the virtual marketer
DIGITAL MARKETING FOR SCHOOLS

2021 DIGITAL MARKETING CHECKLIST

PERSONA PROFILE

- [ ] Review Google Analytics. Check interests of current audience - ideally converters.
- [ ] Poll existing parents. Why did they choose us? What were their concerns? Why do they stay? etc.
- [ ] Create Persona Profiles for each audience - i.e.. current & prospective parents
- [ ]
- [ ]
- [ ]
- [ ]

CONTENT STRATEGY

- [ ] Map out key messages for each audience.
- [ ] Create a calendar of topics. Assign authors.
- [ ] Create a resource section on website for parents - both prospective & current.
- [ ]
- [ ]
- [ ]
- [ ]

SEO

- [ ] Run an audit on website. Identify areas to improve SEO.
- [ ] Connect Google Search Console to Google Analytics to aid in keyword research.
- [ ] Optimise specific pages for keyword ranking.
- [ ]
- [ ]
- [ ]
- [ ]

GOOGLE ANALTYICS

- [ ] Create or gain access to Google Analytics.
- [ ] Create website goals to track who & where our converting audience is coming from.
- [ ] Create custom reporting to share with staff and board.
- [ ]
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- [ ]

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SOCIAL MEDIA

- [ ] Clean up profiles. Redirect old accounts to main accounts.
- [ ] Created branded social templates.
- [ ] Create social calendar to deliver key messages at the appropriate times.
- [ ]
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GOOGLE ADS

- [ ] Turn remarketing on in Google Analytics and create custom audiences.
- [ ] Import Google Analytics goals into Google Ads.
- [ ] Create custom landing pages based on keyword groups.
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SOCIAL MEDIA ADS

- [ ] Add Facebook pixels to website.
- [ ] Create remarketing audiences in Facebook, excluding converters.
- [ ] Create multiple ads. Use both images and video and the recommended media size.
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VIDEO MARKETING

- [ ] Make a list of parents and students to reach out to for testimonials.
- [ ] Create virtual tours of the school, both with and without students.
- [ ] Do a FAQ video with teachers and students answering the questions.
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SCHOOL WEBSITE

- [ ] Identify and address any technical errors on the website.
- [ ] Ensure sitemap is indexed.
- [ ] Check site speed. Address any high traffic pages first.
- [ ] Remove pages that are not being read or move them to a more visible area.
- [ ]
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- [ ]

DIGITAL CPD

- [ ] Subscribe to digital marketing newsletters. Set aside time each week to read them.
- [ ] Find digital marketing webinars that provide value and work for your schedule.
- [ ] Look into digital training for team.
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