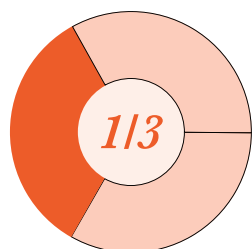


What is the purpose of the content that you're creating?

Every piece of content you create should have a clear purpose. Whether it's to inform, inspire, or convert, understanding the role of each content type within your marketing funnel will help you create more targeted and impactful messaging that resonates with prospective families.

Each type of content plays a specific role in the marketing funnel:

- **Awareness:** Attract new families with compelling blogs and videos that introduce your school's unique offerings.
- **Consideration:** Use emotive case studies and testimonials to address concerns and highlight success stories.
- **Decision:** Personalised emails and social media interactions that reassure families they're making the right choice.



One in three media planners report that using content to engage with their audiences is a top strategic goal (HubSpot State of Marketing Report, 2023).

What types of content are you using?

Content comes in many forms, each serving a unique role in your school's marketing strategy. From blogs and videos to social media posts, understanding the different types of content is key to effectively engaging your audience and guiding them through their decision-making journey.



Blogs: Establish your school as a thought leader. Share insights on education trends, school values, and success stories. Blogs help build trust and improve your search engine rankings.

Videos: From virtual tours to testimonials, videos bring your school to life. They're perfect for showcasing your campus, culture, and student experiences.

Social media posts: Engage with your community in real time. Platforms like Instagram and Facebook allow you to share updates, celebrate achievements, and interact with parents and students alike.



Marketers report that the top social media platform for sharing videos is **YouTube (70%)**, followed by **Instagram (60%)** and **TikTok (35%)**



(HubSpot State of Video Marketing Report, 2023).

What about the best practices?

Creating content isn't just about what you say—it's about how you say it. By following industry best practices, you can ensure your content is not only engaging but also effective in reaching your goals.

- Keep your messaging aligned with your school's values and brand voice across all platforms.
- Speak to the hopes and dreams of prospective families. Your content should inspire, reassure, and connect.
- Focus on producing high-quality content that truly reflects your school's strengths, rather than churning out posts for the sake of it.