

Brand Strategy

To effectively differentiate itself from the competition Schoolcraft Digital must develop its brand strategy and positioning. Our Brand Wheel touches on each aspect of your business and defines the unique selling point and voice that helps sell the dream to parents. Spending on private school tuition is as much an emotional decision as it is a practical one – and with its price tag is a luxury good.



Brand Strategy

Cultural Context

Currently the culture of the enrollment industry is moving from antiquated and old school “paper everything” to a more digital landscape. All schools have incorporated some form of digital marketing or admissions processes but some are light years ahead of others. Generally speaking the pandemic has forced many schools that historically drag their feet on staying ahead of the curb to focus more on their digital infrastructure.

Diversity initiatives in administrative leadership is on the rapid rise mirroring much of what the rest of the nation is seeing. However, because of lack of ties to government mandates and poor political/public pressures, this process is slow moving on average compared to other industries. Boards are still composed of mostly the “good ole boy network”.



Brand Strategy

Cultural Context

The marketing of private schools is also slowly increasing its focusing on niche programs. While it was always a piece of the marketing puzzle and a lot of reasons why families enroll at particular schools, digital advertising space and the boom of charter schools across the country during the Trump administration is making the field more crowded with options, giving the direct need to separate themselves from the “other” options available. This includes a rise in public school attendance.



Brand Strategy

Customer

Our client personalities are wide ranging but all focus on the task of enrollment and marketing for their school. Typically an extremely transient profession, the average Director of Admissions tenure is around 3 years with an average salary of \$80 - \$100k.

Some are more digital than others with the spectrum extremely wide. On one end, some may type with two index fingers and others are running Google Ad and FB ad campaigns on their own. For the most part, including the ones that do their own digital marketing, they do not understand the digital landscape, have a full understanding of possibilities or capabilities, or form and set KPI's for any of their campaigns.

All will be budget conscience but budgets will vary greatly depending on the size/income of the school. Most are female however there is a larger proportion of men in admissions than other departments or industries (think teachers as proportion example).

They can be a bit antiquated with their processes and ways of thinking. Many hold multiple positions or roles and rarely have the time to be savvy in any one thing unless they originally came into the role with a specific skill set.



Brand Strategy Change

The industry is changing in several ways.

1. Changing parent demographics are forcing schools to rethink their marketing strategies as the parents of today are digital natives and every year that goes by it becomes more necessary to adapt to these digital flows for them.
2. Along with the demographic changes in parents there are economic changes that are drastically affecting the ability for families to pay full tuition. Financial aid needs have risen year after year.
3. For boarding schools, the international market is rapidly declining. There seems to be both regional economic conditions and also more local options through international schools or satellite campuses popping up around the world.
4. Obvious social changes are affecting admissions as well. A focus from top to bottom on diversity, inclusion and equity for schools affects every division, including admissions and applicant acceptances.



Brand Strategy Change

5. Lack of travel during the pandemic for conferences, school fairs, and agent fairs has forced enrollment departments to revamp their digital accessibility and increase their webinars, virtual tours, and virtual open houses etc. A tactic that while forced upon the industry through the pandemic, will be here to stay.
6. A large increase of vendors in the digital space. Mostly saturated with storytellers and content marketers. Many are certified Google specialists and Facebook “experts”, however that is mostly the extent of their paid media. There does not seem to be any companies actually buying media space directly from DSP’s.. To this point, CRM and website companies are swooping in to create simple and easy to use outreach and organizing of prospective families. Finalsite is the behemoth on the rise, acquiring company after company.



