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Jells College Marketing plan next three years⁺

Jells College

[Australian Curriculum, Assessment and Reporting Authority]

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Introduction

This document was prepared by JWB&CO marketing, brand and creative agency as a sample Marketing Plan to illustrate how effective the Spectrum Analysis Australia, Geodemographic Analysis can be in driving enrolments in a highly efficient and targeted manner for the fictional 'Jells College'.

The sample data available in the Spectrum Analysis Australia online mapping product at <https://map.spectrumanalysis.com.au/mapserver/DemoJellsCollege/Map.html>

Jells College Marketing Plan next three years+

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The Goals and Plan / Major catchment love areas first two years then major and minor catchment years 3-4.

The marketing plan will be a one, two or three pronged approach based on marketing budget investment. It covers both external and internal plans. The overarching goal is to drive maximum number of girl and boy leads and subsequent enrolments to the school for next three years and beyond from a combination of: where Jells College is 'Loved' and valued already, minimal or no co-ed Independent competitors, ease of travel through existing PTV transport infrastructure, affordable educational price point and importantly where there is significant population growth in the 11-18 yo bracket for next 10+ years. The key goals are three fold:

1. to build awareness around the Jells College brand - brand building, still confusion out in the marketplace, be different visually
2. enrolments generally - build enrolments aiming for 800-900+, sales process and facilities need to be evaluated and buttoned up
3. and targeting specifically girls - to reach 40% - 50% of school population - consider VCAT dispensation

These will be external facing communication campaigns driving awareness and sign-ups for weekly 'Tours' leads and potentials with database building for continued potentials communications. This will be augmented with key feeder school tour campaign hosted by enrolments staff. We suggest building this feeder group out to include as many Primary Schools with over 300 student populations in our major growth catchment firstly and then minor growth catchments.

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Where loved
and valued

Jells College / state of play

What playing field looks like 5k, 10k, 15k.

Spectrum, Current Student 2021 Data, MySchool

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Note:

Approximately 475-526 students come from these three key areas and to a greater extent the major catchment region indicated by the dotted line.

Jells College / state of play - where you are loved

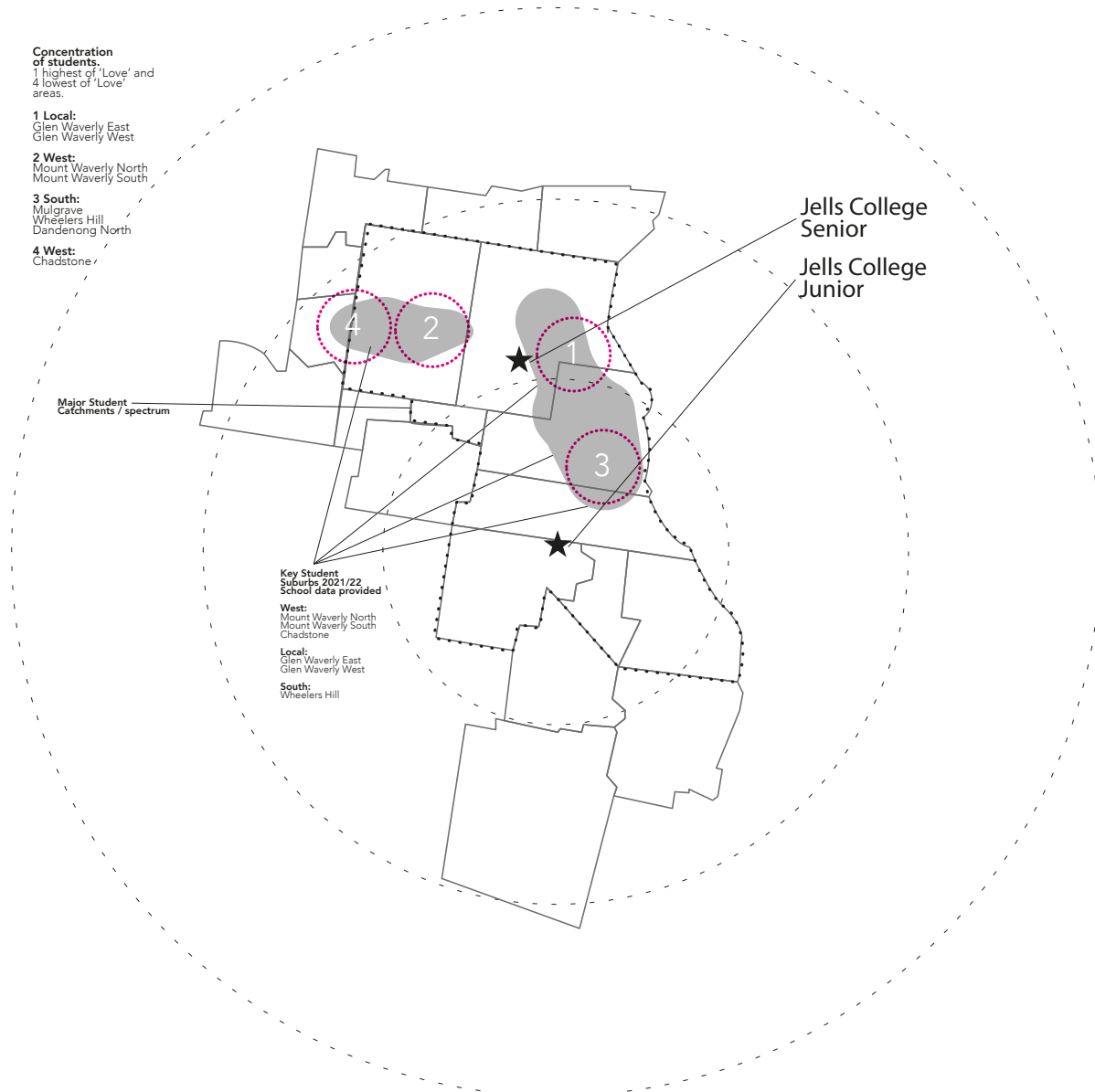
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What playing field looks like.

You are loved in these four key areas.

Note:

Most students come from either a central or south central location: ie Glen Waverley, Mulgrave or Wheelers Hill, while the second largest sector is in the west; ie Mount Waverley. These are your 'love' areas.



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Population
growth data
+ love areas
overlay

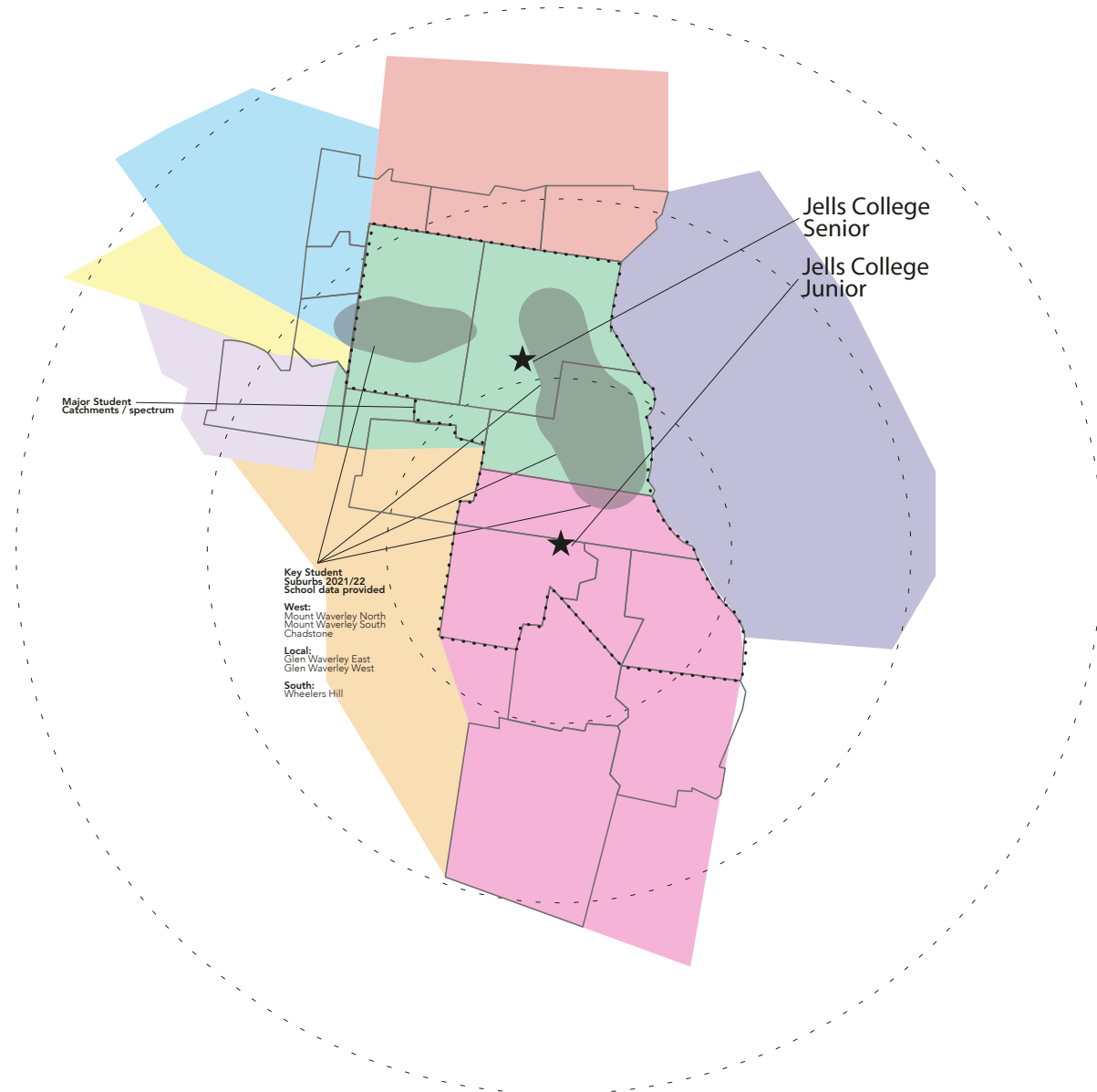
Jells College / state of play LGAs

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What playing field looks like with LGA overlay. This shows the key feeder LGAs and the number of feeder schools in that LGA.

