

Charlotte House School

The marketing and communication review steps



- ① **Review & Research**
A review of the brand, values, USP's and marketing collateral.



“Highlights and Results”

- 198 visiting the Open morning landing page
- 54% increase in enquiries
- Open morning visitor sign-up increased by 15%
- Excellent school feedback – “... now have a more structured, strategic approach to marketing... time and resources well spent”.



INSPIRATION | INDIVIDUALITY | COMMUNITY

Summary aims of the project

To review and enhance marketing materials, affirm activity, increase awareness, receive more parent and open day enquiries.



Marketing Advisers for Schools
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- ② **Observation & Recommendations**
A series of brand/logo, core value and activity Recommendations were presented.



- ③ **Advice to Action**
Clear benefits achieved through new templates, linking of values, consistency & campaign planning.



- ④ **Activity to Handover**
Use the tools and templates created to drive forward professionally. Follow the campaign approach, with activity encouraging the ‘always open’ philosophy.
Review social media posts and paid ads with time - scale up for events.

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