



Abeka Front Office

Free resources to help you manage and market your school.



Marketing and Social Media:

*How to market your school and manage your
social media through a crisis.*

*“The aim of marketing is to know and understand the customer so
well the product or service fits him and sells itself.”*

-Peter Drucker



The impact of COVID-19 on education will create a barrier to accomplishing your mission.

- The paradigm of education has changed.
- Your customer's expectations and needs are changing.



Managing Social Media Through COVID-19



- Clear and regular communication in a crisis is an absolute requirement
- Use an omni channel approach to messaging in a crisis

Social Media gives you the opportunity to show publicly that you care about your students, your families, and your staff.



Keep parents, employees, and stakeholders engaged with your brand on social media.

- Build goodwill and relationships
- Capitalize on events/things that spark positive emotion



Marketing Your School During COVID-19



How do you market your school during COVID-19?

- Adjust messaging in your ads that you are running.



Pensacola Christian Academy

May 7

As a parent, you want your child to succeed. While success looks different for each student, being accepted to and attending a college is a huge accomplishment. At [NAME OF SCHOOL], you can be sure your child will be prepared to take to the academic challenges college presents. Learn more about our curriculum on our website: [LINK].

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Adjusting Messages to different needs

Messages during COVID-19

Messages during normal time



Pensacola Christian Academy

May 7

We're committed to ensuring your child's education goes uninterrupted during the COVID-19 pandemic. We're partnering with Abeka to offer their ProTeach streaming video lessons daily to all students in all grades, at no additional cost to you.

As we approach the end of the school year, we'll be sending out emails to confirm a date and time to safely retrieve your student's belongings from the school. The faculty and staff here miss the smiling faces of our students and we look forward to seeing you in the fall. Don't hesitate to reach out to us by sending a message on Facebook or visiting our website [LINK]

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abeka.



How do you market your school during COVID-19?

- Adjust messaging in your ads that you are running.
- Double down on the differential advantage of your school
- What is your school's value proposition?



What should you be doing now?

- Identify your target audience- primarily female 25-45
- Research the best ways to reach that audience in your community
- Prioritize Lead Captures
- Invest in digital marketing, you may have to realign your budgeted spending for advertising.



PCA PENSACOLA CHRISTIAN ACADEMY

About Academics Admissions Student Life Athl

Request Information

First Name Last Name

E-mail Address

Street Address

City State ZIP Code

Grades Interested In

K4 K5 1 2 3 4 5 6 7 8

9 10 11 12

Request Information

Enroll Visit Us



Trinitas Christian School

Are you searching for a good Christian school in Pensacola, one that provides a safe and loving environment alongside strong academics and lots of extra-curricular opportunities? Call us today to schedule a tour! We look forward to showing you the benefits of a classical, Christ-centered education at Trinitas. We are conveniently located in Northeast Pensacola, close to I-110, I-10, and SR-90. We look forward to hearing from you!

Trinitas Christian School

3301 E. Johnson Ave.

Pensacola, FL 32514

(850) 484-3515 Phone

(850) 484-3590 Fax

trinitas@trinitaschristian.org

Hours

8am – 4pm, Monday – Friday

(Closed Fridays during the summer)

Get in Touch

First Name *

Last Name *

Email*

Mobile Phone*

How did you first learn about Trinitas School

Please Select ▼

How can we help you?*

SUBMIT



Search Engine Marketing Example



Christian schools in Nashville



All

Maps

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Tools

About 44,200,000 results (0.72 seconds)

Ad · www.brentwoodacademy.com/ ▼

Brentwood Academy - BrentwoodAcademy.com

Independent College Prep **School Christian** Co-ed **Private**, Grade 6-12. Hands On Learning. Apply Online. Steps: Start, Request Info, Apply.

