EDUCATION MARKETING 6 STEP STRATEGY



FAILING TO PLAN IS PLANNING TO FAIL

STEP 1. PURPOSE

Explicitly define the actions you want your audience to take. This will become the purpose for your marketing efforts.

What do you physically want your prospects to do?

What actions do you want them to take?
Example: Do you want them to follow you on Facebook?
Or join and engage in your Facebook group?

Write down what physical action you want your audience to take:

STEP 2: UNIQUE SELLING PROPOSITION

Write down what makes your product or service different.

What is your competitive advantage?

What are the key benefits of working with you versus anyone else?

Brainstorm and have some fun with it. Get creative and decide how you will engage your audience with your brand.

STEP 3: TARGET MARKET

Make a detailed list of who your ideal customers are:

What is your target market?

Where is your target market? What do they need? What problems can you help them solve?

STEP 4. MARKETING WEAPONS

What marketing weapons do you want to use?

How can you disrupt your industry?

What technologies or unique tactics would you like to use?

STEP 5: MESSAGE

What is your position in your market? What do you stand for?

What is the identity of your business or organization?

What is your message?

STEP 6: BUDGET

Determine your budget. Should be expressed by the percentage of gross projected revenues. Remember an educational content strategy is long-term. You can develop a plan that scales upward over time and grows your educational relationship with your audience.

FINALLY

Submit your answers to these questions and receive your educational marketing strategy!

The A.R. Marketing House Team would like to help you build your business by ensuring that the face you present to the world through your website, print media, and marketing efforts truly express your message and resonates with your clients.

We live and breathe fresh ideas and love sharing inspirations for how to promote your business. Open up to infinite possibilities!

This 6-Step Strategy was created so that you can apply a simple tool to your educational marketing efforts. It has been proven that a simple plan is easier to follow and thus more successful overall, than longer complicated plans.

MARKETING HOUSE

STAY CONNECTED

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WORK WITH US

thank you!