

DevelopmentPro



AlumGrow Consultancy

The Ultimate Education Marketing Audit



AlumGrow Consultancy Pty Ltd

ABN 55 638 345 650

alumgrow.com.au

**FREE
DOWNLOAD**



The Ultimate Education Marketing Audit

OVERVIEW

This document contains a structured approach for assessing the effectiveness and health of your branding and marketing programs within an education setting.

The Ultimate Education Marketing Audit is designed to highlight all the areas that your school, college or university is excelling in with its marketing and branding, and those that may require remedial actions.

Achieving a lower range score when using this audit may indicate that your institution requires professional consultancy assistance to increase the effectiveness of your programs – this is where AlumGrow can help!

Once you complete this audit, we can help you close the gaps in your marketing and branding. Contact us via the details provided below to chat about how we can help you.

This resource is provided exclusively for use by your education institution and cannot be mass distributed, reproduced or on-sold to any third party without the express written consent of AlumGrow Consultancy Pty Ltd.

For further information or assistance please contact:

Alastair Lee – Director

AlumGrow Consultancy Pty Ltd

E. alastair.lee@alumgrow.com.au

Tel. (+61) 0458 545 184

THE ULTIMATE EDUCATION MARKETING AUDIT

Your checklist to achieve excellence in education marketing. How do you score?

INSTRUCTIONS:

- Using the checklist below, place a score in the column that best represents where your school or university is at right now with its approach to marketing and branding.
- You score 0 points for each NO, 1 point for each OK and 2 points for every YES.
- At the end, add up your total points out of a possible 300 to find out your percentage score.

KEY: **NO** = Missing or failing **OK** = Needs some work **YES** = Excellent!

A. YOUR INSTITUTION'S STRATEGY		NO	OK	YES
The key foundations of your brand		0 pts	1 pt	2pts
1	Your education institution has a current 4-year strategic plan			
2	Your institution has a clear mission and vision statement			
3	100% of staff and students can quote your mission and vision			
4	Your institution has clearly defined annual goals			
5	Your institution has clearly defined organisational values			
6	Your institution's values are displayed internally and externally			
7	Your institution has a current SWOT analysis			
8	Your primary target audience(s) is well understood and defined			
9	Your target market challenges are mapped out with corresponding strategies in place to meet these challenges			
B. YOUR BRANDING IDENTITY		NO	OK	YES
Do you consistency look great?				
10	Your logo is clear, effective and speaks to your values and mission			
11	Your institution has a master set of logos			
12	Your institution has a tagline or positioning statement			
13	Your institution has a distinct brand personality			
14	Your institution's fonts reflect your brand personality			
15	Your institution's colours reflect your brand personality			
16	Your institution's fonts are applied consistently on all collateral			
17	Your institution's colours are applied consistently on all collateral			

18	Your institution has a branding style guide that is communicated and easily accessible to all staff and users			
19	Your brand always portrays consistent visual elements			
20	Your brand imagery is authentic (little or no photo stock use)			
21	Your physical location(s) is well branded			
22	Institution motor vehicles and equipment are clearly branded			
23	All social media covers, imagery and icons are consistent			
24	Pull-up banners and other branding display equipment exists and is used consistently at events			
25	Your institution has branded merchandise e.g. clothing			
26	Your institution has a current events manual that is consistently referred to and applied when organising events			
27	Your institution has an origin story and timeline on your website			
28	Your institution has a historical archives unit to preserve and record important photos, documents, and artifacts			
C. YOUR COMMUNICATIONS		NO	OK	YES
Are you on the front foot?				
29	Your institution uses a Customer Relationship Management (CRM) platform			
30	Your CRM is configured for the institution's needs and is consistently updated with new information			
31	All phone calls to your team(s) are answered without fail			
32	All enquiry emails get an automated instant reply			
33	All enquiry emails are replied to within a business day			
34	Your CRM contains an automated follow up campaign module			
35	Your institution website has an audience-centric FAQ webpage			
36	Marketing prospect emails are sent every 2-3 weeks			
37	You plan marketing email content at least two months in advance			
38	You have brief marketing collateral (e.g. brochures, flyers)			
39	You have detailed marketing collateral (e.g. prospectus)			
40	Warm enrolment leads are communicated with every three weeks			
41	Your communications are engaging and welcoming in tone			
42	Your institution has an email signature that is consistently applied and used by all staff, including contact details, web link and logo			
43	You publish a reader-centric magazine(s) that is distributed to key audiences e.g. alumni, donors, students, staff, prospects			