Brand Strategy Competition

EdwardsCo: <https://edwardsco.com/>

Brendan Schneider (SchneiderB): <https://www.schneiderb.com/>

Rick Newberry: <https://www.enrollmentcatalyst.com/>

North Star Marketing: <https://www.northstarmarketing.com/focus/>

CGI Communications: <https://cgicompany.com/>

Carnegie: <https://www.carnegiedartlet.com/services/digital-marketing/>

PMC Media Group: <https://pmcne.com/digital-marketing/>

Eric, Rob, & Isaac: <https://ericrobisaac.com/services/>

Multiview: <https://www.multiview.com/>

Enrollhand: <https://www.enrollhand.com/>

Mitchell Communications Group: <https://www.mitchcommgroup.com/work/>

Enroll Media Group: <https://www.enrollmediagroup.com/>

Peapod Design: <https://www.peapoddesign.com/>

InspirED: <https://www.inspiredsm.com/>

Schola Inbound Marketing: <https://www.schoolinboundmarketing.com/>



Brand Strategy Competition

The competition breaks down into a few types:

Full Service and specialize in enrollment marketing just for independent schools

Full Service and specialize in enrollment marketing, but for Universities as well

Niche services just for independent schools

General marketing agencies with a single independent school as a client



Brand Strategy Competition

Additionally, our competitors also break down in terms of quality of service - with some general agencies doing outstanding work but without the niche focus on schools, while other school-focused agencies offer pedestrian creative.

We're one of the only agencies who is so focused on schools, it's in our name. Our rebrand should double down on this with its design.



Brand Strategy Strategy

We have the opportunity to position ourselves in the industry as a full service holistic digital first agency offering high quality work.

With an elevation of our brand, offering and putting our work front and center, there's no other agency that can make this claim.

There's been a shift since Schoolcraft was formed in the needs of schools whether they know it or not to a fully digital solution and one that drives a strong school brand.

Our ability to combine data and creativity is unmatched in the industry and our communications should reflect this.



Brand Strategy

Brand

From initial consultation to fully integrated campaign, Schoolcraft plays multiple roles of patient guide, trusted expert, brand guardian and inspirational muse. We hold ourselves more than our clients and push them to meet our high standards of creativity.

Our personal touch means anticipating needs, and helping build consensus within their team to do things the right way, even if it means pushing comfort levels.

Most importantly, we're respectful that some of these institutions have been around for generations and have an important legacy to uphold. As a new company, we don't share the same history, but we do share the enthusiasm to tell their story.

We are the champions of their legacy.

We're the educators of digital

We're the straw that stirs their drink

We're the glue that holds their marketing together

We're the architects of greatness



Brand Strategy

Brand Immersion

Brand Immersion:

Every brand needs a toolkit of assets — which become the blueprint through which all things related to the brand should pass.

We will debrief on accumulated knowledge to date to level set.

Brand assets are the brand's DNA. They express what we are, who we are for, and why we matter. Brand assets form the foundation of which all brand communications are constructed.

We work together to begin to evolve or create the following:

Brand Promise — the promise we make to our key constituents

Brand Mission — the further reaching overarching mission of the brand

Brand Positioning — the space in the customer's mind that we occupy

Brand Pillars — the engines of the brand

Brand Persona — the human characteristics of the brand



Brand Strategy

Cultural Context

A brand is a promise made and kept. It is the impression left when you are no longer in the room.

Our brand health is imperative. We will optimize it by:

Understanding our brand's core strengths and hidden assets

Identifying core brand weaknesses that may be holding back progress

Plotting the “Brand Family” that is most appealing to us
and identifying the key attributes that can be transferred to our brand



Brand Strategy

Brand House

WHY A BRAND HOUSE?

Your brand house not only gives your company a strong mission statement, but it's supported by the pillars that are your core values. Every single piece of communications in your advertising, marketing, sales, customer service, employee relations, investor outreach should filter through your brand house. When you have a great strategy that's articulated in a brand house, the copy can almost write itself. (Thankfully it doesn't quite, otherwise all our assignments would end here.)