No. of feeder schools per LGA

1 Monash = 28	■
2 Grtr Dandenong = 13	■
3 Booroondora = 11	■
4 Kingston = 9	■
5 Glen Eira = 8	■
6 Knox = 6	■
7 Stonnington = 5	■
8 Whitehorse = 4	■



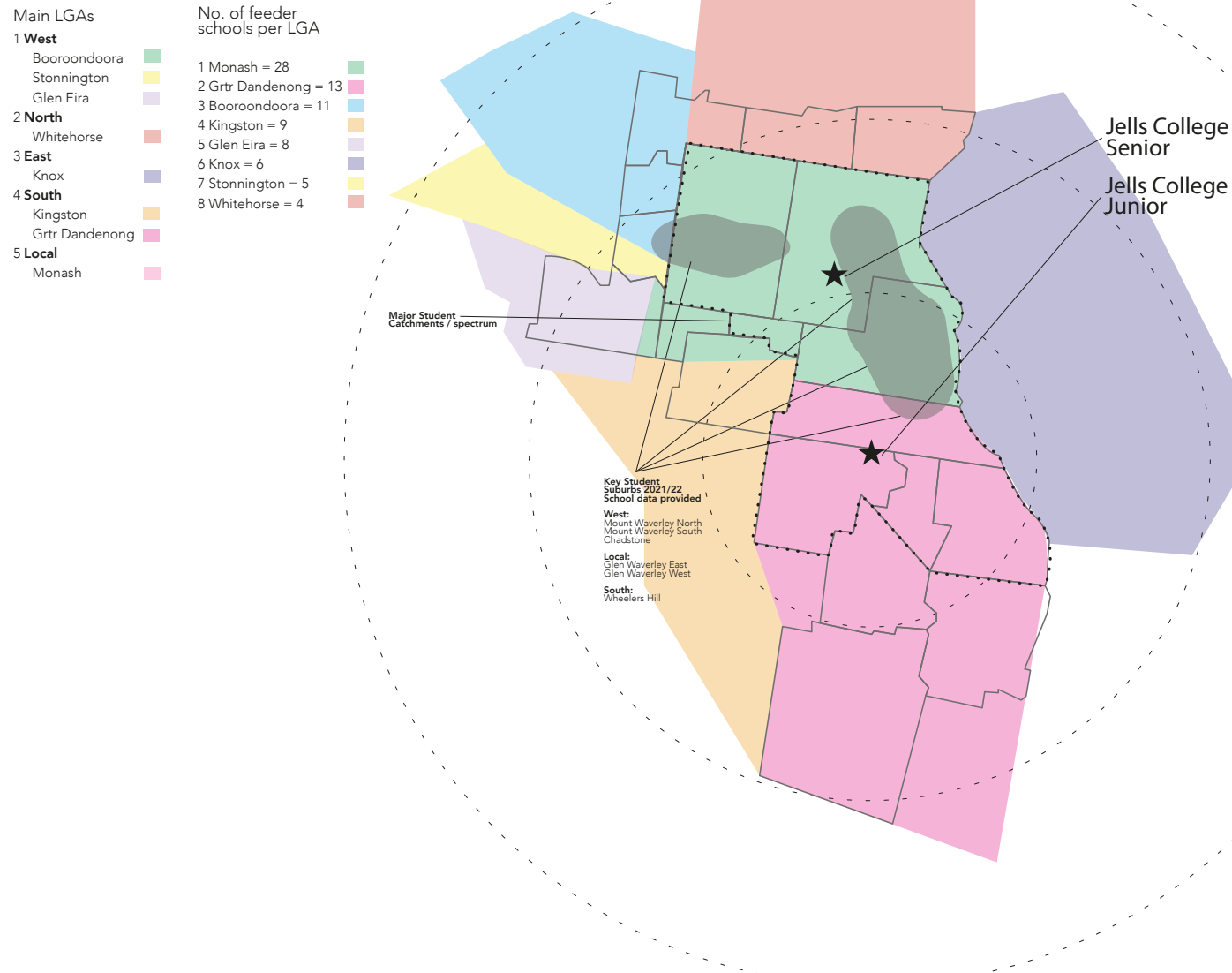
Note:

Monash is by far the strongest LGA feeder school area, primarily Glen Waverley and Mount Waverley. After greater dandenong are four with similar numbers. We need to build on this love, but Monash LGA provides the greatest love of the five.

Jells College - LGA breakdown

[ABS Data + Spectrum]

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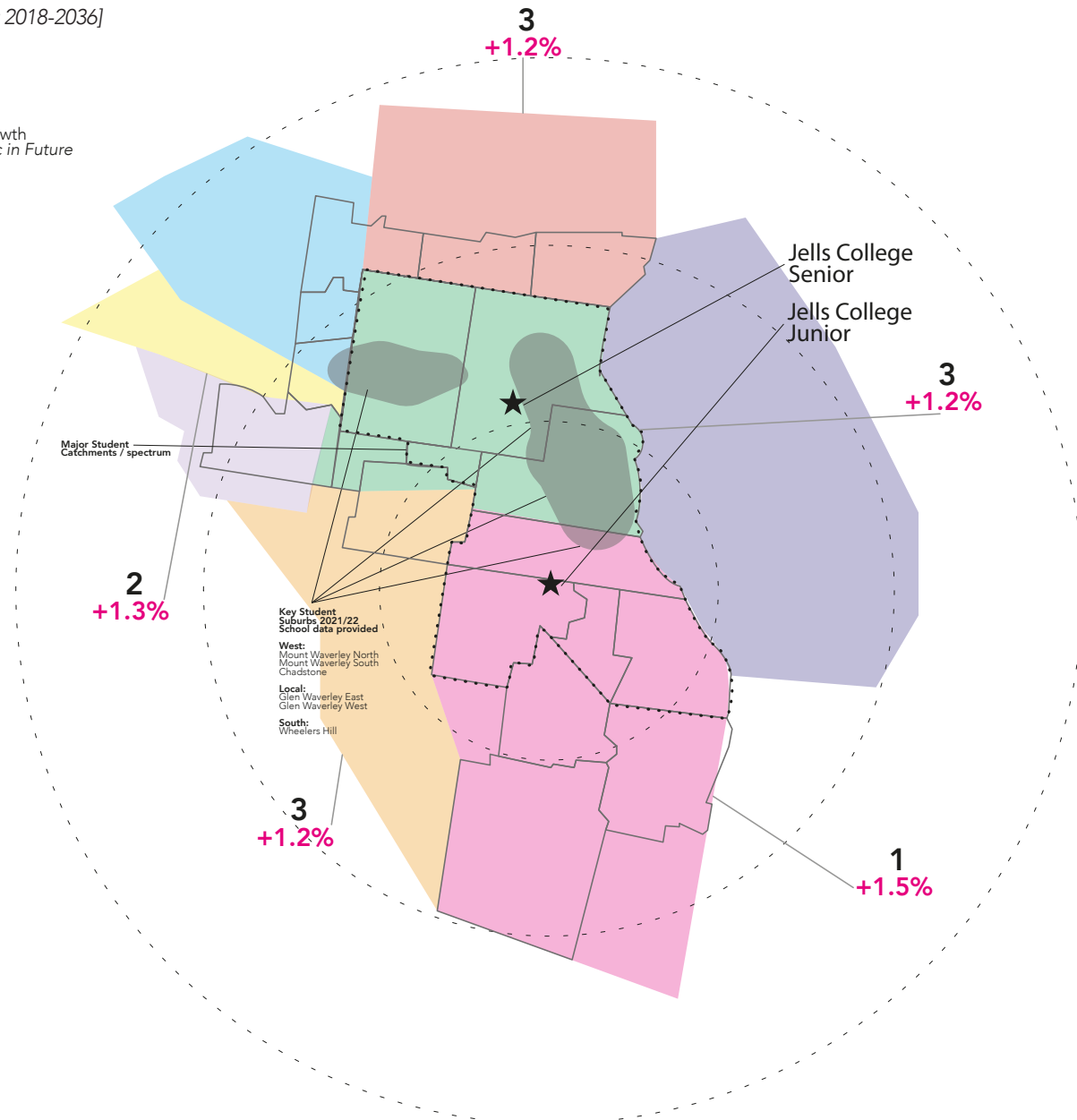


Jells College - LGA breakdown + long term population growth

[Victoria in the Future - population projections from Victorian Government 2018-2036]

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Main LGAs	Population growth 2018-2036 / Vic in Future
1 West	
Booroondorra	+0.9%
Glen Eira	+1.1%
Stonnington	+1.3% = 2
2 North	
Whitehorse	+1.2% = 3
3 East	
Knox	+0.9%
4 South	
Kingston	+1.2% = 3
Grtr Dandenong	+1.5% = 1
5 Central	
Monash	+1.2% = 3



