

Charter School Marketing Checklist

Whether your charter school is facing rising costs for teachers, supplies and utilities, or you're concerned about COVID-related grant funds expiring in the coming years, one fact remains: you need enough students to fund the school at a level that exceeds expenses.

Marketing by most charter schools consists of some combination of a website, one flyer, Facebook page, open houses and perhaps a banner in front of the school at most. Although this is a decent foundation, there are many additional steps to raise awareness and drive enrollment in your Charter School. Use this checklist to identify areas of opportunity that you may be missing.

Marketing Strategy

- Target **parents and grandparents** with tailored outreach using Facebook Ads, Google Ads, and SMS campaigns.
- Develop an optimized **enrollment funnel** to generate leads and convert them into net positive enrollments.
- Communicate the school's **differentiators** like athletics, free lunches, and advanced programs to engage families.
- Use compelling **visuals** (videos, photos, and testimonials) to showcase student and school success stories.
- Integrate sibling recruitment opportunities by engaging families with multiple children.

Marketing Outreach

- Optimize your **Google My Business** profile and boost local SEO to improve search rankings for parents seeking schools.
- Leverage targeted **Facebook and Google Ads** to reach parents in specific zip codes during peak enrollment periods.
- Use SMS campaigns for direct communication, focusing on **enrollment reminders** and application deadlines.
- Send **mailers** featuring QR codes to direct families to enrollment forms or landing pages.
- Micro-target local **Facebook groups and Nextdoor** communities for organic engagement.

To learn more about marketing opportunities and how Velocity Marketing can help grow your Charter School, go to **Velocity-corp.com** or email us at **Sales@Velocity-corp.com**. We are looking forward to talking to you!

Remember, Velocity Marketing only receives compensation for student enrollment!