THE OVERARCHING BRAND MISSION

Your overarching brand mission should be the highest possible calling you can think of for your company. For example, Nike's mission statement is "To bring inspiration and innovation to every athlete* in the world." The legendary University of Oregon track and field coach, and Nike co-founder, Bill Bowerman said, "If you have a body, you are an athlete." By both having a lofty goal for athletes and very broadly defining what an athlete actually was, the brand was able to create inspirational work for a whole generation.



Brand Strategy

Brand House

THE BRAND STATEMENT

If your overarching brand mission is way up in the clouds, your brand statement forms the roof of your brand house. It's the integrity-driven statement which protects your brand from question of its mission. The brand statement is more down-to-earth and tangible – giving people a reason to believe that your company is the one uniquely suited to its mission.

THE BRAND PILLARS

Your brand pillars are the support structure of your brand house. If you could boil down the structural integrity of your company to three words, what would they be? We help brands lead exercises that helps them come up with these words – often with the help of key stakeholders and employees. Again, what you decide your brand pillars are will be a huge influence on all of the communications your company creates.



Brand Strategy

Brand House

OVERARCHING BRAND MISSION:

To refine and market private K-12 school's unique offerings using a holistic digital approach.

BRAND STATEMENT:

We use futuristic tools and proven strategies to propel enrollment at private K-12 schools.

BRAND PILLARS

INNOVATIVE

INSPIRING

GENUINE

BRAND PERSONALITY

TRAILBLAZING

PASSIONATE

PARTNERSHIP



Brand Strategy Mood Board



Brand Strategy

Brand Story



COMPONENTS OF A STORY



Brand Strategy

Brand Story



THE 7 BASIC PLOTS



Brand Strategy

Brand Story



WHY TELL A STORY?



"A person can have the greatest idea in the world. But if that person can't convince enough other people, it doesn't matter."

Gregory Burns

70%
will retain
The information
You shared



Brand Strategy

Brand Story



12 BRAND ARCHETYPES



OUTLAW: Break the rules & fight the authority

EXPLORER: Find fulfilment through discovery and new experiences.

CREATOR: Create something with meaning and enduring value.

HERO: Make a positive mark in the world, inspiring/ enabling others to do so.

MAGICIAN: Make dreams come true, helping people to transform their world.

SAGE: Help the people to better understand the world, provide practical information and analysis.

RULER: Control, create order from chaos. Helping people to be more organized.

INNOCENT: Be happy. Reliable honest, good virtues, simplicity, can be nostalgic.

REGULAR: Belong or connect with others.

CAREGIVER: Care for and protects others.

LOVER: Create intimacy, inspire love. Help people to feel appreciated.

JESTER: Bring Joy to the world. Helping people to have a good time.

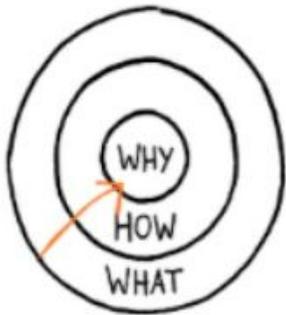


Brand Strategy

Brand Story



EXAMPLE



If Apple Communicated Like Most Companies:

'We make great computers'

'They' re beautifully designed, simple to use and user-friendly'

'Want to buy one?'



How Apple Communicates:

' Everything we do, we believe in challenging the status quo. We believe in thinking differently'.

'The way we challenge the status quo is by making our products beautifully designed, simple to use and user-friendly'.

'And we happen to make great computers'.

Want to buy one?

