

Private School Marketing Plan

School: _____ Year: _____ Prepared by: _____ Review date: _____

OUR THREE ADVANTAGES

ENROLLMENT GOALS THIS YEAR

Inquiries: _____Tours: _____

Applications: _____Enrolled: _____

Re-enrollment %: _____Budget: _____

Season	Focus and actions	Owner	Budget	Done by
July to Aug Foundation	Website, Google Business Profile, inquiry tracking. Write the three advantages. Plan the video shoot.			
Sept to Oct Awareness	Search ads and social content. Film the tour video. Announce open house dates.			
Nov to Dec Open houses	Open houses and tours. Retarget site visitors. Email sequence after every tour.			
Jan to Feb Applications	Deadline reminders by email and ads. Financial aid content. Parent stories on social.			
March to April Decisions and re-enrollment	Yield emails and calls for admitted families. Re-enrollment campaign for current families.			
May to June Summer and waitlist	Summer program promotion, waitlist nurture, collect reviews and graduate outcomes.			

WHAT WE MEASURE, BY CHANNEL

Channel	Inquiries	Tours	Enrolled	Cost per inquiry
Google search and maps				
Website and reviews				
Social media and video				
Paid search and retargeting				
Email				
Referrals and community				