

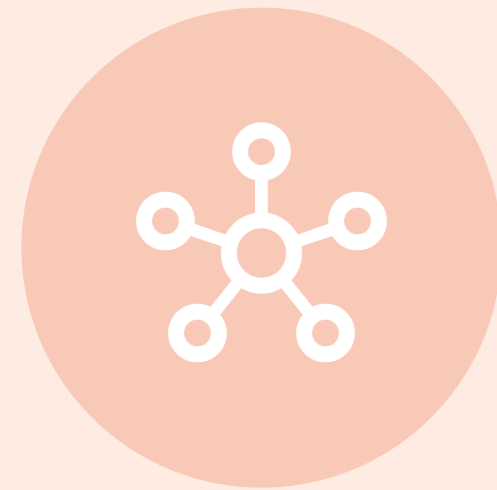
Step-by-step guide to uncovering and articulating your school's USP

HubSpot reports that companies with a well-defined USP are **53%** more likely to be seen as market leaders.

Reflect on your core values and mission

Begin by revisiting your school's core values and mission statement. What principles guide your school's educational approach and community culture?

#1



#2

Gather insights from your community

Talk to students, parents, teachers, and staff. Conduct surveys, hold focus groups, or simply have informal conversations to understand their perspectives on what makes your school special.



#3

Analyse your competitors

Look at other schools in your area or those with similar offerings. What do they highlight in their marketing? Identify gaps or areas where your school excels that aren't emphasised by competitors.



#4

Highlight unique programmes and achievements

Do you offer a unique programme, or extracurricular activity, or have a history of notable achievements? Make sure these stand out in your narrative.



#5

Create a compelling narrative

Combine your findings into a compelling story. Your USP should be clear, memorable, and easily communicated. It should resonate with prospective families and reflect the true spirit of your school.