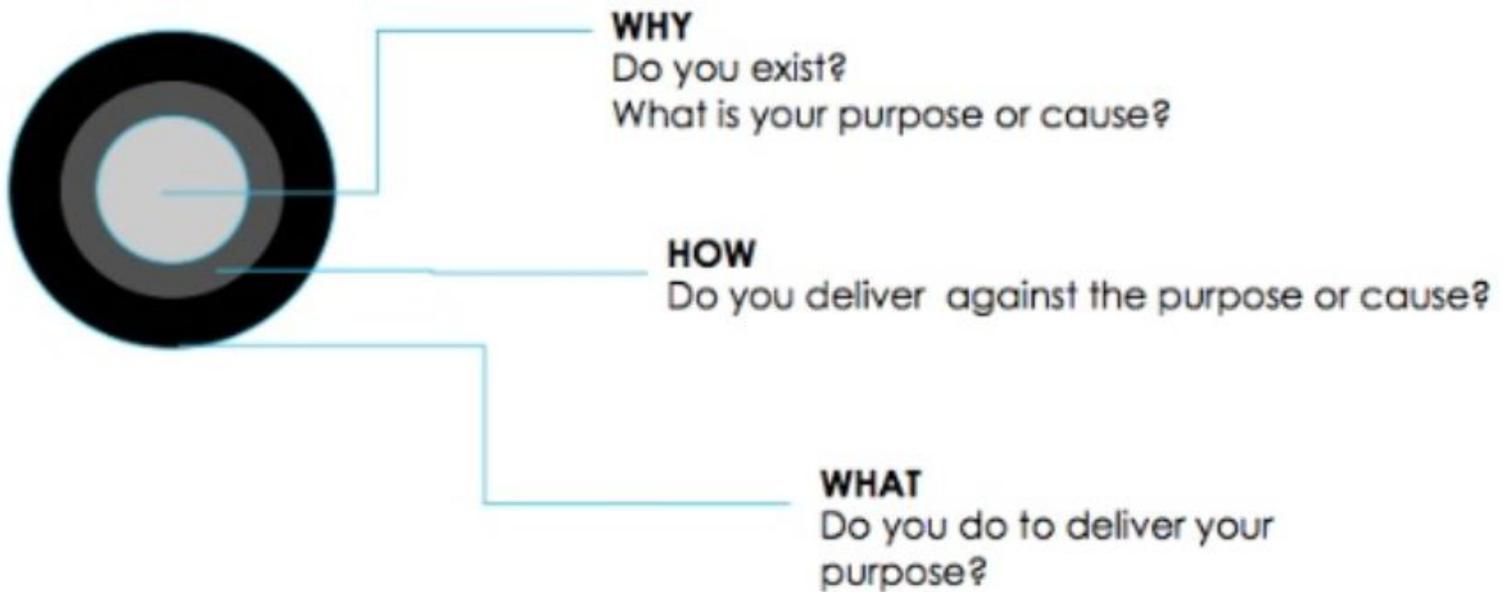


Brand Strategy

Brand Story



VISION-CENTRIC FRAMEWORKS



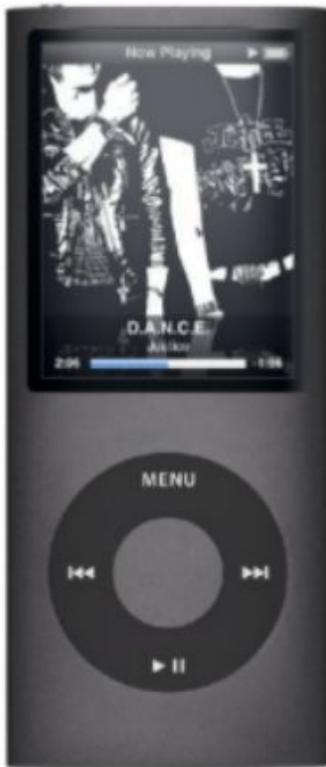
Brand Strategy

Brand Story



IT'S NOT JUST ABOUT THE STORY BUT ALSO HOW THE STORY IS TOLD THAT MATTERS

iPod. One thousand songs in your pocket.



5GB
?

=

1,000
Songs!



