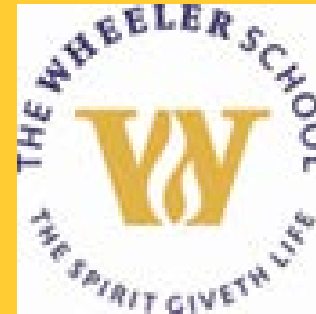


**WORD OF MOUTH
MARKETING:
UNLEASHING THE POWER OF
YOUR CURRENT FAMILIES**

THE WHEELER SCHOOL
PROVIDENCE, RI



Anna DiStefano, Admissions Coordinator
Meg Kiley, Admissions Associate

AGENDA

- Introductions
 - Anna DiStefano, Admissions Coordinator
 - Meg Kiley, Admissions Associate
- Workshop Goals
- Where to Begin
- SWOT Analysis Procedure
- Spreading the Word
- Parent Groups
- Marketing & Logistics
- Epic Fails



WORKSHOP



- To understand how to create a marketing message
- To learn about putting programs in place at your school to encourage word of mouth marketing
- To learn specific strategies for working with your currently enrolled families

WHERE TO BEGIN:

1. What is Your Marketing Message?
2. Determine Your Constituents
 - Institutional Advancement Office (those working with current families)
 - Admissions Office
 - Head of School
 - Director of Marketing
 - Board members
 - Parents
3. Form a Committee (if one doesn't already exist)

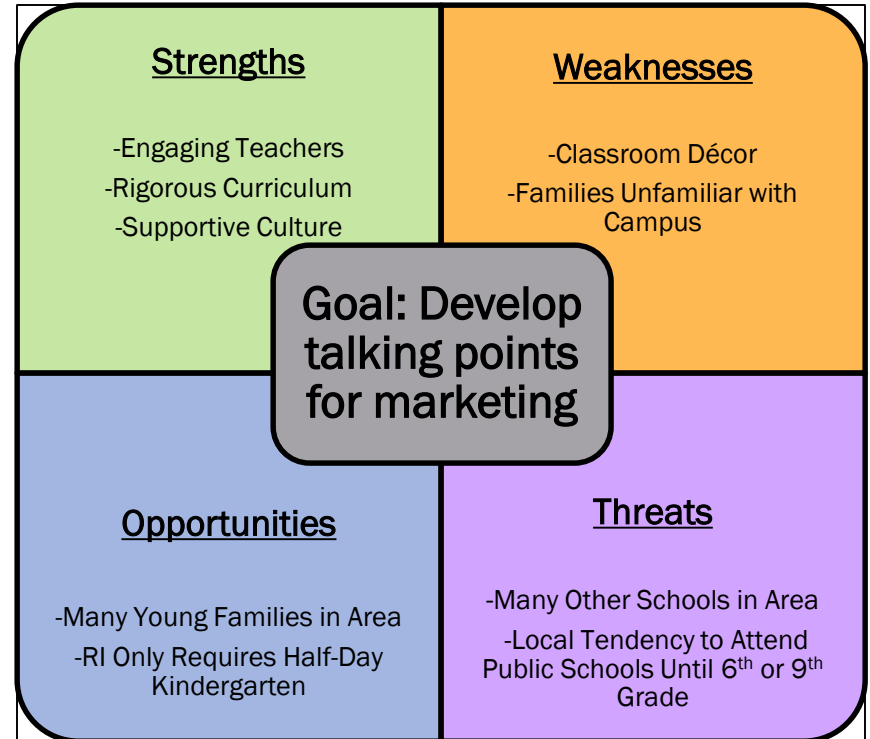
SWOT ANALYSIS

- Once you have set a goal, A SWOT Analysis can help you identify **benefits** and **barriers** from both **internal** and **external** sources.
- **SWOT Stands For:**
 - Strengths (Internal Benefit)
 - Weaknesses (Internal Barrier)
 - Opportunities (External Benefit)
 - Threats (External Barrier)



OUR NEXT STEPS

- Develop “talking points” and “key phrases” for faculty, staff, current families
 - Make sure all constituents are using the same language and promoting the same product
- Create new marketing material with the same messaging




