

So how does a school start marketing?

Five steps in effective marketing

We've talked about why word of mouth is critical, and how that translates into the need to

- **What is important to your community?**

promotional activity, how many leads each one is generating, how you are following up with each lead, and what percentage of leads are enrolling.

Delegating:

These are not projects for this week so there is nothing here to delegate. (But you might share these ideas with your staff, board and key volunteers...)

Binder tab:

Put this in front of the January tab, after the pages for "The big picture" #1 and #2

School size: All

Marketing process step: This is a big picture overview of all five steps.

1) Who are we?