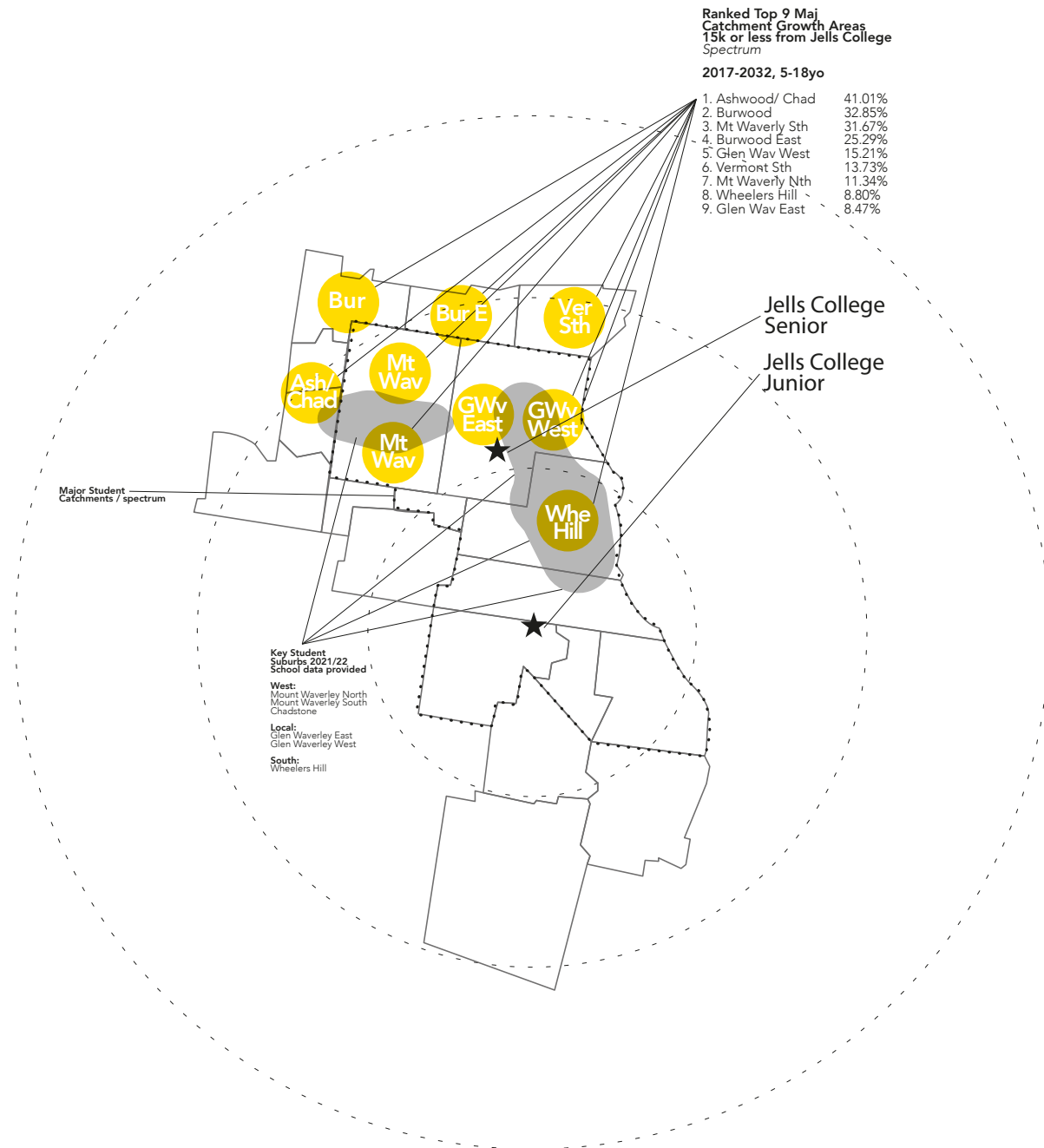
Notes:

Jells College is well placed to serve these growing LGAs so close to the college and are already enjoy a high degree of love and value in some areas with room to increase awareness in others:

1. Greater Dandenong - some love
2. Stonnington - low
3. Monash - super love
4. Kingston - low
5. Whitehorse - low

[Spectrum data]

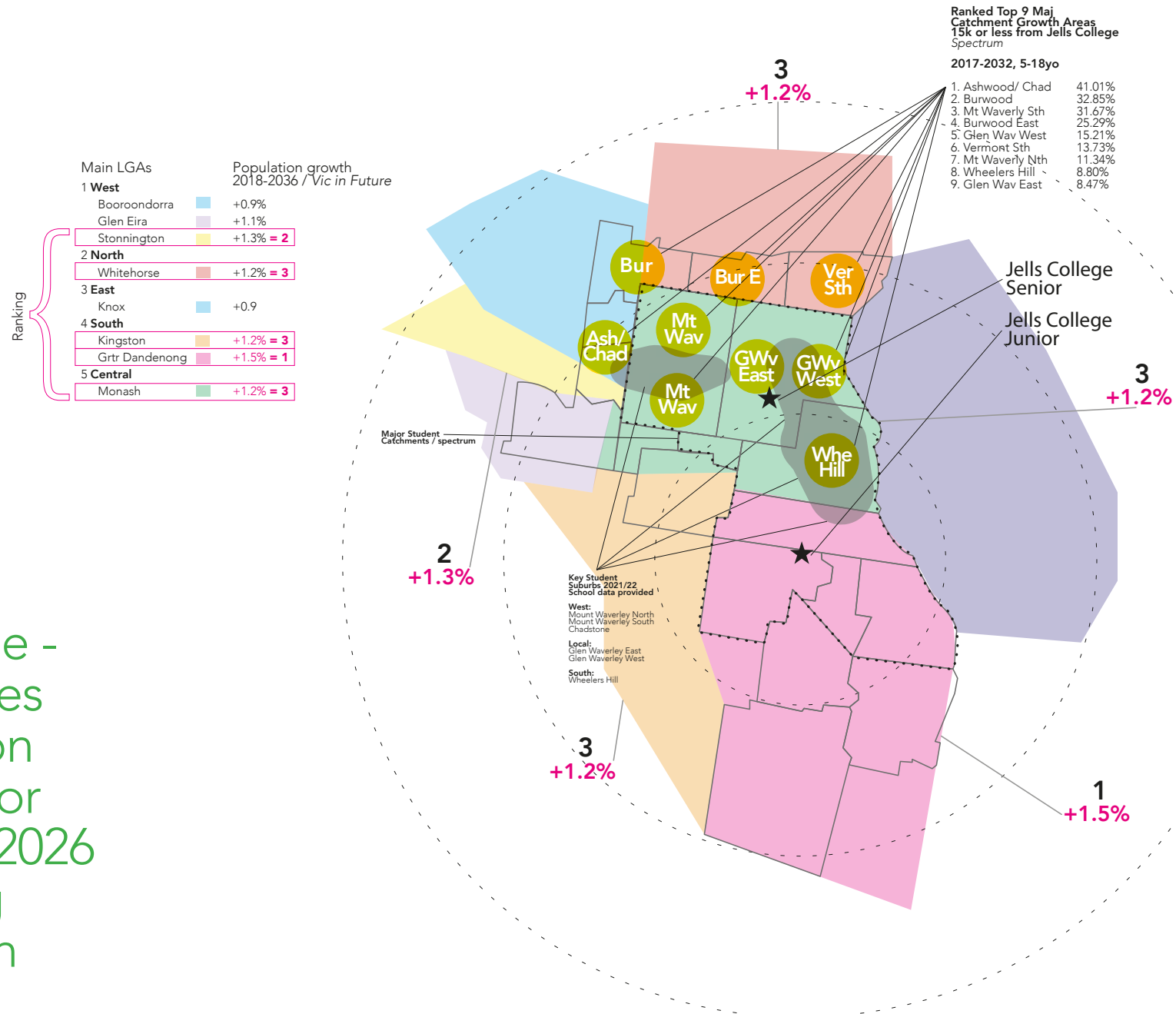
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Jells College -
opportunities
+ population
growth major
catchment 2026

[ABS, Vic in Future and Spectrum data]

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Jells College -
opportunities
+ population
growth major
catchment 2026
+ LGA long
term growth

Note:

Target key PSs which have huge numbers in their schools with face-to-face Q/A sessions as part of your feeder school tour.

These students need to go somewhere. Filter and prioritise them based on growth areas, where you are loved, HHI and ease of travel.

Areas very close to Jells College are showing strong year-on-year growth. Vic Gov has built three primary schools in the past three years. Let's follow their lead and communicate our differentiating idea compellingly to this marketplace.

Jells College -
opportunities by key love
areas + PS growth

Jells College College Population growth summary

[ABS data, Spectrum data, Vic in Future data]

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Population Growth Summary

Jells College is well positioned in some of the biggest growth areas in the eastern Melbourne suburbs and LGAs. In two key areas you are well known, valued and desired. Let's build on this.

Jells College is well positioned for sustained growth for the next 20+ years if they invest in their future.

