

Catch Eyes and Capture Hearts



with a powerful **Enrollment Marketing** strategy

The most effective school district communication is created from a solid strategy – it's how you establish direction for the work you'll do for months and years into the future. CESO Communications assists school districts in developing an ongoing enrollment marketing strategy to retain current families and recruit new ones at the same time.

Our Approach

See how we learn about, analyze, strategize and activate enrollment marketing:

- **Conduct discovery and brand clarification process**
We identify key differentiators that serve as a foundation for all creative work – writing, art development and beyond.
- **Develop overall messaging**
This messaging will guide the enrollment strategy
- **Create activation strategy**
Using the brand and messaging, we create a draft strategy and finalize for implementation
- **Build and launch enrollment marketing microsite**
An engaging, inviting and expressive microsite is crucial in communicating your district to current and future families.

From there, we're also able to assist with marketing assets, implementation, measurement and reporting. Let's create a plan that works for you.

Plan Your Virtual Open House

Our CESO Communications team has helped many districts continue to drive enrollment through Virtual Open Houses – the perfect way to engage anyone who is unable to make it into your building. We provide:

- Site hosting
- Staff training
- Content and creative development
- Event marketing and management

Let's rethink the way you're telling your district story.

Contact Bob Noyed Vice President, CESO Communications at bob.noyed@theceso.com or 612.325.1217 to get started.