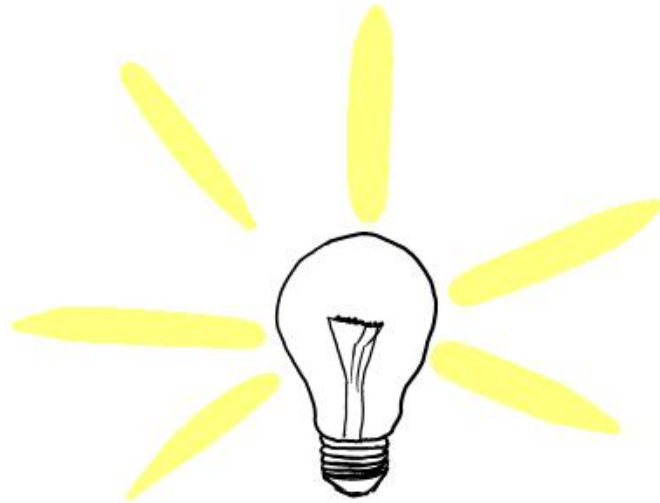
THE OUTCOME

Themes, Key Phrases, Talking points



STAGE ONE: THEMES, KEY PHRASES, TALKING POINTS

- Nursery Through 12th Grade Community
 - The City Campus is Transparent and Accountable
 - No Hierarchy (A flattened Social Hierarchy)
 - Athletics
 - Creative/Energy/Buzz
 - Current Initiatives
- 



Brainstorm Session

STAGE TWO: MARKETING MATERIAL

- Worked with design firm
- Intentionally wanted to cut down on paper material
- Simple
- Pictures speak louder than words



SPREADING THE WORD



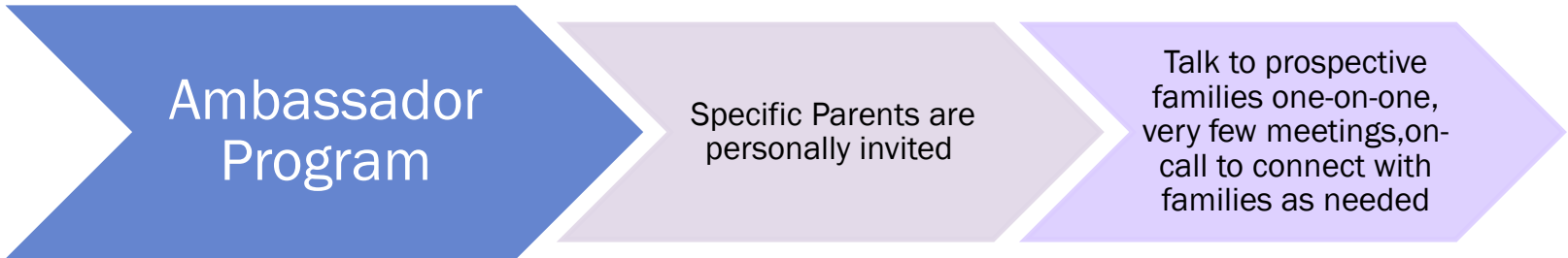
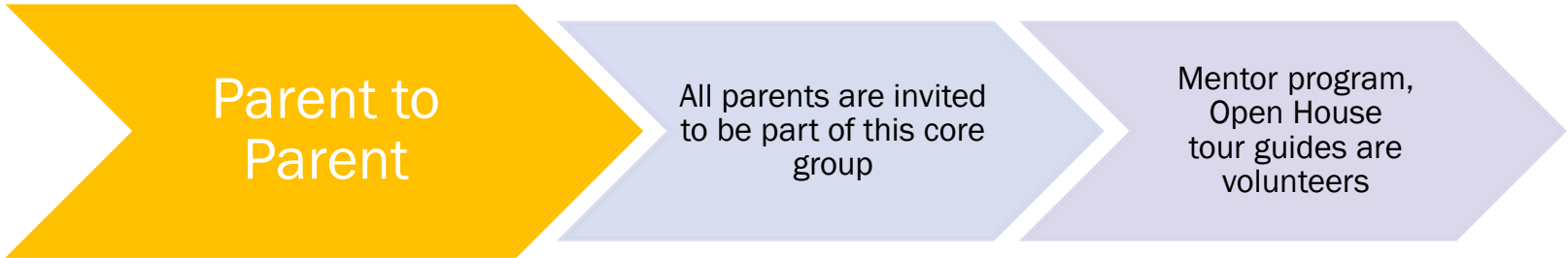
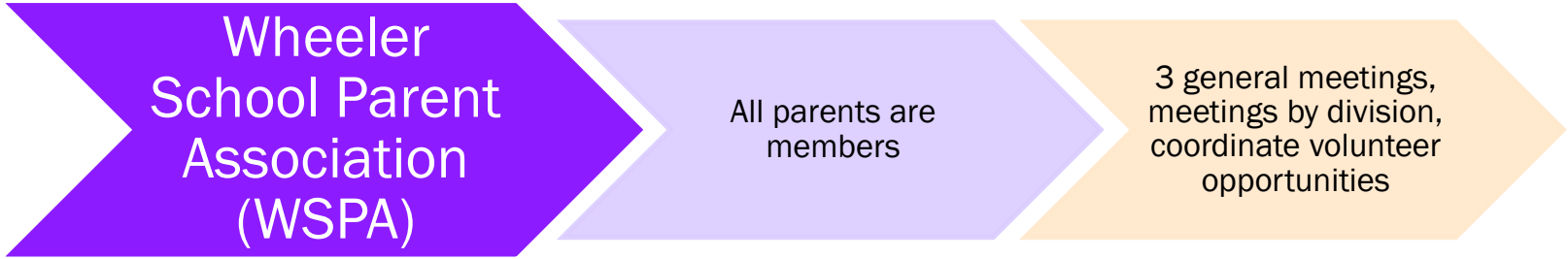
THINGS TO KEEP IN MIND

