

Strategic Marketing Services for K-12

To Help Schools Grow To Their Fullest Potential

Why choose SchoolMint?

Having partnered with more than 5000 schools and districts, SchoolMint has become a proven leader in K-12 growth and enrollment. In today's competitive K-12 environment, school leaders rely on our experienced team and data-driven solutions to stand out from the crowd and reach greater audiences. Our **Strategic Marketing Services** are a vital solution designed to help schools grow their enrollment, increase funding and overcome unique industry challenges.



What Are Strategic Marketing Services?

These services help school leaders, administrators and staff better coordinate their recruitment efforts to increase student enrollment and grow funding. To accomplish this, schools are partnered with a team of K-12 marketing experts who gather data, generate reports and provide valuable guidance. To ensure successful results, our marketing team meets with faculty and staff to prioritize goals, provide actionable feedback and offer ongoing training and support.

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SchoolMint has helped us understand what successful websites, marketing, and parent tours look like. Those who are struggling with declining enrollment should look at SchoolMint's offerings.”

Marci Trahan,
Superintendent

Ross Valley School District

What Are Some Common Services?

The Marketing Audit identifies areas for improvement by auditing the ways in which a school or district promotes itself to its families. This includes examining website performance, reviewing promotional messaging and surveying the reach and discoverability of a school's online presence. School leaders are then provided with actionable solutions and strategies to overcome enrollment barriers and capitalize on newly identified opportunities.

The Secret Shopper Program provides K-12 leaders with a critical view of their organization as experienced from the eyes of a prospective parent or student. To accomplish this, a dedicated consultant goes undercover to fully test the enrollment process of a school or district, which includes "shopping" at the website, reading online reviews, participating in a school tour, engaging with staff and submitting applications. A full report is then generated that identifies any gaps in accessibility and service with recommendations on how to improve.

Learn more about Marketing Services at
SchoolMint.com/MarketingServices