Campaign Planning Insights

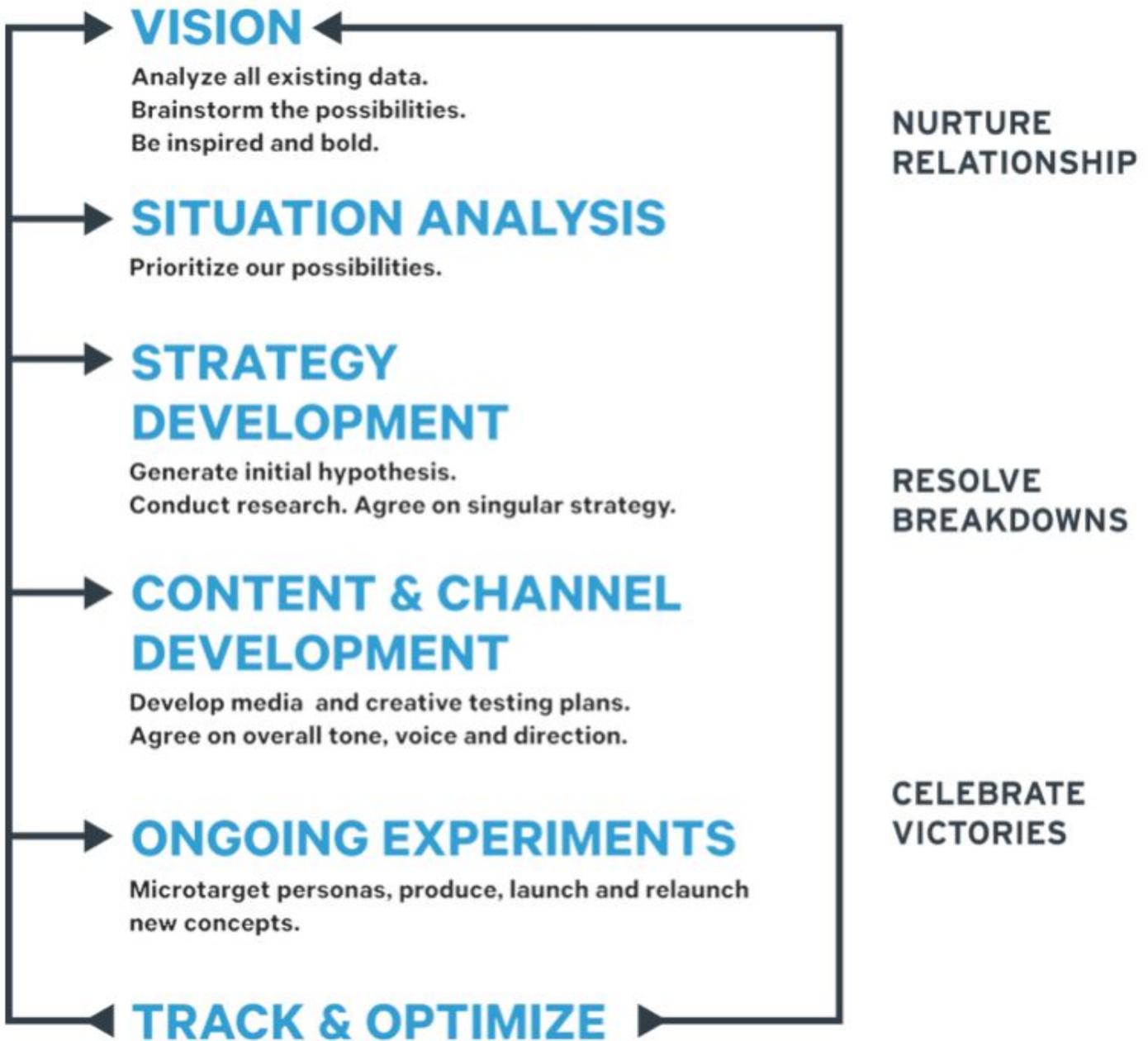
MULTICHANNEL MARKETING GROWTH WHEEL

STRATEGY PROCESS
GOALS AND KPIs



Our Process

How We Work With You



Our Process

Strategic Planning

DUALSTREAMING

The age old question:

How do we drive admissions now without losing our long term brand vision?