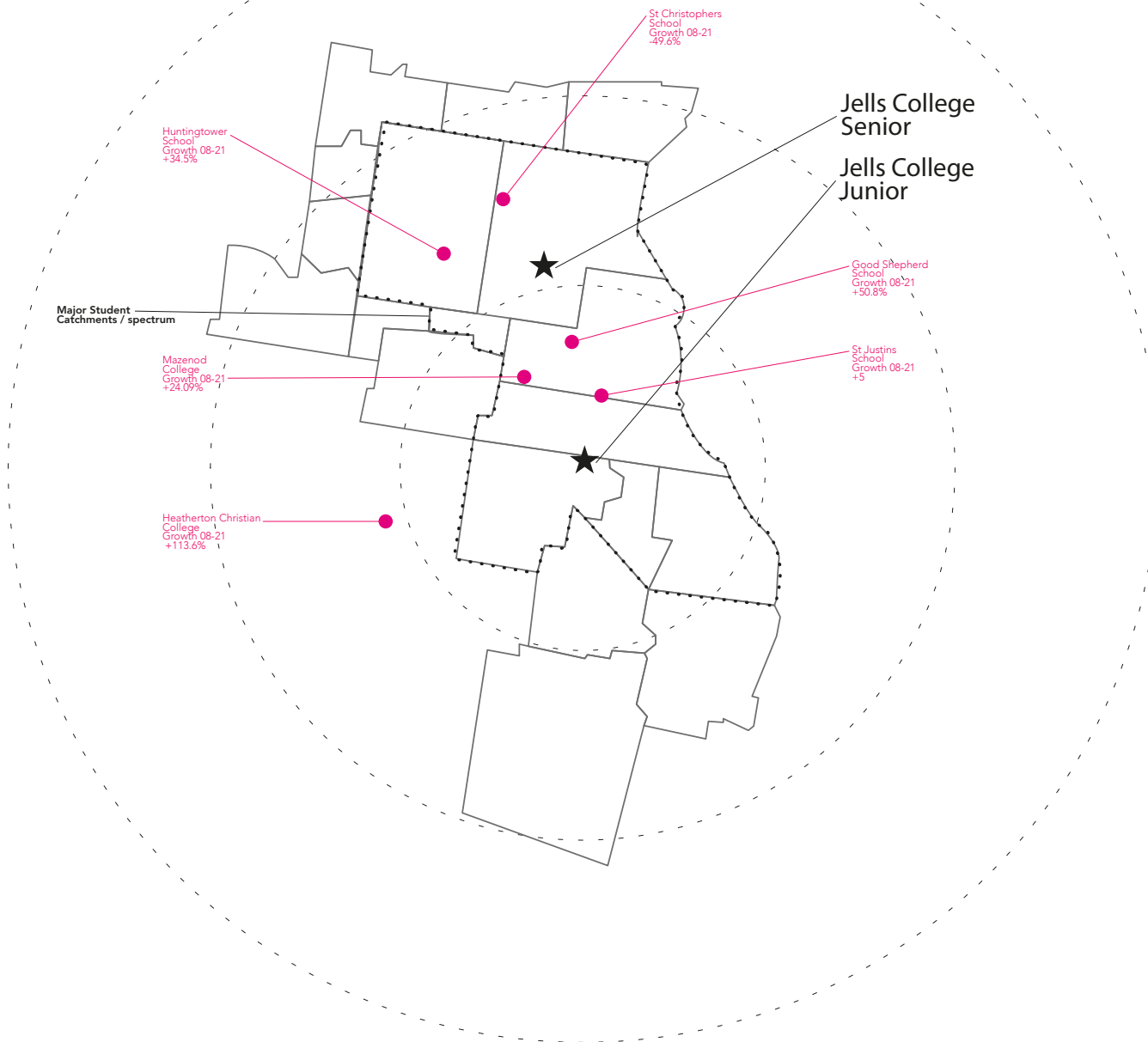
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Who you are
competing for
girls primarily and
then boys.

Jells College - competition / co-ed

[MACS, Victorian Gov School Building Authority]

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St Aloysius Co-Ed Case study

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Case study:

The numbers, they do not lie and also provide encouragement for Jells College.

St Aloysius has added for 2023 6 streams in year 7 and 6 streams in yr 8. This equates to conservatively 25 students per stream $\times 6 = 130 \times 2$ year levels = **300** just in these two year groups alone.

Before going co-ed and before investing in marketing and internal infrastructure St Aloysius was a 404 size school.

This is a massive turn around in a very short period time.

If they continue at this rate which there is no reason why

they should not seeing the appetite for co-ed, they will be in 2028, when fully co-ed, approximately 720 to 900 students.

What does this look dollar/income wise?

Their yearly income will be in the \$18,900,000 range. Because of their investment in their future from 2020 to now they will go from a 9 million dollar a year to an 18 million dollar a year school. This is massive. A 100% increase.

How did we get to this figure you ask?

6k tuition + government subsidies of 15k = 21k per student per year.

You can to,
but you must
invest in your
future through
significant
marketing and
infrastructure
spending.

Marketing investment

Current income is in the 11.6 to 12 million dollar a year range. Spend just **2% of your turnover** it equates to 240k per year. This is what you need to be aiming for. **2% of turnover for marketing spend alone per year every year going forward.** You need to factor this into your budget every year as your numbers and therefore income go up.

Jells College competition comparison chart

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[MySchool, School website, Better Education, Australian Curriculum, Assessment and Reporting Authority, Jells College brand positioning report]

School name	Brand Positioning	Private/ Government	Mean study score	Price Point Gr1 - Yr12	Co-ed M/F/Co	School size	Religious presence Practice/Values	Holistic/ Academic
Good Shepherd School	NA	Private	31	unlisted (prep - 6) \$6000	co-ed	511	Catholic	Holistic
Heatherton Christian College	NA	Private	36	(7-12) \$7300	co-ed	452	Christian	Academic
Huntingtower School	NA	Private	34	(prep - 6) \$11,820 - 17,720 (7-12) \$21,220 - 24,030	co-ed	539	Values	Academic
Mazenod College	NA	Private	30	(7-12) \$8,320		1442	Catholic	Holistic
St Christophers School	NA	Private	31	(1 - 6) \$1736	co-ed	114	Catholic	Holistic
St Justins School	NA	Private	30	(1 - 6) \$1746	co-ed	333	Catholic	Holistic

Jells College competition comparison chart

SAMPLE ONLY

[MySchool, School website, Better Education, Australian Curriculum, Assessment and Reporting Authority, Jells College brand positioning report]

Thoughts to table / previous page.

Positioning

Most brand positions are not valued, or compelling or even memorable and seem to roll out a lot of marketing speak with little or no promise to parents.

VCE Ranking

These scores are based on 12 years or recorded data. Having said that the median study score band is between 27 and 37. As well your target market want a solid education, but more they want a solid child to come out at the end ready to matriculate to the next phase of their lives confidently.

Price

All the Catholics are of great value and highly affordable for our target audience. Jells College comes in at the middle of the Independent education range.

Co-ed

Clearly very few Independent co-ed schools which is a great opportunity as society is coming to have a greater appreciation for the co-ed model.

Size

Jells College size is perfect and parents love this. As you can see a clear differential.

Religion

As you can see all the Catholic schools have a clear religiosity about them. Most seem to be more religious from a spiritual point of view than morals point of view. We know parents want values taught which are consistent with home, but a great deal do not want the spiritual. This is reflective of the recent ABS data.

Holistic

This is standard it appears across the board bar.

Jells College

[Australian Curriculum, Assessment and Reporting Authority]

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Competition Summary

There is little to no competition in the Independent co-ed brand of education in the east, and south east of Melbourne. In the south and south east it would be a monopoly.

This coupled with the train and tram infrastructure, high household income and population growth makes this a very attractive space to be communicating the specialness of a Jells College education in a compelling way.

There is significant short and long term opportunity for Jells College if willing to invest strategically in building awareness boldly and courageously via marketing channels in such a way which is engaging, memorable and compelling. A way the market has not see before.

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Demographic Data:
who are we speaking to?

Jells College key demographic data by LGA Boroondara

[ABS, Vic in Future]

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Median age	40
Families	44.6k
No. of children per family	1.8
Education/ bachelors	52.3%
LOTE	
Mandarin	10.4%
Cantonese	3.0%
Religion	
Catholic - only	20%
Christian	32.4%
Employment both working	48.1%
Full-time + Full-time	25.7%
Full-time +Part-time	22.4%
Occupation	
Professional	40%
Managers	20%
Total	60%
HHI	125k
Total families includes couples and single parent families	64%
Population change 2018-2036	.9%

Notes:

