crit

https://smtrw.com/crit

SCHOOL MARKETING THE RIGHT WAY

The C.R.I.T. Framework for Effective AI Prompts

A Practical Guide for School Marketers

C.R.I.T. Explained

C.R.I.T. comes from Geoff Woods's book *The AI-Driven Leader*. It gives you a simple structure for prompts that get you usable results the first time, and better results the second time.

Component	What it does	Why it matters
Context	Tell the AI what is going on: your school, your audience, your situation.	Generic input gets generic output. Context is what makes the result sound like your school.
Role	Assign a specific expertise, such as "You are an experienced admission director."	Sets the guardrails and tells the AI which knowledge to draw on.

Future Implications

Implications



- More personalized communication with prospective families
- Enhanced data analysis for better decision making
- Automate routine tasks, freeing you for personal and strategic work
- New tools for content creation and distribution.

Concerns



- Bias in AI systems
- Privacy considerations
- 'Hallucinations' or inaccurate information

30-5-1 Challenge

30 Days

Complete at least one detailed persona profile in the next 30 days.

5 Improvements

Implement five website improvements from the digital marketing checklist.

1 Marketing Task

Build your Context and Role block, then run one C.R.I.T. prompt on a marketing task each week.

Write yours down. Then tell your neighbor.

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