

The School Positioning and Marketing Message Optimizer – Overview

Strengthen your Positioning (why people should choose you) and authenticity and impact of Marketing Messages through a proven, robust, cost effective, fast track process with the leading expert.

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6 Common Problems School Positioning and Marketing Messaging

1. No clear point of difference to peer schools, or one that is highly valued.
2. Positioning and Marketing messages too generic to build identity and audience connection.
3. Too little known and said about teaching and pedagogy in positioning (the fundamental reasons why schools exist and what determines their performance).
4. Weak links between School Vision/Mission (School intention) and positioning and marketing messaging.
5. Lack of originality and authenticity in positioning and marketing messaging (disconnect between what schools are saying and realities of experience in the holistic parent/student journey).
6. Overreliance on corporate not education models to create a school positioning (e.g. slick mottos that create cynicism, not authenticity or credibility in school communities).

Our Solution – Marketing Messaging Optimizer

The **Positioning and Marketing Message Optimiser** offers unique insights and solutions for schools to support their institutional viability. Our approach and analysis answers 3 key strategic issues:

- **Strategic Issue 1: *How* Should the School Compete – What Position and Messages**
- **Strategic Issue 2: Where to Compete – Which Audiences and Position and Messages**
- **Strategic Issue 3: What needs to be done with our Education offer to Align with markets and Position optimally.**

6 Benefits and Outcomes for your School

The **Positioning and Marketing Message Optimiser** offers key school wide outcomes:

1. Cogent and compelling reasons to choose your school (attractiveness).
2. Alignment and connectivity between what your school *says* and what it does (offers).
3. Increased trust and certainty in the benefits (the 'so what') of enrolling.
4. Increase impacts and efficacy of school spending on marketing.
5. An independent set of evidence and filtered actionable deployments that matter.
6. Staff capability building from a recognised world expert.

The How (Note: Stages Can be Customized and Varied for each School).

Total Elapsed Time for Process Completion- 5-6 weeks.

Input/ Focus	Days Allocated
<u>Stage 1</u> : Project inception meeting and marketing document collection/preparation.	.5
<u>Stage 2</u> : Desk review of marketing documentation (digital and print). Assessment of the schools' current marketing messaging and value proposition.	1
<u>Stage 3</u> : Data Collection Onsite/Offsite: depth interviews/survey: current, pipeline and recent exit parents, management, Board and senior student perceptions of attributes, level of alignment in current messaging. Testing potential future messages, themes and value proposition.	4
<u>Stage 4</u> : Summary of evidence – alignment between what the school messages say in Stage 2 and what stakeholders say in Stage 3 above.	1
<u>Stage 5</u> : Reporting: A. Online/onsite best practice PowerPoint workshop B. Marketing Action Report – marketing messaging framework completed.	3 (includes workshop preparation)
Total	9.5

Sample Action Report Outputs (Stage 5)

- Final recommendations- positioning and messaging options clearly delineated and linked to robust evidence.
- Clarity and depth marketing positioning explanation and narrative. Marketing messaging definition,.
- Optimal narrative for the school to align internal strengths/capabilities with audiences (market segments).
- Basis for unified institution for strength and distinction, and Mission aligned.
- Clear links to evidence gathered so positioning is credible along with marketing messages and word of mouth. Performance metrics to support positioning and messaging measurability and impacts ('hard' and 'soft').
- Populated action framework for seamless and aligned positioning and market messaging (refer below).

Positioning Statement (Identity)	Marketing Messages (What to Market)	Benefits of each Message (the 'so what?')	Best evidence that exemplify/ supports Messages	Metrics for messaging Impacts

Total Project Fees (All 5 Stages)

What is Included	Days Allocated	Total Professional Fees USD \$
The fee covers all 5 Stages of Work above.	9.5	\$12,000 USD

Who does the work? Dr Stephen Holmes PhD

- **Dr Stephen Holmes** is the Founder and Principal of The 5Rs Partnership established 2004.
- Stephen is the only full-time practising consultant with a PhD in the field of school marketing and reputation.
- Stephen has consulted, researched, published and spoken globally with leading schools at the highest levels with an unmatched client base spanning three decades.
 - <http://5rspartnership.com/sample-projects/schools/>
 - <http://5rspartnership.com/client-testimonials/>
- Stephen has been commissioned in every continent on positioning and marketing messaging strategy projects for schools and colleges across Asia, Australia, the UK, US, Europe, India, the Middle East, South America, and New Zealand for over 20 years.
- His professional education background in schools' spans teaching, senior administrator, Board member, and in universities as an executive director of marketing. Stephen brings a unique depth of global insight and grounded expertise to strategy for schools.

What Others Say...

Dr Lauren Lek Head of School, Academy of Our Lady of Peace; San Diego, California, USA. Board Director, International Coalition of Girls Schools (ICGS)

“Dr. Stephen Holmes provided the Academy of Our Lady of Peace with an invaluable positioning analysis that was both comprehensive and actionable. After working with separate consultants, Dr. Holmes’ strategic insights finally provided us the clarity and direction needed to bridge the gap between our internal strengths and constituents perceptions. His expertise not only validated our mission but also equipped us with tangible steps to further strengthen our reputation. We are deeply grateful for his partnership and the lasting impact of his work.”

Dr Timothy Gray, Principal, Seoul Foreign School, South Korea

“We engaged Stephen Holmes and his 5R’s team after we found ourselves struggling with our identity and positioning direction. Stephen was the consummate professional; following a school visit, he laid out a plan of action, delivered each research stage on time and came in with an insightful, deep-reaching, evidence-based (so Board members couldn’t dismiss the findings as subjective!), but more important, doable action plan. Thankfully he is not a ‘parachute advisor’ – he comes back in to advice and measure the impact of what he has suggested. To my mind, certainly worth every penny!”

What Others Say...

Chief Financial Officer, Lansdowne Friends School, Philadelphia, Pennsylvania, USA

“Stephen Holmes represents the rare consultant that understands both the financial and managerial data, as well as the perennial driving goals of the client school organization. His research uncovers hard to find trends that encompass market capture, pricing determinations, essential family values that are at the core of what independent schools need to deliver, and a host of other factors vital to positioning strategy consulting intelligence.”

Head of School, International School of Brussels, Chief Financial Officer, Former Senior Vice-President GEMS Education, Dubai

“Dr Stephen Holmes has been working with a number of GEMS schools over the past year on how to differentiate and position each of our schools not only from each other but also from competing schools. During that time, he has brought to us at GEMS and applied unique tools that he has developed specifically to provide schools with platform for identity building and differentiation. This has provided our schools with a whole new lens as to how they might effectively distinguish themselves and build authentic positioning.”

Further Details and Consultation:

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