

THE 2019 School Marketing GUIDE



A handy checklist to plan
your school marketing!

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THE SCHOOL MARKETING COMPANY

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JANUARY

- Check current stock levels of prospectus brochures – will you need more for distributing to feeder schools and prospective parents before the summer?
- Request samples of recent prospectus brochure designs from FSE Design to get ideas for updating your prospectus brochure.
- Complete audit of website using FSE Design's Website Checklist (available online).



2

FEBRUARY

- Request a quote or book a meeting to discuss a reprint or refresh of your prospectus brochure.
- Think ahead to exam season! Place order for our Exam Package which includes banners and posters.
- Book FREE website demonstration meeting with FSE Design to revamp your current website ready for the new academic year.



3

MARCH

- Return order for reprint or refresh of prospectus brochures.
- Book in your school photography day for when the sun starts shining!
- Review social media plan.



4

APRIL

Is it time for a refresh throughout school?

- Audit key areas in school that are seen by visitors and where first impressions count. E.g. Reception. Would these areas benefit from displays of the school values or recent photography?
- Audit your external signage and way finding systems. Are these in good condition and in line with your brand?



5

MAY

Time to focus on your sixth Form!

- Check current stock levels of 6th Form brochures – do you have enough to distribute to prospective students?
- Is your course guide up to date with the correct information? Ordering both the brochure & course guide together can save your budget!
- Request quote for Open Evening marketing materials – leaflets, banners, advert designs.



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JUNE

- Book any advertising space in local papers for Autumn Open Evenings.
- Request quote for any branded stationery items required for the new academic year. E.g. Letterhead, Compliment Slips, Business Cards.



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JULY

- Confirm logistics - will someone be in school over summer to take delivery of your brochure or other printed materials?
- Place orders for Open Evening marketing materials. E.g. external banners and leaflets.

AUGUST

- Plan your marketing strategy & budget for 2019/20 as outlined in the FSE Design blog.



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SEPTEMBER

- Launch your brand new school website!
- Organise distribution of prospectus brochures.
- Take delivery of main school Open Evening marketing materials.
- Organise social media advertising for Open Evenings.
- Place orders for 6th Form Open Evening marketing materials. E.g. external banners.

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OCTOBER

- Organise distribution of 6th Form prospectus brochures.
- Prepare for 6th Form Open Evenings – do you need any last minute materials to promote your event to the community?
- Request a quote for bespoke school Christmas cards to send to key stakeholders.



11 12

NOVEMBER

- Mock exams are approaching! If you didn't order an exam package in February, they're still available to order!

DECEMBER

- Review the FSE Design Winter Website guide to ensure your site is ready in the event of bad weather!
- Plan ahead for next years applications! Promoting your school early to prospective parents will help to make you the school of choice in your area.

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