44	You produce a regular reader-centric online newsletter(s) or updates that is distributed to your key target audiences			
D. YOUR WEBSITE		NO	OK	YES
Your institution's front door and windows				
45	Your website loads in under 3 seconds (industry best practice)			
46	Your welcome banner explains the benefits of your education offer			
47	Your welcome banner says why your institution is unique			
48	Your welcome banner contains powerful high-quality images			
49	There is a clear call to action above the website fold (e.g. book a campus tour)			
50	Your website is configured to display correctly on hand-held devices			
51	Your home page has been optimised for SEO			
52	Your home page expands on the benefits of your education offering and services			
53	Your home page has dynamic content (e.g. social feeds)			
54	Your home page displays proof and credibility			
55	Your home page offers a strong enrolment lead magnet			
56	Your lead magnet is linked to your CRM			
57	Your main navigation menu has no more than six options			
58	Your about us page is focused on the user not you			
59	You have engaging copy on your enrolment information pages			
60	You have high quality photos on all enrolment information pages			
61	Your enrolment pages are optimised for SEO			
62	A call to action is present on every page of your enrolment webpages			
63	Your website contains at least 5 videos			
64	Your website has at least 8 quality testimonials			
65	Your website has a tracking code installed			
66	Your Facebook pixel is installed, working, and tracked			
67	Your Google pixels are installed, working, and tracked			
68	You undertake a full audit of your website at least annually			

E. USING SOCIAL MEDIA An extension of your website		NO	OK	YES
69	Your institution has a Facebook page			
70	You support enquiries from Facebook Messenger			
71	Your Facebook page contains 10 Five Star Reviews			
72	Your institution has a LinkedIn page			
73	Your institution has an Instagram channel			
74	Your institution has a Twitter channel			
75	Your institution has a dedicated YouTube channel			
76	You post at least 3 times per week across each platform			
77	Your posts contain useful content and stories			
78	Your posts contain high-quality images and videos			
79	Your institution boosts high performing posts			
80	Your social media channels run marketing and remarketing ads			
81	Someone at your institution is measuring social media engagement			
82	Your institution generates new enrolment leads through social media advertising			
83	The Principal/Vice Chancellor/President has a personal LinkedIn page			
84	Your key senior staff have professional LinkedIn pages			
85	You have at least 10 videos on your YouTube channel			
86	Each YouTube video has been optimised for SEO			
87	You use relevant key words and phrases as hashtags to increase the visibility of your posts			
88	Your institution posts on feed at least once per week			
F. USING GOOGLE A global window to finding your institution online		NO	OK	YES
89	Your institution name ranks No 1 on Google			
90	You know the top 10 key search words in the education industry			
91	You rank on Page 1 for your 10 keywords			
92	Your institution has a Google My Business Page			
93	Your Google My Business Page contains high quality photos			
94	Your Google My Business Page has at least 10 Five Star Reviews			

95	You review your Google Analytics at least weekly			
96	You use Google Goals to measure conversion			
97	You use Google Tag Manager on your website			
98	You have Google remarketing display ads running at key recruitment times			
99	You have Google Search ads running across key recruitment times			
100	Your display and search ads are resulting in enrolment enquiries			
G. OTHER MARKETING		NO	OK	YES
Additional marketing platforms				
101	You know who your top 5 feeder schools are			
102	You and your staff attend regular marketing events e.g. Expos, education fairs			
103	You and your staff attend networking and professional development events annually e.g. CASE			
104	You send a news story to media outlets every quarter			
105	You are featured (positively) in the media at least twice a year			
106	Your senior leaders and/or researchers write regular articles for industry media channels			
107	You have tested bus shelter and billboard ads in your local catchment areas			
108	You have submitted your institution and/or its programs to be considered for education industry awards e.g. CASE Awards.			
109	You market through feeder school event opportunities			
110	You stage regular face-to-face marketing events for prospects e.g. Open Days			
111	You have tested print ads in your local catchment areas			
112	You have tested radio ads in your local catchment areas			
113	You have tested cinema ads in your local catchment areas			
114	You offer a loyalty tuition fee discount for alumni and/or their children and/or grandchildren			
115	You offer a loyalty tuition fee discount for staff and/or their children			
116	Your campus facilities are WHS compliant and consistently well maintained and presented			