We create our plans with two simultaneous streams:

DRIVE ADMISSIONS

What adjustments or quick launches can we execute to stimulate sales right now?

BUILD THE BRAND

What's our long term plan for sustained growth?



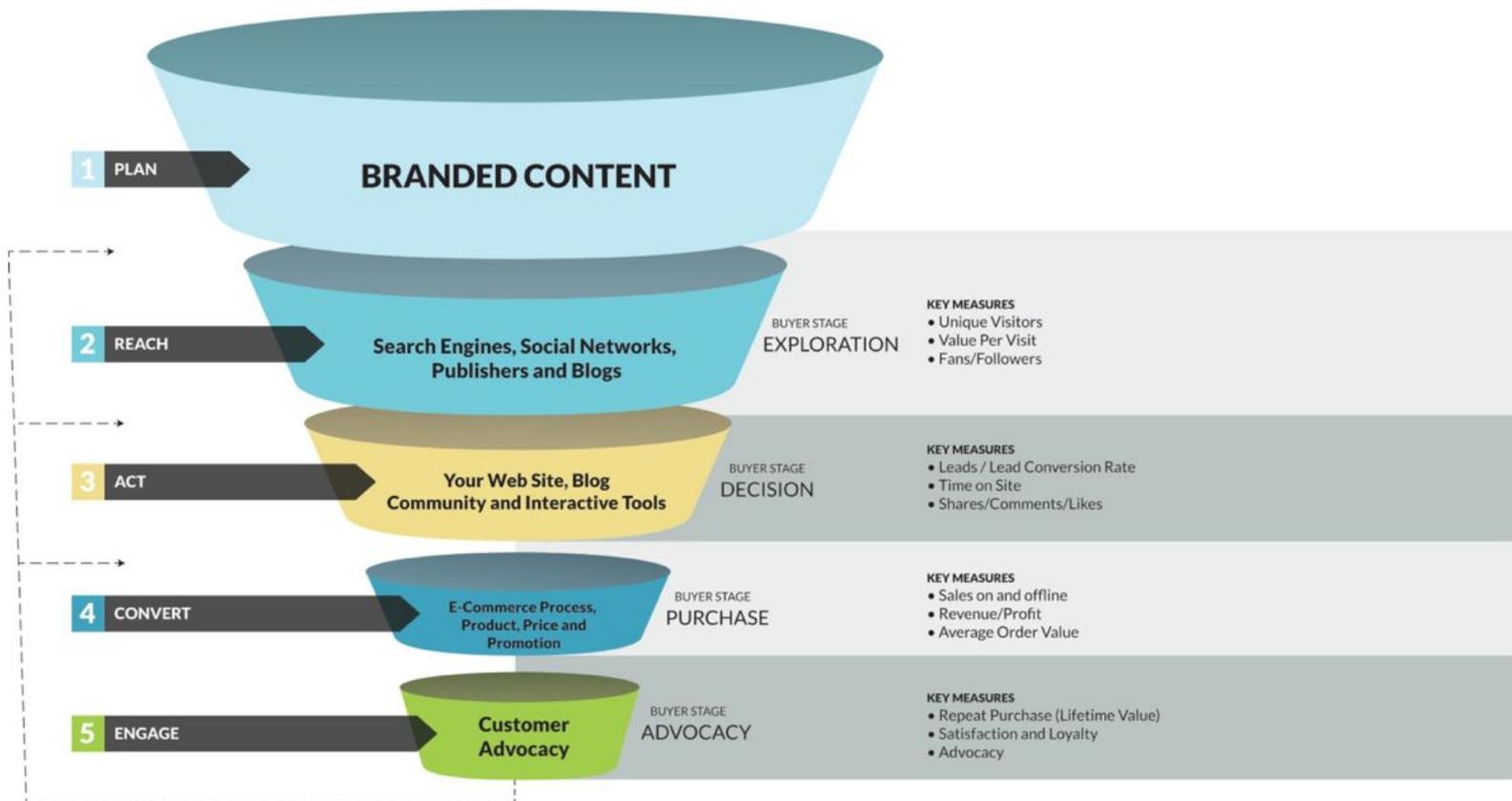
Our Process

Brand Strategy Development



RACE Planning System for Digital Marketing

RACE Planning System for Digital Marketing



1. PLAN – Create a digital marketing strategy

OPPORTUNITY

Review marketplace and set objectives

Use these six key activities to define your digital opportunity through marketplace analysis:

- 1. Review **digital marketing capabilities**
- 2. Review performance using **KPI dashboards** after **customizing analytics** for your business
- 3. Summarize customer insight in **customer personas** and **customer journey maps**
- 4. Audit brand and **benchmark** competitors
- 5. Review **influencer outreach**, **co-marketing** and **intermediaries**

STRATEGY

Create digital strategy

Review how your digital proposition and communicate it using digital targeting techniques:

- Select target market segments and personas. Define digital targeting approaches
- Define your online value proposition (**OVP**) including review of business and revenue model, brand positioning and integration with traditional channels
- Review marketing mix for online options for the **4Ps** - Product, Price, Promotion and Place



1. PLAN – Create a digital marketing strategy

ACTION

Implement and manage digital marketing communications

Make smart budget investments and optimise your digital communications across all key customer touchpoints:

- Reach:** Build your audience by integrating paid, owned and earned media
- Act:** Using content marketing and persuasion to prompt brand interaction and leads
- Convert:** Use conversion rate optimization to boost online and offline sales
- Engage:** Develop customer loyalty and repeat sales



2. REACH - Grow your audience online

Search engines, social networks, publishers and blogs

BUYER STAGE: **EXPLORATION**

Publish and promote your content, allow sharing to other outposts, networks and influencers.
Draw people to your content hub.

Key Measures:

- Unique visitors
- Value per visit
- Fans/Followers

GROWING REACH

