ALWAYS AIMING HIGHER

REAch2
ACADEMY TRUST

REAch2 Marketing Guides

Keeping the 'funnel' warm from Offer day to Enrolment

Introduction

Not long now until National Offer Day on the 17th April .

It can be an anxious times for families, so we need to do all we can to reassure them.

As a school it is important to act quickly to communicate with families who have been offered a place in your school. This is especially key where you are not the first choice for a family.

You want to convince them that your school might not be their first choice but it is definitely the best choice.

The Marketing Funnel

Awareness

Consideration

Conversion

Loyalty

Advocacy

You are still here!

Be Proactive

Now is the time to plan your marketing efforts ready for National Offer Day. This is a perfect time to create a 'point of difference' and hopefully a buzz amongst new families joining you.

Getting ahead in your communications will be very powerful for your school brand and generate positive word-of-mouth, and that's the most powerful form of marketing there is.

Be Prepared

Make sure your website is at its best. Make it as easy as possible to provide parents and carers with information about your school, such as your ethos, curriculum, and extra-curricular activities. This will help remind first choice families and reassure second choice families why your school is right for their child.

Make sure that your school's admissions policy is clear and transparent. Ensure that all relevant information is available on your school's website, and that parents and carers can easily access it.

Are you usually oversubscribed? What information have you got on your website about waiting lists? Provide a link on your website to a Microsoft form where parents can sign up to be kept informed should any spaces become available.

Although your LA will manage the process it is always worth collecting this information. A space could become available in any year at any time. You will then be able to contact these parents to alert them.

Be Welcoming

To effectively welcome new families, it is important to not only complete administrative tasks but also to utilise social media to post creative welcoming messages.

Encouraging parents to engage with you and responding promptly is crucial during this time. Consider sending a personalised postcard to the child as an extra touch.

This can also help retain second-choice families who may have been on a waiting list. Overall, keeping engagement levels high with families is essential.

This was a three frame video made in Canva for Instagram but could have also been a three image carousel post or a video for Facebook.

TO ALL OUR NEW FAMILIES STARTING IN SEPTEMBER...

RFA

WE CAN'T WAIT TO MEET YOU!

MORE INFO TO FOLLOW.

LOOK OUT FOR AN EMAIL FROM US SOON!

robert_fitzroy_academy It's National Offer Day! We are really looking forward to seeing all our new families in September. We'll be in touch over the coming weeks to ease the transition into our RFA family

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Be Helpful

Think about providing 'how to..' guides to help new anxious parents. The most obvious one in these circumstances is 'How to get your child ready for school.'

This could be in the form of a document you send by email, a page on your website or some tips you share on your social media platforms.

Here's how one REAch2 school does it.

New parents might share helpful content on their social media channels which gets your name out there to a whole new audience. Some of which may be prospective parents.

On the following pages are some infographics we have produced that you can download, or just use the information to make your own plans.

So, in summary...

1 Act in a timely manner

2 Be proactive and creative with your communication (stand out from the crowd)

3 Be helpful – ensure your web pages have the information new families will be looking for

AM I READY FOR SCHOOL?

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Tips for parents

Starting school is an exciting time for both children and parents!

However, it's understandable that it can also feel a bit daunting. It's important to remember that your child doesn't need to have mastered all these things before September. Rest assured that your child's teacher will be there to support them every step of the way to make progress at their own pace.

Self Care
- I know when to wash my hands
- I can wipe my nose
- I can ask for help if I don't feel well

Speaking & Literacy
- I am interested in reading stories & looking at picture books
- I am able to talk about myself, my needs & feelings
- I am practising recognising my name when it's written down

Interest in the world & new activities
- I enjoy learning about the world around me
- I am interested in exploring new activities or environments
- I like asking questions

Eating
- I can use a knife & fork
- I can open my packed lunch on my own
- I am confident at opening wrappers & packaging

Writing Skills
- I like tracing patterns & colouring in
- I enjoy experimenting with different shaped scribbles
- I am practising holding a pencil

Going to the toilet
- I can go to the toilet on my own, wipe myself properly & flush
- I can wash & dry my hands without any help

Independence
- I am happy to be away from my mummy, daddy or my main carer
- I am happy to tidy my belongings & look after my things
- I am feeling confident about starting school

Listening & Understanding
- I am able to sit still and listen for a short while
- I can follow instructions
- I understand the need to follow rules

Counting Skills
- I enjoy practising counting objects
- I like saying number rhymes & playing counting games
- I can recognise some numbers when they are written down

Routines
- I have practised putting on my uniform & getting ready to leave on time
- I have a good bedtime routine so I'm not feeling tired for school
- I'm learning to eat at the times I will on school days

Download this artwork here

IS YOUR CHILD READY FOR SCHOOL?

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Eating
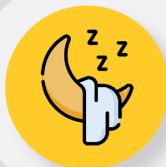- I can open my packed lunch and use a knife, fork and spoon

Speech & Language
- I can talk in sentences and people can understand me
- I enjoy stories, nursery rhymes and conversations

Self-Care
- I wear pants to school and know when I need the toilet
- I can dress and undress myself

Sleep
- Good bedtime routine
- Switch electrical devices off 1 hour before bed

Download this artwork here

HOW TO PREPARE YOUR CHILD FOR STARTING PRIMARY SCHOOL

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Tips for parents

Starting school is an exciting time for both children and parents!

However, it's understandable that it can also feel a bit daunting. It's important to remember that your child doesn't need to have mastered all these things before September. Rest assured that your child's teacher will be there to support them every step of the way to make progress at their own pace.

Toilet train – so they can use the toilet independently if possible

Get them excited for school!

Give them opportunities to practise taking turns and also play independently

Read to them – foster a love of books

Help them use a knife and fork and make sure they can open their own lunch box

Teach them how to put their shoes on (velcro is best!)

Teach them to put on and take off their own coat

Practise taking off and putting on PE kit

Show them how to hold a pencil correctly

Start teaching them how to write their own name

Start practising how to use scissors safely

Label everything with your child's name, including shoes!

Download this artwork here