H. YOUR ENROLMENT PROCESS Time to sign up those enrolment prospects!		NO	OK	YES
117	Your institution has a set enrolment enquiries and pipelining process			
118	You have a fully online enrolment application and enrolment procedure available			
119	You have a professional enrolment approach that is consistently applied			
120	You have a published Terms of Service Agreement			
121	You have an induction process and information pack for all new enrollees			
122	You offer an annual bursaries and scholarship program			
123	You have a process to request and publish testimonials			
124	You have a process to ask for referrals from feeder schools			
125	You send a note of thanks (or other form of recognition) after getting referrals from a feeder school			
126	You offer immersive campus experiences for prospective students			
127	Your annual fees schedule and policies are accessible from your website and easy to read and understand			
I. MEASURING, SURVEYING AND TESTING How well is your approach working?		NO	OK	YES
128	You measure the number of enrolment enquiries gained each week			
129	You know your desired vs actual cost per enrolment lead			
131	You ask every lead how they found out about you			
132	You undertake regular surveys with key target audiences			
133	You measure lead numbers across various lead sources			
134	You know the industry average cost per lead, per source			
135	You measure the number of new enrolments per month			
136	You know your current conversion rates			
137	You generate a monthly marketing report for senior leadership			
138	You plan your marketing goals annually and review progress at least quarterly			
139	You undertake demographic analysis and mapping every 4 years			
140	You know (at a minimum), who your top 3 competitors are			
141	You undertake regular and consistent industry benchmarking against other like institutions			

J. YOUR MARKETING TEAM		NO	OK	YES
Who is responsible?				
142	Your institution has a full-time marketing manager and/or team			
143	Your institution has an on-demand graphic designer			
144	Your institution has an on-demand web developer			
145	Your institution has an on-demand copy writer			
146	Your institution has a social media co-ordinator and/or team			
147	Your institution has a full-time CRM expert user			
148	Your institution has an on-demand video creation expert			
149	Your institution has a dedicated admissions manager and/or team			
150	Your institution has a dedicated events co-ordinator			
Great work, you have reached the end of the Education Marketing Fundamentals Audit! Now calculate your final score...		No = 0 pts	OK = 1 pt	Yes = 2 pts
TOTALS				

CALCULATE YOUR SCORE:

OK points		+	Yes points		=	/300	x 100 =	FINAL SCORE	%
-----------	--	---	------------	--	---	------	---------	-------------	---

Divide your total points by 300 then times by 100 to get your percentage

LOOK UP YOUR RESULTS:

YOUR SCORE	0-50%	Hmm, you are in the red zone! It seems you are missing out on a lot of opportunities, and it is potentially costing you enrolments and impacting your brand growth. AlumGrow can help!
	50-79%	Good work! You are doing better than most institutions, but there's still room to significantly improve your marketing and branding approach. Contact AlumGrow today!
	80-100%	Gold star! You have got everything you need to achieve marketing excellence and optimal brand recognition in the education marketplace. You got this!

About AlumGrow Consultancy

'Generate at least 24% more enrolment enquiries, alumni engagement and fundraising revenue and achieve your business growth goals faster'

At AlumGrow Consultancy, we help education providers using our revolutionary DevelopmentPro Growth Framework™.

It's our proven program for schools, colleges, and universities to generate at least 24% more alumni support, fundraising revenue, and enrolment enquiries by overcoming common challenges such as a lack of resources, time or expertise that often stops them achieving strategic goals such as increasing revenue, developing exceptional education programs and facilities, and achieving financial independence.



"At AlumGrow we are experts in growing alumni engagement, enrolment pipelines and fundraising support so education institutions can achieve their business goals faster - and we know the way because we've been doing it successfully for over two decades."

Alastair Lee - Director, AlumGrow

Learn more today!

To learn more about our specialist programs and services arrange a free discovery call with our Director Alastair Lee today at:



alastair.lee@alumgrow.com.au



(+61) 0458 545 184



alumgrow.com.au



Your specialists in education advancement