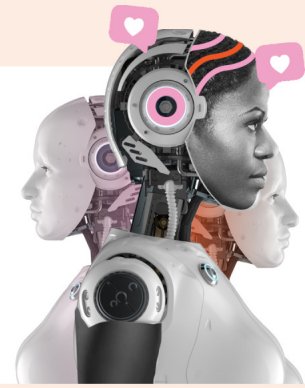


Humanize your brand in 6 steps

Brands are made, not bought.



But why do they often feel so generic, and why are marketing messages becoming so robotic?

People like to make connections with the brands they trust. The first step in making this connection with prospects is to humanize your brand. Education marketing is highly competitive - brands need to be relatable and you need to captivate prospects by cultivating the right relationship. Invest time and money into content to make your tone relatable and increase lead conversion.

The humanized version of marketing is a necessity, not an option.

We decide how prospects see our brand, and there is a fine line between creating a presence people notice or sparking such strong emotion in your audience that ignites a long-lasting connection that converts.

Education marketers - curate a humanized connection with prospects and prepare to take brands to new heights with our 6 authentic steps to connect brands with potential customers.



Show off your staff

We decide how prospects see our brand, and there is a fine line between creating a presence people notice or sparking such strong emotion in your audience that ignites a long-lasting connection that converts.

Education marketers - curate a humanized connection with prospects and prepare to take brands to new heights with our 6 authentic steps to connect brands with potential customers.



Skip the jargon

Speak your audience's language - connect and write with personality! Avoid monotone communication styles and replace them with inviting, easy-to-digest content that captivates your audience. Entice prospects to read or listen to the end. Industry jargon and fancy business talk? Leave it behind and have some fun. By being relevant and accessible you initiate a two-way conversation with leads. Incorporate wit and humor but remain professional and optimistic.



Offer value before pushing sales

Education is about value - so provide something before pushing your sales pitch. Create valuable material that prospects can enjoy, giving them insight into what an educational institution can provide to them. Materials can include resources like blog posts, in-depth case studies, or testimonials on personal experiences at the educational institution. By giving them credible and useful resources without expecting something in return, you build trust with your audience.



Show authentic empathy

Show YOUR human side - indicate how you understand your audience's needs and desires, and find solutions to their pain points. Create content for topics that affect prospects, explore solutions, and share them with your leads. By using language that is empathetic and relatable, you create a community and forge connections with them based on issues that affect all of us.



Encourage conversation and feedback

Use the power of social media and other platforms to engage in conversations with your audience. By responding to comments and messages promptly, you utilize an open-door policy to personally connect with prospects and show them that you care about their feedback.



Use storytelling

We all love to hear and share stories. Use this age-old method of connection and share content that showcases figures behind the brand, like the founder's journey, student success stories, or employee and teacher profiles. Learning is personal - probably one of the most significant purchases someone can make - and showing leads the building blocks of the institution that will help them achieve success cultivates trust. Engage with stories and connect with customers on a personal level.

Don't let your brand get lost in the noise of the online world. Stand out and connect with your audience on a deeper level.

With many brands vying for attention, step back, and give your brand a humanized makeover. Entice your target audience and create a brand personality. Forge a strong connection that evokes emotions, going beyond the features and benefits of the educational institution. Build trust and enjoy a loyal audience that helps you grow your business.