Highly educated

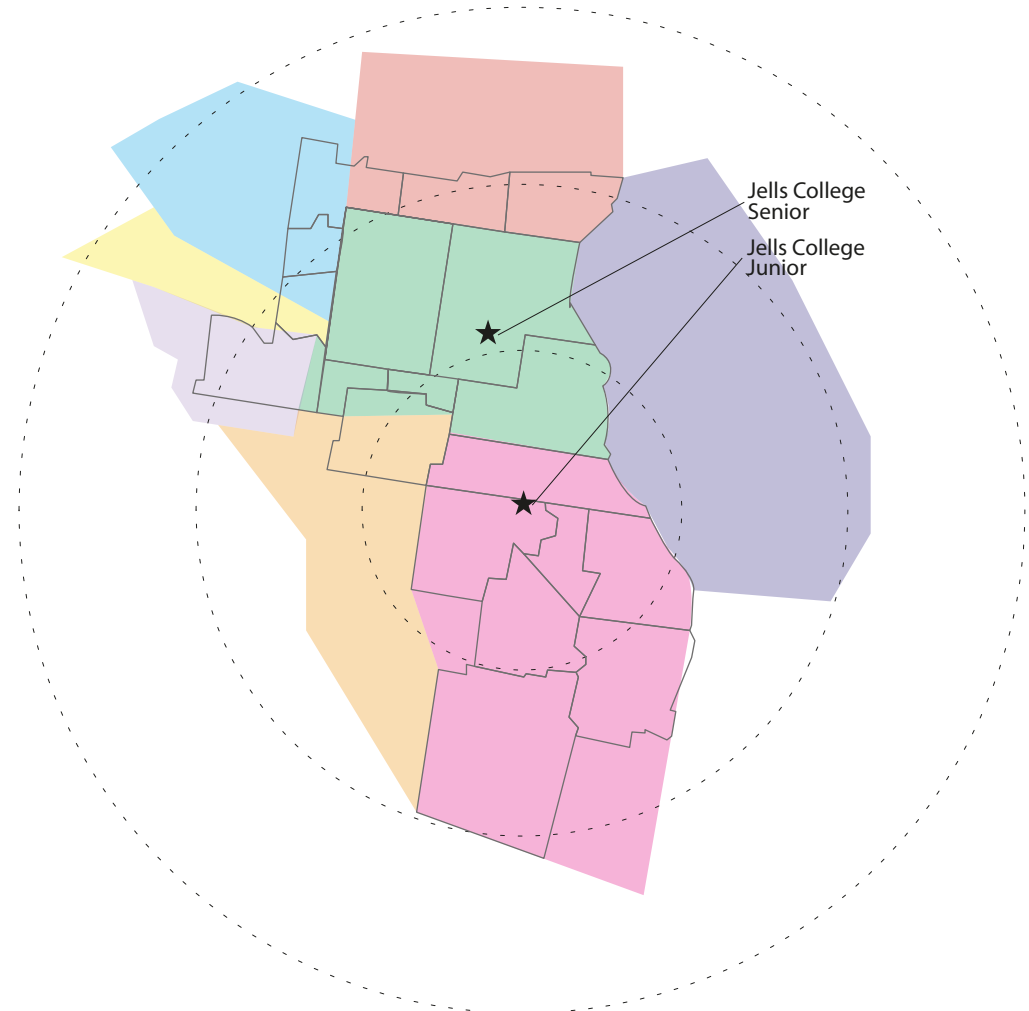
High-end jobs

Busy lives

Highest proportion of family households.

They too can afford Jells College education.

Population grow is not great. Where it joins with Yarra there is significant short and long term population growth.



Jells College key demographic data by LGA Glen Eira

[ABS, Vic in Future]

SAMPLE ONLY

Median age	38
Families	40k
No. of children per family	1.8
Education/ bachelors	46%
LOTE	
Mandarin	5.6%
Grk	3.6%
Russian	3.1%
Religion	
Catholic - only	16%
Christian	22%
Employment / both working	52.5%
Full-time + Full-time	28%
Full-time +Part-time	24.5%
Occupation	
Professional	36%
Managers	18%
Total	54%
HHI	115k
Total families includes couples and single parent families	61%
Population change 2018-2036	1.1%

Notes:

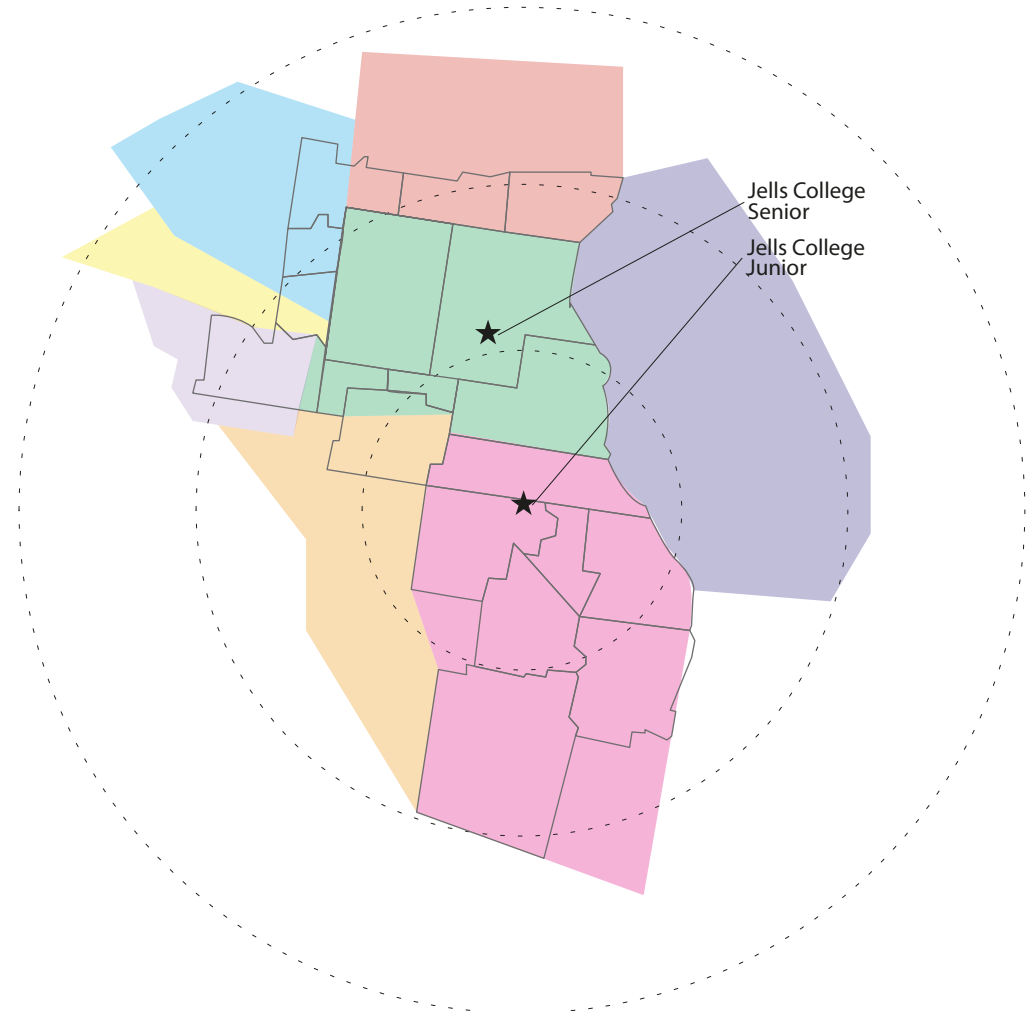
Highly educated

High-end jobs

Busy lives

Third highest proportion of family households.

They too can afford Jells College education.



Jells College key demographic data by LGA Stonnington

[ABS, Vic in Future]

SAMPLE ONLY

Median age	37
Families	26k
No. of children per family	1.8
Education/ bachelors	55%
LOTE	
Mandarin	4.6%
Grk	3.4%
Cantonese	1.4%
Religion	
Catholic - only	17.5%
Christian	31.8%
Employment / both working	52.5%
Full-time + Full-time	31.7%
Full-time +Part-time	20.8%
Occupation	
Professional	41%
Managers	20%
Total	61%
HHI	115k
Total families includes couples and single parent families	48%
Population change 2018-2036	1.3%

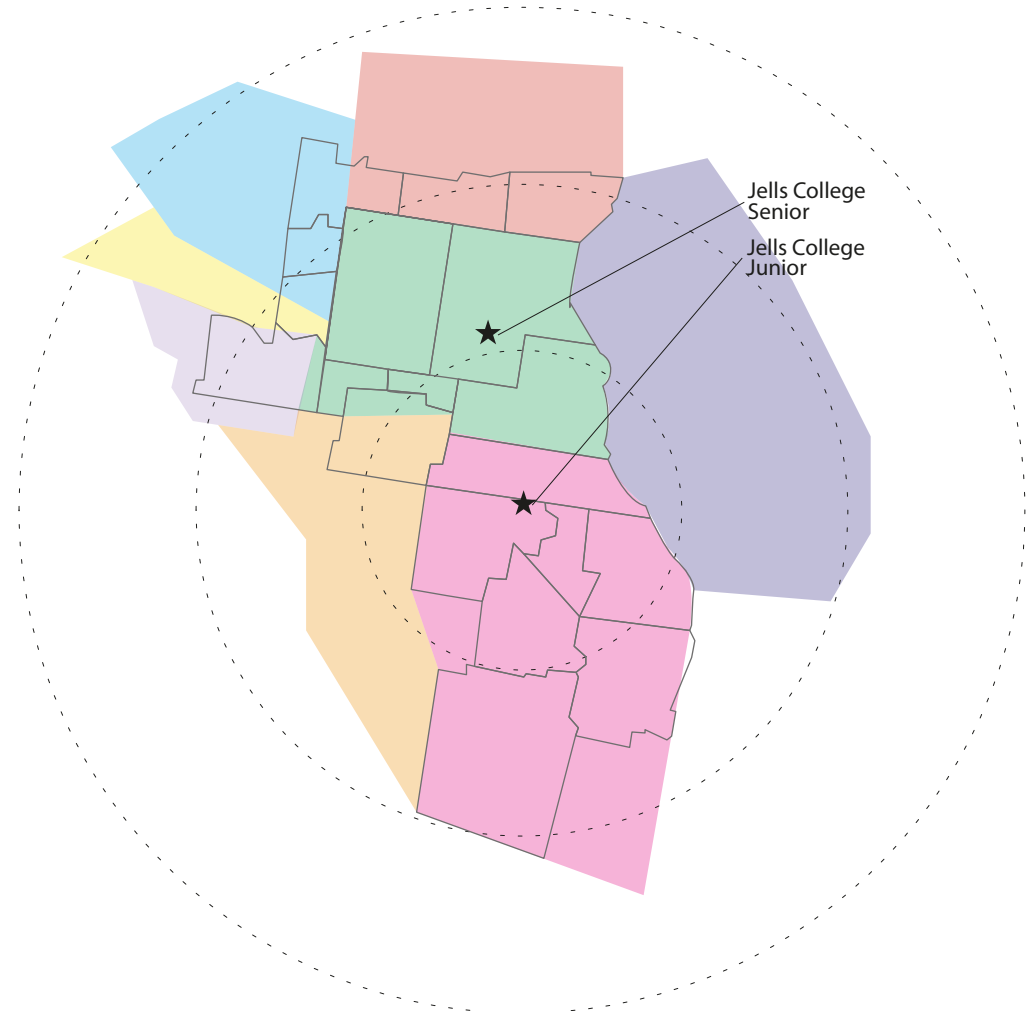
Notes:

Highly educated

High-end jobs

Busy lives

They too can afford Jells College education.