Reach involves building awareness of your brand, products and services on other websites and in offline media to build traffic to different web presences like your main site, microsites or social media pages. It involves maximising reach using continuous inbound communications and planned campaigns to create multiple interactions using different paid, owned and earned media touchpoints.

OPPORTUNITY

Define your online audience potential

Set realistic targets for building traffic, awareness and social media followers

- Define dashboards to review effectiveness of current digital media in analytics
- Review current use of digital media and opportunities to improve
- Set VQVC (volume, quality, value, cost) objectives using conversion budget models



2. REACH - Grow your audience online

Search engines, social networks, publishers and blogs

STRATEGY

Select the best communications options

Your online customer acquisition strategy should:

- Define key brand messages to grow audience awareness, familiarity and purchase intent
- Select relevant media and targeting
- Link to your content marketing strategy (Act)
- Prioritise channel media spend, summarized in a conversion-based media plan and budget

ACTION

Optimize your digital communications

Work on optimising content marketing to support key digital communications for your business:

- Define key brand messages to grow audience awareness, familiarity and purchase intent
- Select relevant media and targeting
- Link to your content marketing strategy (Act)
- Prioritise channel media spend, summarized in a conversion-based media plan and budget

RECOMMENDATION:

INVEST IN CONTINUOUS INBOUND MARKETING

Ensure you harness customer purchase intent as they seek information about products through 'always-on' communications to reach your audience through Search and Social media marketing fuelled by content marketing.

3. ACT - Encourage brand interactions & leads

Your website, blog, community and interactive tools

BUYER STAGE: **DECISION MAKING**

Be worth finding via clear customer journeys and a content hub that is relevant, inspirational, useful and creates leads

Key Measures:

- Leads / Lead conversion rate
- Time on site
- Shares / Comments / Likes

INCREASING INTERACTIONS

Act is short for Interact. It's a separate stage from conversion since encouraging interactions on websites and in social media to generate leads is a big challenge for online marketers. It's about persuading site visitors or prospects to take the next step, the next Action on their journey when they reach your site or social network presence.

