

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

PRSR STD
US Postage
PAID
West Bend WI
Permit No. 59

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 Private 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 Fall 2022 edition of INSIDE, CSM Wire, a newsletter designed to keep you on top of your recruitment game. We had a lot of comments on our inaugural Summer, Vol. 1, No. 1 issue and we hope our succeeding effort will be useful to you as well. We publish INSIDE CSM Wire every 60 days and fill it chock full of ideas, helpful hints and insightful tidbits of just cool stuff that you as an educator can use to educate staff, yourself and, most of all, better market what makes your school essential to parents in your community needing the inside message about your school. As this 2022 school year comes to a close, all of our staff here look forward to working with you in 2023.

Many schools are looking at open houses early on next year, so take a few minutes to read the two new ideas posed in this issue; your open house will be enhanced. We believe you will have better attendance as well, knowing who your customer base is and how to brand your school to them.

There's no subscription fee for INSIDE CSM Wire. We would however ask you to please pass it on to someone when you are finished reading it.

Get your FREE Count!

www.catholicschoolsmarketing.com

262-338-8538

Speak with Frank or Mark today!



I. Who's shopping for your school?

Two types of Catholic school shoppers¹

As we approach 2023 and the beginning of another semester, some parents may be looking at your school to enroll their child. At the very least, they may be targeting a change for the Fall, 2023.

Who are these shoppers?

1. Current parents
2. Prospective parents

What motivates their decision? (Top 3)

1. Strong principles & values,
2. Love for God,
3. Wisdom

(Next time: Are multiple open houses the wise choice?)

1 <https://www.barna.com/research/parents-look-christian-schools/>



We can help you develop a strategy to both find the right shoppers and motivate them to buy into your school. Call Mark @ 262.338.8538

II. Be a big fish in a small pond?

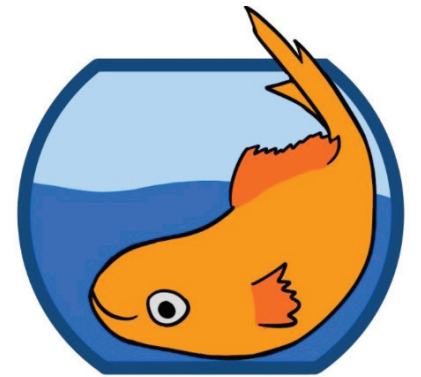
How to nail it when addressing parent's education needs

When it comes to marketing your school to parents in the community looking for a change, how should you position yourself? It's been said, "Big fish or small fish, a fish is a fish. And it doesn't matter how big or small the pond is, the fact is one fish can make all the difference." What does matter is, as a "fish" in your community's educational pond, **are you worth catching?**

Focus on those things that you are confident will set your school apart from others. Dynamite staff? What makes your school different? What are your values? Focus on tradition and history. Positive words coming from parents whose children are currently enrolled can go a long way as well.

Educational choices are making the pond of school choices smaller all the time. Your goal is to be the best fish in it. We can help your school become the catch worth landing in 2023. **Call Mark or Frank at 262.338.8538 today to discover how to become the trophy catch your school ought to be.**

(Next time: Is lead generation something I need to be concerned about?)



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

Call Frank or Mark @ 262.338.8538