Jells College key demographic data by LGA Monash

[ABS, Vic in Future]

SAMPLE ONLY

Median age	45
Families	28k
No. of children per family	1.8
Education/ bachelors	44%
LOTE	
Mandarin	2.8%
Grk	2.0%
Russian	1.3%
Religion	
Catholic - only	21.3%
Christian	37.2%
Employment / both working	47.9%
Full-time + Full-time	24.5%
Full-time +Part-time	23.4%
Occupation	
Professional	34%
Managers	24%
Total	58%
HHI	130k
Total families includes couples and single parent families	63%
Population change 2018-2036	.8%

Notes:

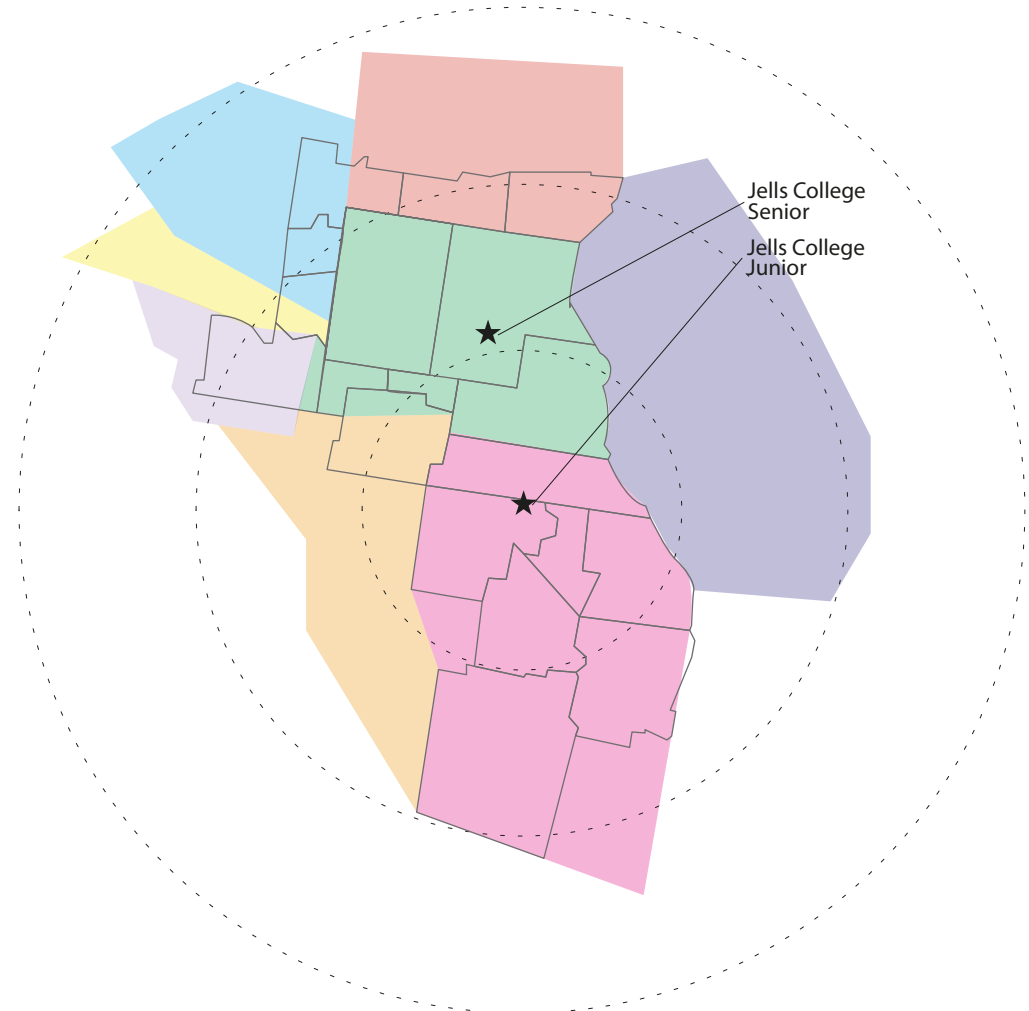
High-end jobs

Catholic religion is above the 19% average. When combined with other Christian religions it is nearly 40% or double. This indicated that a large group in this LGA value values and morals.

Busy lives

Equal second highest proportion of family households.

They too can afford Jells College education.



Jells College key demographic data by LGA Kingston

[ABS, Vic in Future]

SAMPLE ONLY

Median age	34
Families	144k
No. of children per family	1.6
Education/ bachelors	51.4%
LOTE	
Mandarin	5.1%
Grk	2.7%
Italian	2.2%
Religion	
Catholic - only	17.3%
Christian	25.7%
Employment / both working	53.9%
Full-time + Full-time	32.6%
Full-time +Part-time	21.3%
Occupation	
Professional	40%
Managers	17%
Total	57%
HHI	120k
Total families includes couples and single parent families	45%
Population change 2018-2036	3.1%

Notes:

Highly educated

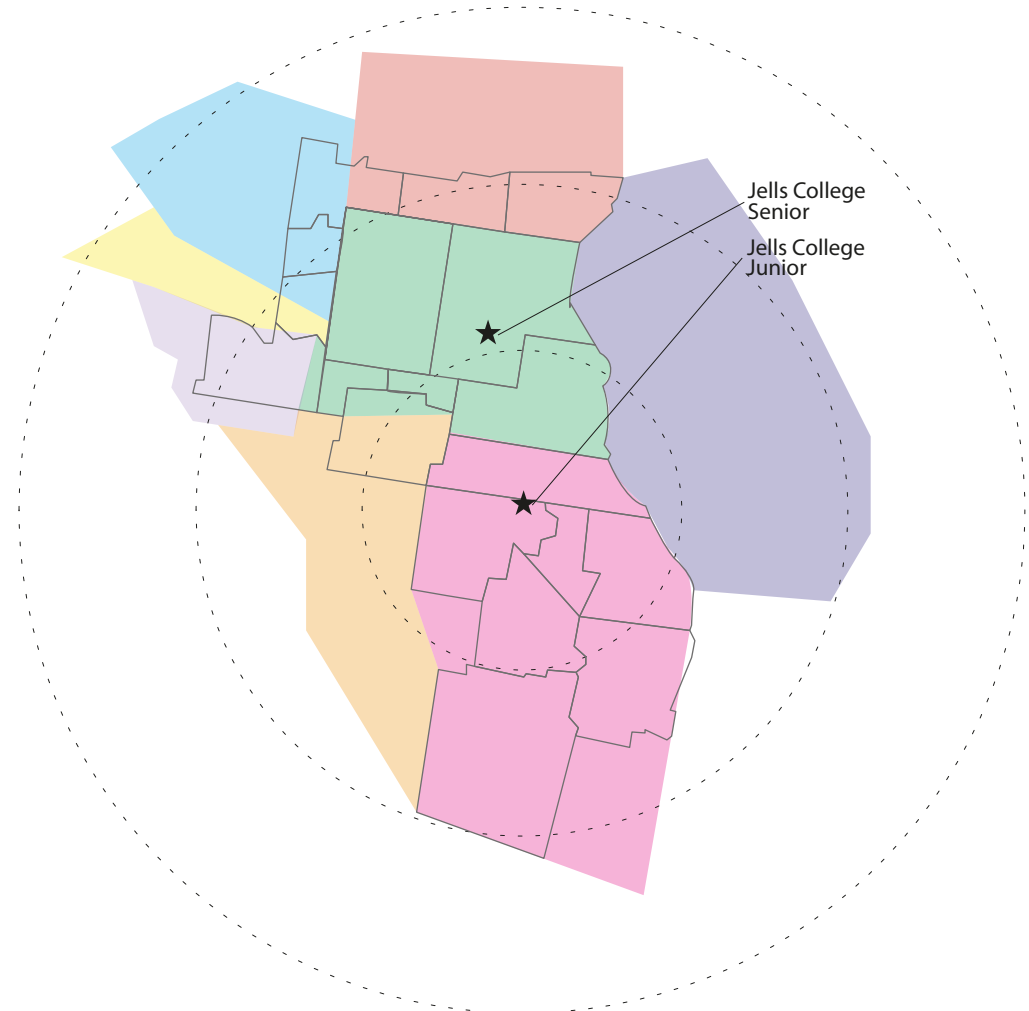
High-end jobs

Busy

Biggest LGA by population of the group

This LGA is the fastest growing among the inner Melbourne LGA group.

They too can afford Jells College education.



