



EXPERIENCE

Are pupils and parents consistently obtaining a good customer experience? Are you giving them the knowledge and focus they require in a manner that gives them the value they seek? Are you anywhere a parent could look for assistance and direction?

EMPATHY

People don't believe what you believe, know what you know or want what you want. While authenticity and honesty are equally crucial in marketing, the fact that they are owned by the business is a major differentiator.

EMOTION

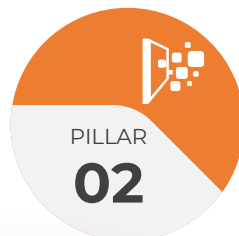
People do not remember what you say to them; rather, they remember how you made them feel. Attention is a scarce resource. If you can give someone goosebumps or even create a tear in their eye when they watch your headline school film, you have done your job.

EXCLUSIVITY

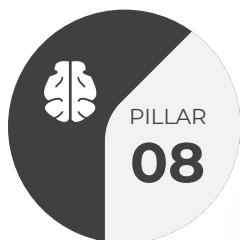
Creating a sense of exclusivity generates momentum and customer loyalty. Key components of exclusivity include developing waiting lists, having school leadership personally invite families to key events, setting deadlines for admissions applications, exclusive communication channels, and limiting numbers.



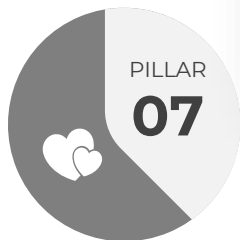
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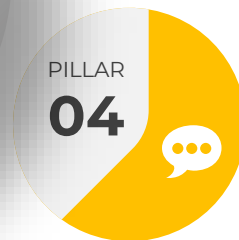
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PILLAR
04



EVERYPLACE

Enhance your understanding of digital channels and their audiences, so you know how to be the most effective. Appraise your entire promotional portfolio with a view to reducing spending on the unmeasurable, traditional methods, in favour of digital.

EXCHANGE

Calculate the value of your families – and what their attention, engagement and permission are worth and make sure that at every stage they have some sense of reward. For some sanity, calculate the lifetime value of a pupil's place at your school.

EVANGELISM

Find the passion and emotion surrounding your school. Inspire your parents, pupils and employees to speak on your behalf with passion. Evangelism melds the oldest form of recommendation, word-of-mouth (WOM), with today's technology.

ENGAGEMENT

Parents want interaction, affirmation, and connection, and they do not want any interruption. They desire engagement throughout the customer journey, which leads to retention, especially if you are measuring your customer experience.

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