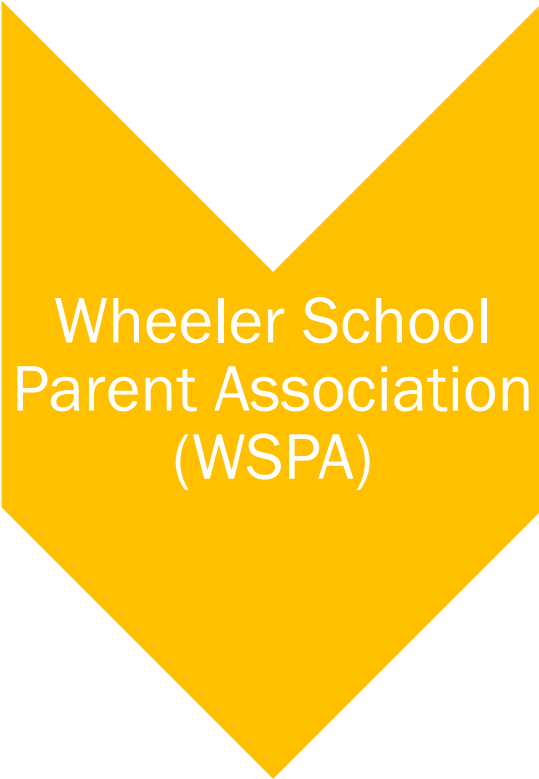
- Consistency is important
- You don't want your message to sound or feel scripted
- Share in small groups – it feels more personal
- Tell stories - examples go a long way!
- It's okay to talk about your weaknesses, but how are you addressing them?
- Focus on your school, don't trash others!
- Don't make stuff up




OUR PARENT GROUPS







Wheeler School
Parent Association
(WSPA)

- Who are they?
 - When do they meet?
 - What do they talk about?
 - What can they do for you?
- 

Parent to Parent

- Identify parents
- Initial training
- Staff support
- Mentor program
- Making good matches

Ambassador Program

- What is this?
- Meeting details
- What does it entail?
 - Open House
 - Individual phone calls
 - Special events

MARKETING AND LOGISTICS

- When marketing your school keep in mind:
 - Consistency of messaging
 - Themes
 - Target audience
 - Frequency & Timing
- Consider using:
 - Targeted mailings and emails
 - Upcoming Event Emails with links to your school website
 - Outside websites (ex: Evite and KiddoInfo) and social media
 - Email signature to provide links to website and upcoming events, as well as school mission or marketing themes



EPIC FAILS

(OR THINGS THAT JUST DIDN'T WORK FOR US)



- Not enough information
- "Bring-a-friend" events
- Know who you are working with

THANKS FOR COMING!

Feel free to email if you have any questions or comments!

Anna DiStefano: AnnaDiStefano@wheelerschool.org

Meg Kiley: MeghanKiley@wheelerschool.org

