



Marketing matters for language schools: Tips and tricks for generating interest in your language courses



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Sponsored by: Horizon Wimba

Presented by: Sarah Elaine Eaton



Acknowledgements

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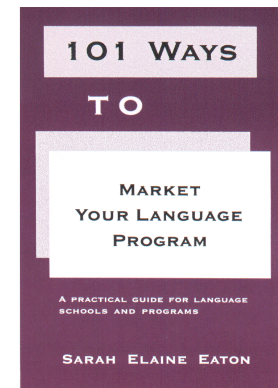
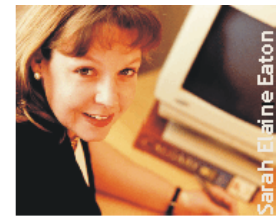
Agenda

- Welcome
- Survey (Who's here today?)
- Introduction to marketing
- Low-cost tips and tricks
- A few bonus ideas
- Conclusions



Welcome

- About the presenter
- Sarah Elaine Eaton, M.A.
 - Author, *101 Ways to market your language program*
 - Speaker, consultant, educational marketer





Now it's your turn

- We have a brief survey, designed by Horizon Wimba. We're going to ask you:
 - Who's here today?
 - What would you like to get out of today's presentation?



Agenda - Review

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Introduction to Marketing

School marketing includes such things as:

- Awareness raising and education
- Public relations
- Cultivating a school image
- Creating a positive feeling about the schools with students, teachers and others



Introduction to marketing

School marketing does not mean:

- Giving up traditional values
- Trading education for big business



Introduction to marketing

The idea of marketing educational programs has been around for a long time, we just haven't called it that.

- Today, schools that follow more of a business model (e.g. private language schools) are much more comfortable with marketing concepts.
- Public education programs prefer to call it “promotion”.
- The idea is the same – getting people interested in and excited about your programs.



Introduction to marketing

Target market

- Who is your “target market”? (The people making the final decision or paying for the course.)
 - Parents?
 - Students?
 - Both?
- Who are your end users? (The people who ultimately enroll in your program)
 - Students?



Introduction to marketing

Target market

- Language programs often have two groups that they need to promote to, their target market and their end-users.
- These groups may or may not be the same.
- In many cases, it is the parents who make, or at least influence, the final decision of what courses their children take, and where they take them.
- ***You want to target both groups.***



Introduction to marketing

- Marketing is one aspect of business that appeals to some educators because it is creative.
- Remember, this is based on business principles.
- The three R's of marketing:
 - Research, re-visit, re-vise.



Introduction to marketing

- The three R's of marketing: Research, Re-visit, Revise
- Research
 - Research who your current market is.
 - Research marketing methods that will work given your budget.
(You do have a budget, right?)



Introduction to marketing

- The three R's of marketing: Research, Re-visit, Revise
- Re-visit
 - Try ideas that make sense to you based on your research.
 - Be patient. Set yourself a reasonable timeline to see results (1-5 years is not atypical, depending on what you're doing.)
 - Re-visit your ideas along the way. Assess how they are affecting your progress. This is your observation stage.



Introduction to marketing

- The three R's of marketing: Research, Re-visit, Revise
- Revise
 - Revise your marketing plan and activities, according to your budget and results.
 - Do not do this too often – Once a year should suffice.



Introduction to marketing

The single biggest mistake I see educators make when it comes to promoting their programs is being too impatient.

Remember the English idiom that some of you may teach your students: “Rome was not built in a day.”



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Low-cost tips and tricks

- A grass-roots approach to marketing works for many educators and schools.
- Ideas from *101 Ways to market your language program: A practical guide for language schools and programs:*



Low-cost tips and tricks

- **Idea # 10: Use the KISS principle in all your marketing materials**
 - Keep It Short and Simple
 - Marketing materials should be written at a grade six (or “6th grade”, for our friends in the U.S.) level
 - MS Word can track the grade level for you.
 - Tools > Spelling and Grammar
 - Note: You may have to set this under Tools > Options > Spelling and Grammar > Show readability statistics



Low-cost tips and tricks

- **Idea # 11: Write your marketing materials using “you”.**
 - You want to “talk” to your prospects directly.
 - Consider the difference between these two statements:

“Students will be taken on interesting excursions every Friday afternoon.”

“You will go on interesting excursions every Friday afternoon.”



Low-cost tips and tricks

- **Idea # 13: Focus on the benefits**

- Talk about the **benefits** of your program, not what **features** it offers.
- Here's an example. Let's compare these two statements:

“Our program is 13 weeks long and we offer classes at the beginner, intermediate and advanced levels.”

“Whether your level is beginner, intermediate or advanced, we have a 13-week comprehensive program to fit your needs.”



Low-cost tips and tricks

- **Idea # 20: Give your staff their own business cards**
 - Yes, you can afford it.
 - Turn your staff into ambassadors for your program.
 - Give everyone at the school the feeling that they are important – because they are!
 - Giving business cards to everyone helps to build a team and build relationships – both inside and outside the program.



Low-cost tips and tricks

- **Idea # 39: Put your program on the map to bring business home**
 - Put your program in perspective in a global and local sense.
 - Maps on brochures and on your website.
 - www.mapquest.com or <http://maps.google.com/>



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A few bonus ideas

- Increase the “cool” factor for students.
- The idea that students can get better jobs by learning another language has been flogged to death. Try something new.
- Associate “heroes” and “idols” with other languages. (E.g. Did you know that Catherine Zeta-Jones has enrolled her children in Welsh classes, so they know their “heritage language”?)
- Have students do an “language idol” project, so it opens their minds and expands their awareness of the world around them.



A few bonus ideas

- Marketing should be natural and fun
 - Don't be "rah rah" if it's not natural for you. (You'll come across as a stereotypical "used car salesman".)
 - Infect others with your *sincere* interest.
 - Remember what made you study another language in the first place. Try to re-capture the enthusiasm and wonder that you had. Pass that feeling on to your staff and students.



A few bonus ideas

Remember!

One of the best qualities a marketer can have is patience and perseverance.



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Conclusions

- Marketing basics – Marketing is not new to education. We just use different names for it sometimes.
- Marketing does not have to be expensive.
- A few simple tricks can boost your marketing power. (Ideas from *101 Ways to market your language program*.)
- The three R's of marketing: Research, re-visit, revise.
- Patience is key!



Conclusions

- Resources:
 - www.eatonintl.com
 - <http://ca.groups.yahoo.com/group/marketinglanguageprograms/>
 - A free weekly e-newsgroup dedicated to the topic of marketing and promoting language programs.

Stay in touch! If you have questions or want more information.

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Conclusions

Thanks to Horizon Wimba for sponsoring this Desktop Lecture!

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