Jells College key demographic data by LGA Whitehorse

[ABS, Vic in Future]

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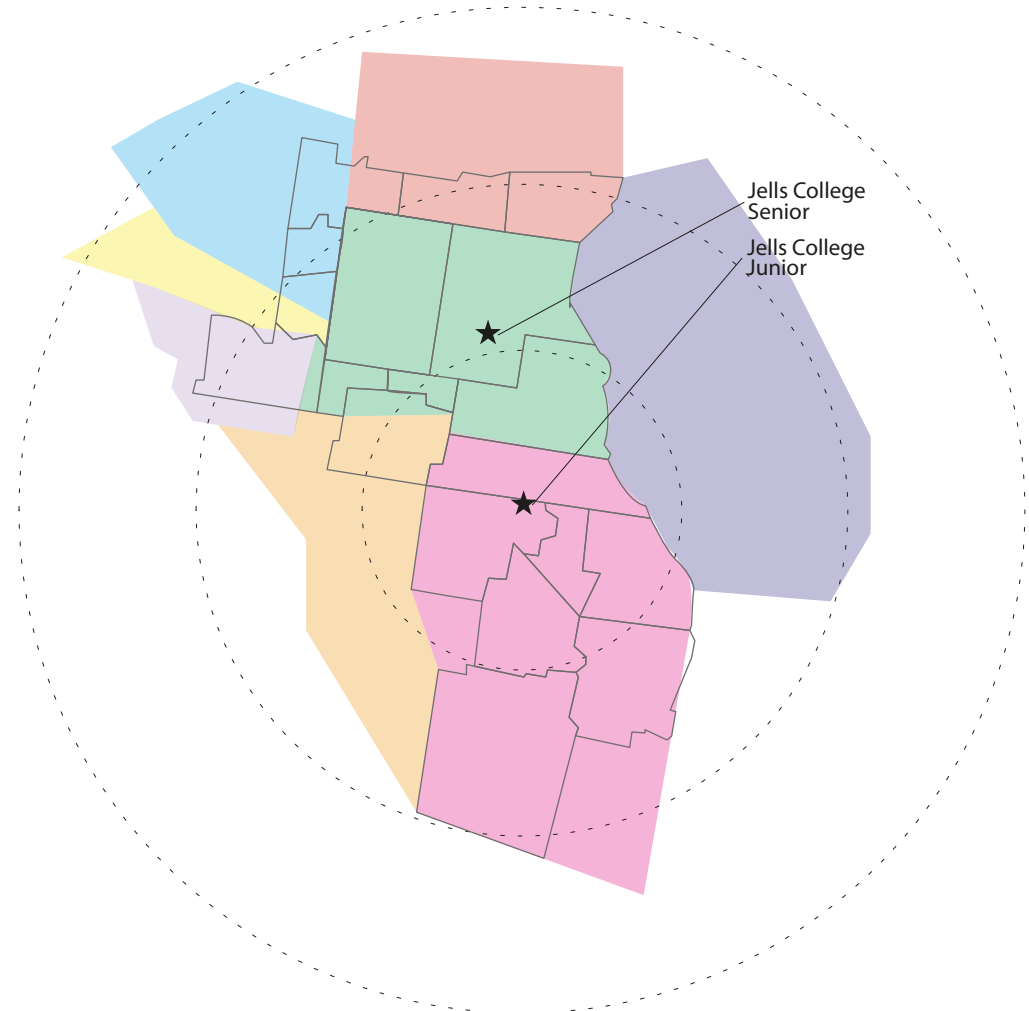
Median age	34
Families	21k
No. of children per family	1.6
Education/ bachelors	56.1%
LOTE	
Vietnamese	3.3%
Grk	2.2%
Mandarin	1.9%
Religion	
Catholic - only	14%
Christian	18.2%
Employment / both working	59.6%
Full-time + Full-time	38.6%
Full-time +Part-time	21%
Occupation	
Professional	46%
Managers	18%
Total	64%
HHI	115k
Total families includes couples and single parent families	42%
Population change 2018-2036	1.8%

Notes:

Highly educated

Growth in both short out to 2026 and long out to 2036. This is a great sign for Jells College. This region makes up the most northern region of our N Richmond to the bay corridor to build awareness. This corridor is also well serviced by the #78 Tram down Chapel Street.

They too can afford Jells College education.



Jells College key demographic data by LGA Dandenong

[ABS, Vic in Future]

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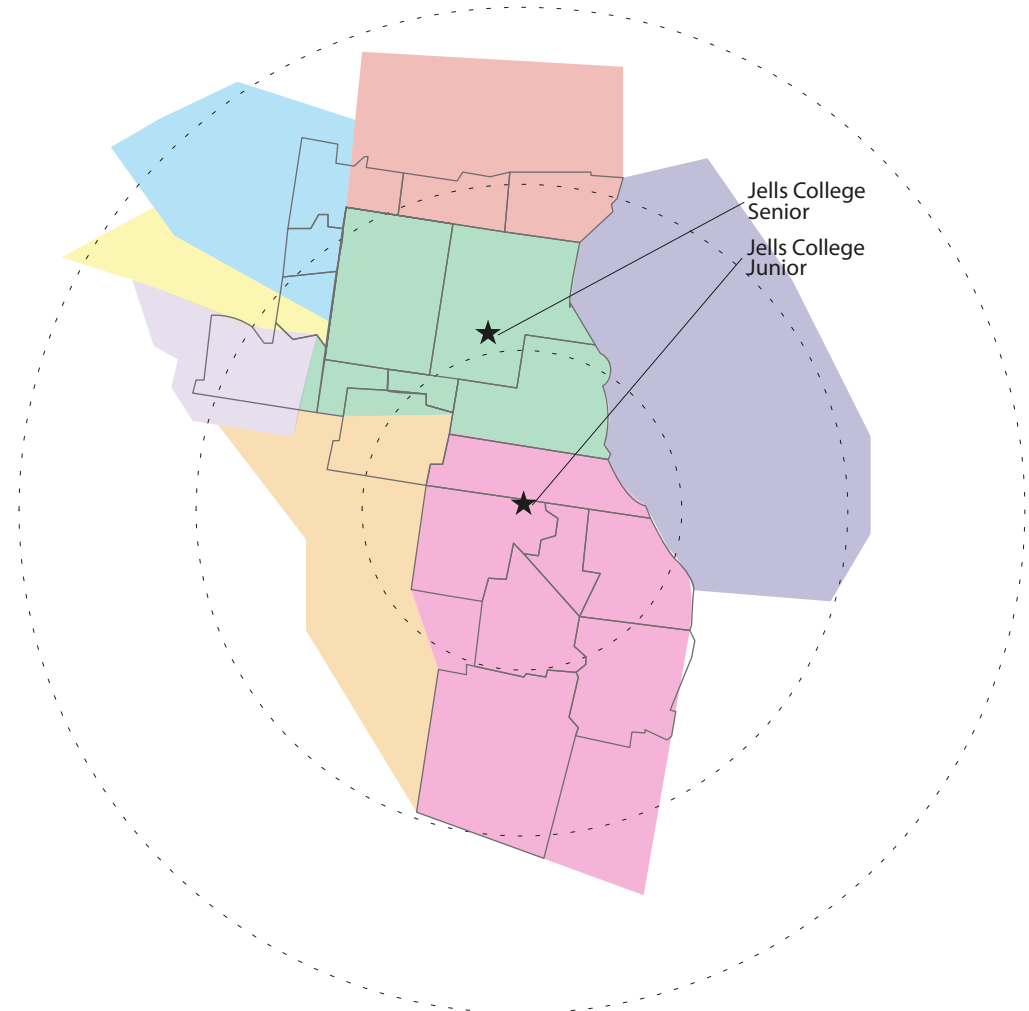
Median age	38
Families	24.2k
No. of children per family	1.6
Education/ bachelors	49%
LOTE	
Grk	2.5%
Mandarin	2.1%
Spanish	1.9%
Religion	
Catholic - only	17%
Christian	26.4%
Employment / both working	55.3%
Full-time + Full-time	34.3%
Full-time +Part-time	21%
Occupation	
Professional	38%
Managers	20.4%
Total	58.4%
HHI	130k
Total families includes couples and single parent families	44%
Population change 2018-2036	2%

Notes:

Busy families with more than half of mums and dads employed.

Growth is strong both in short out to 2026 and long out to 2036. This is a great sign for Jells College.

One of the highest paid by HHI of the LGAs. They certainly can afford Jells College education.



Jells College demographic data by LGAs

[ABS 2021 Data, Jells College brand positioning report]

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Demographic Summary

Target Audience/Market

- Emerging 35-45 y/o : 5-6 year level son and or daughter in Independent or state primary school. Would live locally or the inner west of Melbourne.
- Established 45-55 y/o : 5-6 year level son or daughter in Independent or state primary school. Would live locally or the inner west of Melbourne.
- Predominantly Australian though there is Greek, Chinese and Vietnamese
- Catholic - they value Catholic values. In the key market LGAs, Catholic affiliation generally 19% ranks second to 'no religion' at 50%. When you combine the other Christian religions it goes up to 34%. So a third of the population consider values and morals important.
- Mostly commute via car, public transport
- Have a bachelor degree or above and most likely are professionals or managers in their jobs.
- Love the convenience of both children be able to go to one school. Mean if driving one drop off point if by public transport safety. The older sibling can look after the younger.

Audience Profile

- Prioritise co-education
- They value an affordable value -for-money option
- Seeking shared values between School community and home
- Seeking a partnership in educating and raising their child
- Two children minimum, three max.
- Value family and community
- See a variety of educational opportunities as very important - not just academic
- Caring for the individual/their child is paramount
- Value a smaller more intimate learning environment - not too big, but not too small
- Middle to premium lifestyle
- HHI [household income] 100 - 180k
- Both parents work
- Two cars: modest SUV & modest sedan
- Not a lot of discretionary income
- Do not go out to dinner a lot or get take away often
- Paying off mortgage
- Paying off cars
- Very busy lifestyles with family duties
- Week and weekend sport
- Planning private education from P-12
- Value the authentic - tell me straight

Whose needs and desires are we fulfilling?

A middle aged 40-50 yo, working, time-poor mum who is most likely a values based person, university educated and is informed about the educational offerings in the market and feels a co-education is the right approach for her son or daughter.

She has a small close-knit group of girl friends and values their opinion greatly.

She values getting the best price for her money, but will not skimp on quality.

