

CATHOLIC SCHOOLS MARKETING

7019 State Road 144 N
West Bend, WI 53090

INSIDE CSM Wire is published by:

Pointer Marketing, Inc.
7019A Hwy. 144N, West Bend, WI 53090
www.catholicschoolsmarketing.com
262.338.8538
markpointermarketing@gmail.com

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Get your marketing effort into cruising mode today.

Go to: www.catholicschoolsmarketing.com. Order your FREE list count of parents in your community who may be looking for an exceptional school like yours. For additional information on how to effectively market your school, download: "Essential Catholic Schools Marketing" on the Catholic Schools Marketing portal page. Look for your next issue of INSIDE CSM Wire in December.

Go to: catholicschoolsmarketing.com to download INSIDE CSM Wire as a PDF file.



Telling the story of your school ought to be educational and entertaining in a way that may inspire parents to choose your school over other educational options. We can help you take prospects and turn them into customers.

Call Frank or Mark at 262-338-8538 today.

VISIT US AT CATHOLICSCHOOLSMARKETING.COM

Out of the box

by Mark Brunner

Welcome to INSIDE, Fall CSM Wire.

Welcome to the Spring 2023 edition of INSIDE, CSM Wire, a newsletter designed to keep you on top of your recruitment game.



Spring is a great time to plan for the future growth of your school. In these uncertain times that can be a challenging exercise. As this semester grinds down and Fall becomes your focus, it would be a good idea to assemble staff and board to tackle these strategic questions about the future of your school:

What do we want to achieve in 2023/2024?

- Is our organization prepared to meet these goals?
- Do we have a plan for implementation?
- Is a marketing strategy in place?
- What are the risks to that achievement?

Spring is a time of natural transition and it can be for your school too. Make sure you don't miss this prime time to do the planning work necessary to transition your school from what is to what could be in the year to come. Catholic School Marketing can help you make your Spring planning a priority.

Get your FREE Count!

www.catholicschoolsmarketing.com

262-338-8538

Speak with Frank or Mark today!

I. Marketing your school in a recession?

Part One: Don't stop advertising

During a recession, many schools may cut back on their marketing efforts, leaving a void that can be filled by schools like yours. Advertise your school because you need to:

Maintain enrollment: A recession can lead to a decrease in enrollment, so maintain a steady pipeline of new prospects.

Maintain the value proposition: The value of your school hasn't changed just because money is tight.

Maintain brand awareness: Your school is a trusted and reliable institution. Maintain your reputation and attract students, even after the recession has ended.

(Next time: Marketing Your School During A Recession Part Two)



II. Red Sea or Blue Ocean?

Cultivating and identifying potential students for your school

Nowadays, market competition in schools is as vigorous as it has ever been, forcing many schools to turn to aggressive methods. In an attempt to leap ahead of the opponents, they utilize various marketing tricks and fight viciously for a bigger share of the marketplace. All of this creates the so-called "red ocean" conditions, where the task of each school is to outperform its rivals within the existing educational boundaries.

The downfall of a Red Ocean environment is that there are too many schools fighting over the same pupil. Your goal ought to be the Blue Ocean where there is far less competition and smoother sailing.

Create a school without competitors:

- Accessibility of your staff
- Use digital tools and direct mail to keep them informed
- Your willingness to meet with parents personally on a rotating basis makes a difference

(Next time: Moe on Blue Ocean schools)



Catholic Schools Marketing can help you with demographic lists customized to make your marketing more efficient.

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