OPPORTUNITY

Identify best options to increase lead conversion

RECOMMENDATION

- Review customer journeys for desktop-mobile visits using analytics and feedback tools
- Review social media and mobile marketing platform engagement
- Define goals, events and dashboards for measuring customer interactions



3. ACT - Encourage brand interactions & leads

Your website, blog, community and interactive tools

STRATEGY

Prioritise content marketing and customer journeys

- Define customer personas
- Define content marketing plan
- Create website and martech improvement plan including lead profiling

ACTION

Manage content marketing and lead generation

- Create campaign plan, editorial calendar and outreach plan
- Create content assets including video marketing
- Improve landing pages and site page templates. Personalised onboarding.

RECOMMENDATION:

DEVELOP A CONTENT MARKETING STRATEGY

A content marketing strategy will integrate your online communications to fuel lead generation and power inbound marketing to grow your reach

4 CONVERT - Increase sales through CRO

Application process, product, price and promotion

BUYER STAGE: **PURCHASE**

Capitalize on marketing investment using Conversion Rate Optimization, tight integration with admissions, marketing automation and remarketing to ensure contextual relevance that drives applications

Key Measures:

- Enrollment
- Revenue / Profit
- Average cost per application

INCREASING CONVERSION

This is the conversion from lead to sale. It involves getting your audience to take that vital next step which turns them into paying customers.

OPPORTUNITY

Review focus to increase conversion to sale

- Create and review site conversion funnels and paths to purchase (online and offline)
- Review multichannel (omni-channel) interactions to increase revenue per visit
- Review analytics and customer feedback



4. CONVERT - Increase sales through CRO

Application process, product, price and promotion

STRATEGY

Create an approach for conversion rate optimisation

- Define online conversion rate optimisation (CRO) approach
- Define how key online communications (search, email, social, mobile) drive sales
- Define offline integration paths to purchase

ACTION

Manage continuous improvement of conversion

- Implement CRO through test plan for AB and multivariate site tests and experiments
- Implement lead retargeting programme using site personalization, display retargeting and behavioral email program
- Optimise ROPO behavior (Research Online-Purchase Offline)

RECOMMENDATION:

Set up a CRO (Conversion Rate Optimisation) program. Many schools still don't invest to optimise their websites to maximize online sales or referrals to other channels. Don't leak customers.

5 ENGAGE - Build customer loyalty & advocacy

Customer advocacy

BUYER STAGE: **ADVOCACY**

Thrilled parents are key to social media marketing, social proof, reenrollment, and referrals. Start your marketing here!

Key Measures:

- Repeat reenrollment (Lifetime value)
- Satisfaction & loyalty
- Advocacy

IMPROVING CUSTOMER ENGAGEMENT

This is long-term engagement that is, developing a relationship with first-time families to build parent loyalty and reenrollment using communications on your site, social presence, email and direct interaction. We're also looking to build advocacy or recommendations through 'word-of-mouth'.

OPPORTUNITY

Review potential to increase parent activity levels

- Review parent satisfaction drivers
- Review effectiveness of parent communications



5 ENGAGE - Build customer loyalty & advocacy

Customer advocacy

STRATEGY

Define plan to improve parent retention and engagement

- Create parent engagement plan
- Create online personalization plan
- Create parent contact plan (email marketing and social media marketing)

ACTION

Implement online parent communications plan

- Implement or refine personalization rules on desktop and mobile sites
- Parent onboarding including event-triggered personalized emails and e-newsletters
- Manage social media and email campaigns for parent engagement and advocacy

RECOMMENDATION:

Create a Customer Lifecycle Communications Plan

Map all customer touchpoints to create a plan to use Marketing Automation to deliver personalised relevant messages by Email, Social Media and Web.