She is aspirational and wants a better life for her children. Giving her daughter or son the best is important to her, so she values a smaller school size environment, which means her children do not get lost in the crowd. That they are noticed and known in order to be supported at the high end or low and everywhere in between.

Ultimately she wants and desires the school to prepare her son or daughter to fulfil their passions and potential for life. To awaken a potential career path. She wants and desires a school to help her and her husband, guide her daughter or son to become the best they can become. The best for his or herself, the best for his or her community and the best for the greater world.

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Summary marketing
plan next three years

Jells College marketing plan conclusions

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Summary: **how / detail internal & external**

Strategy

- Amplify School identity and new brand position – internally and externally
Externally:
80% to love areas in major catchment with sustained short and long term growth in the 12-18 yo band
20% to potentials no competition in co-ed space in minor
- Focus ROI marketing budget and activity into 2 categories.
- Streamline face to face admissions / 'Sales Function' experience. Monitor and measure conversions.
- Mobilise WOM 'champions' with united call to action.

Measurables

- Grow new inbound leads by 5% each quarter in target enrolment categories
- Grow face to face conversions by 5%
- Year 9-10 churn - boost re-enrolments at this year level by 10% year on year
- Monitor accuracy of brand awareness through internal / parent surveys
- Measure WOM activity through inbound referrals

Marketing categories

1. External = Build new leads / Expand, focus, monitor and measure School tour conversions
2. Internal = Re-enrolments & Attainment for Yrs 9-10 primarily, but should be done globally

1 External Marketing

Multi channel ad campaigns 'always on and always targeted'

Digital

Develop ad campaign which is bold and courageous to cut through the school marketing clutter. Be different. Different gets noticed and remembered.

With new content from marketing activities in next three years, position budget to promote new School brand position messages through:

- Google display
- Google search
- Native Ad on-site ad outlets like:
Domain
Channel 9
The Age
Research and explore other digital outlets which align with target audience. Native ads are strong because ad blocker users cannot detect nor block these type of ads.
- Facebook
- Instagram
- Youtube
- EDM

Summary: **where and how external**

Intensify awareness building in the loved and valued areas where there is short term 2026 and long term 2036 growth.

Look to join the love areas in dark grey. Shore up the one large grey love area.

With focused campaigns explaining how Jells College is able and willing to go the extra mile in education... lifting students higher in a co-ed Independent education.

Outdoor

- Tram wraps - Chapel street
- Bus - mega-side bus wraps
- Billboards - St Kilda junction for local, Punt Rd in N Richmond, Punt & Toorak Rd in S Yarra... these can be explored with budget.
- Street furniture - Telstra phone boxes and bus/tram shelters
- Donated/Free real-estate boards outside family homes in key areas

Direct mail

- Printed and delivered to key suburbs and postcodes

Feeder / PS Face-to-Face school tour campaign

- Feeders schools in major and minor catchments
- PS schools in major and minor catchments with sustained growth prospects as well as large student population [see page 15] ie; Port Melb Ps 205% growth and 739 students, Elwood Ps 53% growth and 744 students, Newport Lakes Ps 258% growth and 530 students. Prioritise based on love areas especially local, growth prospects and convenience.
- Leave behind

Website

Refresh website content to feature new key messages and campaigns and hashtags.

Promote program success stories: case studies - how you are actually lifting students higher in a co-ed setting inner city Independent setting.

Embed positioning keywords for SEO and Search in metadata

Position new video content into Website and Socials.

Event day/s in calendar for the community

Invite the community in for an event hosted at the beautiful school grounds. Knowing 70% of the time it is the facilities, what the school looks like, which motivate parents to enrol. A movie evening on the lawn by way of outdoor cinema for the community and prospective parents to show off the beautiful facilities and show human/community member side of the School and how you have fun. Create a light hearted vehicle for families to invite the community in to sample the Jells College experience.

Prizes and games – giving Community an opportunity to linger in the School and meet other families. Also a great fundraising vehicle if you want to build the day into a Fete with stalls and food.

Jells College marketing plan conclusions

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2. Refine face to face conversion process: Monitor and Measure – year round

Provide a high quality customer service signalling value of family in the community.

Driving new leads / Inbound marketing strategy Through continuing SEO/ and paid targeted always on advertising through Adwords both search and display campaign/s. This should be 365 days a year with greater media spend to promote special events.

Admissions/Sales:

Sign in School tour with fast track tick box ID to collect influential decision making data.

Develop walk and talk script addressing target profile concerns and promoting/ embedding brand position messages and brand pillars: E.g:

Take home School invite & calendar (fridge magnet) promoting Jells College "join us" events in the year.

Create annual database to extend invitations to School activities.

Mail out hand written thank you note.

Optional soft copy thank you : email previous years highlights video.

This all falls into caring for the community message

Enrolment form:

Add quick tick data collection section to measure number of key touch points to secure enrolment. (Usually there are 7 points of connection with a brand before a decision is made):

1. Google Adwords, or other media depending on level of spend for the campaign, ie: billboard at St Kilda Junction, tram wrap on Chapel Street, Direct mail drop to 5k radius of the N Richmond/ Balaclava tram stop...
2. visit website,
3. sign up for School tour,
4. discuss School with parent,
5. visit School,
6. attend School event.
7. phone call with admissions (how many)

Request applicant give hierarchy to factors influencing decision:

Location, School grounds, Education, Teachers, Programs, Community, Principal, Shared community values, etc

Annual findings from this data will inform the next three years inbound digital marketing campaign.

3. Re-enrolment & attainment: internal marketing

Internal marketing is often more important than external. When the brand is strong on the inside and parents are satisfied and sold on the School experience, they become the best investment in external marketing. This is the lowest hanging marketing fruit - easier to renew than convert.

Marketing to the School:

Together [as a community] we lift students higher:

Teachers and Parents
Staff and Parents
Teachers and Students
Students and Students
Alumni and Students

Launch key messaging across all School stakeholders, community, students, families.

Word of mouth | Positioning parent champions/advocates

Launch School campaign – call to action #Jells Collegehigher or #Jells CollegeTogether

Promote School hashtag in all collateral to encourage parents to actively promote the School in an organized way.

Digital online socials 'behind the scenes Photo gallery/Year Book'

Upload personal photos taken of School activities Classroom, sports teams, fetes, performances and Individuals pushing accompanying hashtag:

#Jells Collegehigher or #Jells CollegeTogether (suggest dates to distinguish years) ie;

#Jells Collegehigher2023, #Jells Collegehigher2024,...

Mobilising parents to organically build social media profile and create a high impact feed to unite internal and external marketing purposes.

Nominate a parent to manage the 'behind the scenes Photo gallery/Year Book' project :

Selecting and curating images that tell the School's story and represent the seven key messaging pillars:

We lift students higher

1. Relationships/together staff and size
2. Environment: cost, ease & convenience, safe and facilities
3. Vast curricular and co-curricular offerings
4. Individual care for and of each student
5. Independent values - morals based
6. Community is warm and welcoming
7. How co-ed is the ideal learning environment

Jells College marketing plan conclusions & budget

SAMPLE ONLY

Other examples of what you could do:

Together we lift students higher – Parent Assemblies or workshops throughout the year to help parents and to lift them higher.

Start of year. Presenting evidence based programs to guide students and families.

Another could be families with girls presentation to further cement your commitment to girls.

Produce PPT for presentation with accompanying hand out.

Repeat and Embed key brand position pillars to direct WOM messaging.

Parent survey – monitoring program awareness

Online satisfaction survey to capture awareness of key programs, comments and feedback.

Successful student case studies from Programs

Capture case studies from existing students. Strong narratives. Focus case studies to represent all programs.

More girl focus here or English as a Second language, EASL etc.

Video capture interviews with Teachers/ Students/ Family members

Position video content on web and cut-downs for potential marketing on Youtube.

Yr 9-10 Re-enrolment packet

Special printed newsletter with a State of the School report, promoting exciting news about the next School year, ie the Jells Program.

Next three years

Create message, content and assets

- 10% Allocate budget to streamline, monitor and measure conversion process
- Unite internal and external messaging to mobilise Word of Mouth marketing
- 90% Allocate budget to create all marketing content and assets to drive re-enrolment, attainment and external marketing
- Produce branded video content to build marketing assets
- Develop ad campaign to drive awareness and leads across all marketing channels

Host targeted event days across the year to attract community into the School with a focus on two experiences: Education and Community/ Fun.

External budget

1. Protect and build upon the love suburbs who know, value and trust Jells College and are growing. They need special care and attention.

Marketing campaigns:

Secure next two years of girls enrolments primarily. Build local enthusiasm again for the confused Jells College brand of inner city co-ed Independent education.

Marketing budget Spend

80% marketing spend in the loyal/love suburbs which are growing inside major catchment

– extending invitations to the community to learn more about what Jells College' can offer their whole family through

- Independent co-education - that Jells College has a proven track record in co-education for over 30 years,
- Affordable private school education
- Safe, easy and convenient to get to
- Care and support for all students
- Vast educational offering
- Great small size

20% marketing spend on the new target suburbs showing growth in the 12-18 yo category – Introduction to the Jells College co-ed brand of Independent education

Welcome to Our School. Given the data - focus on ease, well rounded Independent/Values based education, opportunities, affordability, location and the myriad of positives to co-ed form of education.

Note:

This is a plan and can be mixed and matched, ie; you might want 100% into the love areas with growth, but only for the local love areas in order to rebuild the brand in the local community and dispel the confusion which is not a bad idea either. Aim for the low hanging fruit - where you are loved already and where their is growth and slowly move out further and further.

SAMPLE ONLY

To find out how we can build a plan to help you outperform your competition and drive long term enrolments then call 0410 458 366.