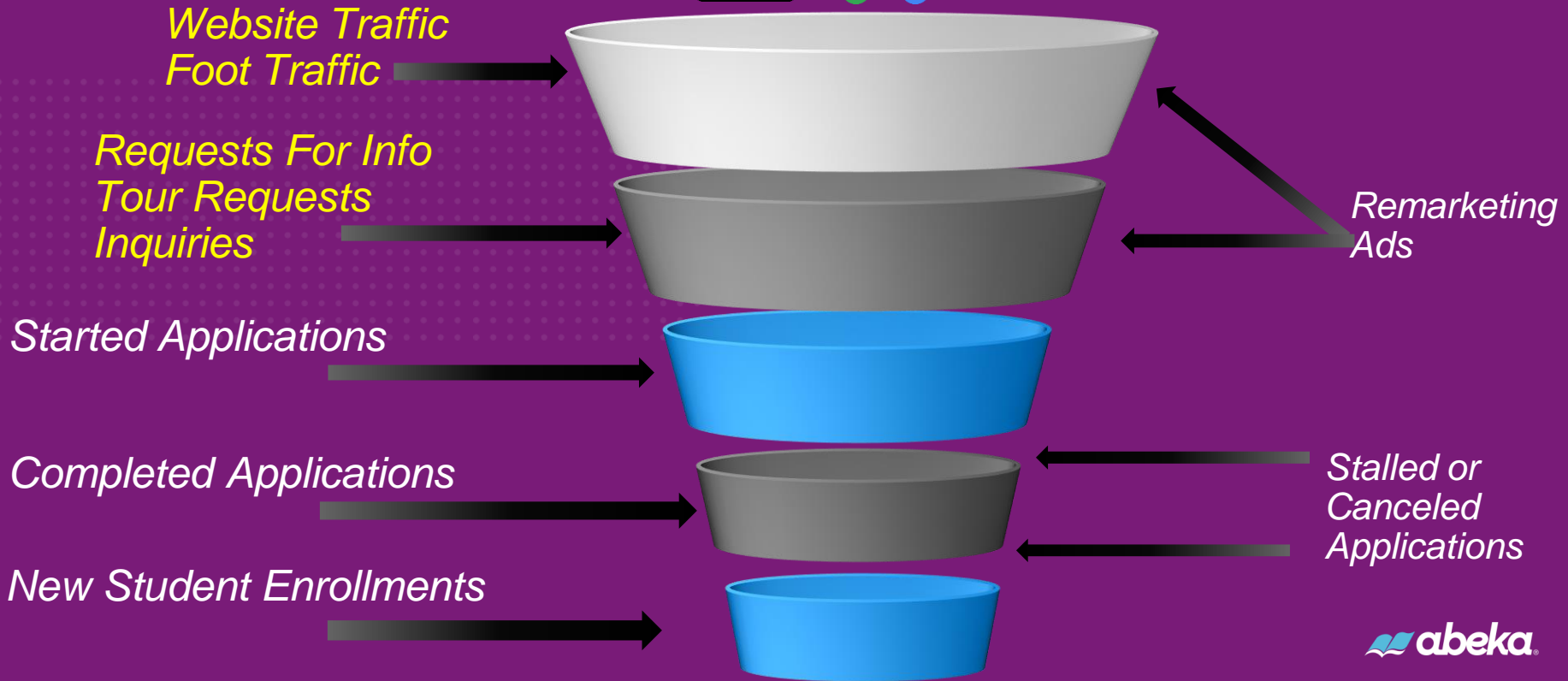
[Faculty & Staff](#) · [View Calendar](#) · [Fine Arts](#) · [Athletic Details](#) · [Academic Programs](#)



Marketing ideas during COVID-19:

- Online Video or Virtual Tours
- Sign up for promotional booklets or online PDFs
- Follow up on inquiries with personalized experience
- Video chats with admissions member
- Use videos or photos of your school whenever you can
- Use pictures of your students and families at your school

Enrollment Funnel





Sample Marketing Media Kit

Social Media Organic Post





Sample Marketing Media Kit

Paid Facebook Post





Sample Marketing Media Kit

Facebook Cover





Thank You

*View this webinar and additional resources at
abeka.com/FrontOffice*

