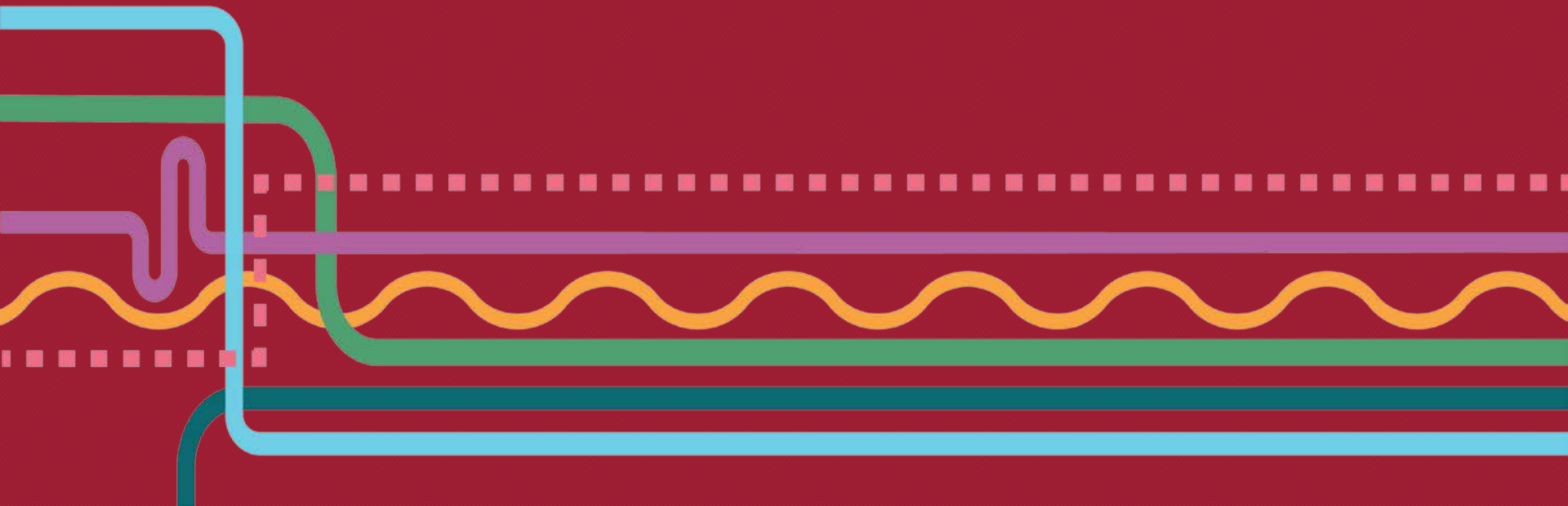


# Learning from Corporate America to Maximize Marketing Impact



# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer
- Harnessing the Power of Communication
- Organizing for Consistency
- Measuring Success

# Maximizing Marketing Impact

- Redefining Branding and Marketing (Are They Really Dirty Words After All?)
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer
- Harnessing the Power of Communication
- Organizing for Consistency
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# Did you Know ?



The two words **Steve Jobs** hated the most:

**Branding and Marketing**

*"Marketing is when you have to sell to somebody. If you aren't providing value, if you're not educating them about the product, if you're not helping them get the most out of the product, you're selling. And you shouldn't be in that mode."*

*"People associate brands with television advertising and commercials and artificial things. The most important thing is people's relationship to the product. So any time we said 'brand' it was a dirty word."*

# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition (Without Saying You Are Unique!)
- Knowing Your Customer
- Harnessing the Power of Communication
- Organizing for Consistency
- Measuring Success

# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer (But Wait: Who Is My Customer, Anyway?)
- Harnessing the Power of Communication
- Organizing for Consistency
- Measuring Success

**“Marketing is not  
someone’s job.  
Marketing is  
everyone’s job,**

**and schools can more powerfully harness their energies by identifying and strengthening how each individual’s role, from head to the maintenance crew, contributes to the school’s marketing goals.”**

— Jeffrey T. Wack, President, J.T. Wack and Co.  
and member of faculty at Yale University



# Faculty: Are They Our Customers Too?

## **FACULTY ARE THE SCHOOL'S BRAND**

**If you created a list of all the elements that make up a school's brand, number one on the list would be faculty. Having the faculty support the school's marketing efforts is one of the best ways to speak to a school's value.**

# Are you wondering what's next on your child's path at Woodward Academy?

Dear Woodward Parents,

Whether it's Lower, Middle, or Upper School on the horizon for your child, we're sure you have many questions. We invite you to explore the exciting opportunities that await your students in the years ahead by joining us for our upcoming Parent Preview Days.

We believe part of Woodward's magic is in our approach to the journey through the Academy. Your student's path is an individual one, and their opportunities expand as they progress through each school, meaning they can learn and grow in a safe environment where teachers, counselors, coaches, advisors, and administrators know them well.

**These special Parent Preview Days are just for our Woodward parents and will be held on the following dates:**

## "I WONDER"

Have you ever wondered about any of your child's Woodward Academy experiences? Have you had any ideas or comments you wanted to share but no idea where to send them? We've created this "I Wonder" form for parents to provide you with an opportunity to stay engaged throughout the year, rather than just at parent meetings. We invite you to share thoughts, reflections, and questions. Input can be anonymous, or you can include your email address if you would like a reply.

*This "I Wonder" form is intended for questions/comments about the Academy as a whole. Please continue to consult your child's teacher if you have a question or comment about your child's specific class.*

I wonder...\*

# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer
- Harnessing the Power of Communication (In A Changing World)
- Organizing for Consistency
- Measuring Success

## WE KNOW HUMAN ATTENTION IS DWINDLING

12  
SECONDS

The average human  
attention span in

2000

8  
SECONDS

The average human  
attention span in

2015

9  
SECONDS

The average  
attention span of a

GOLDFISH

SOURCE: STATISTIC BRAIN

## Implications

- **Grab attention in first two seconds**
- **Be concise**
- **Use your personality**
- **Avoid jargon**
- **Overcome objections**
- **Speak “you” not “we”**
- **Be consistent**

# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer
- Harnessing the Power of Communication
- Organizing for Consistency (and Success!)
- Measuring Success

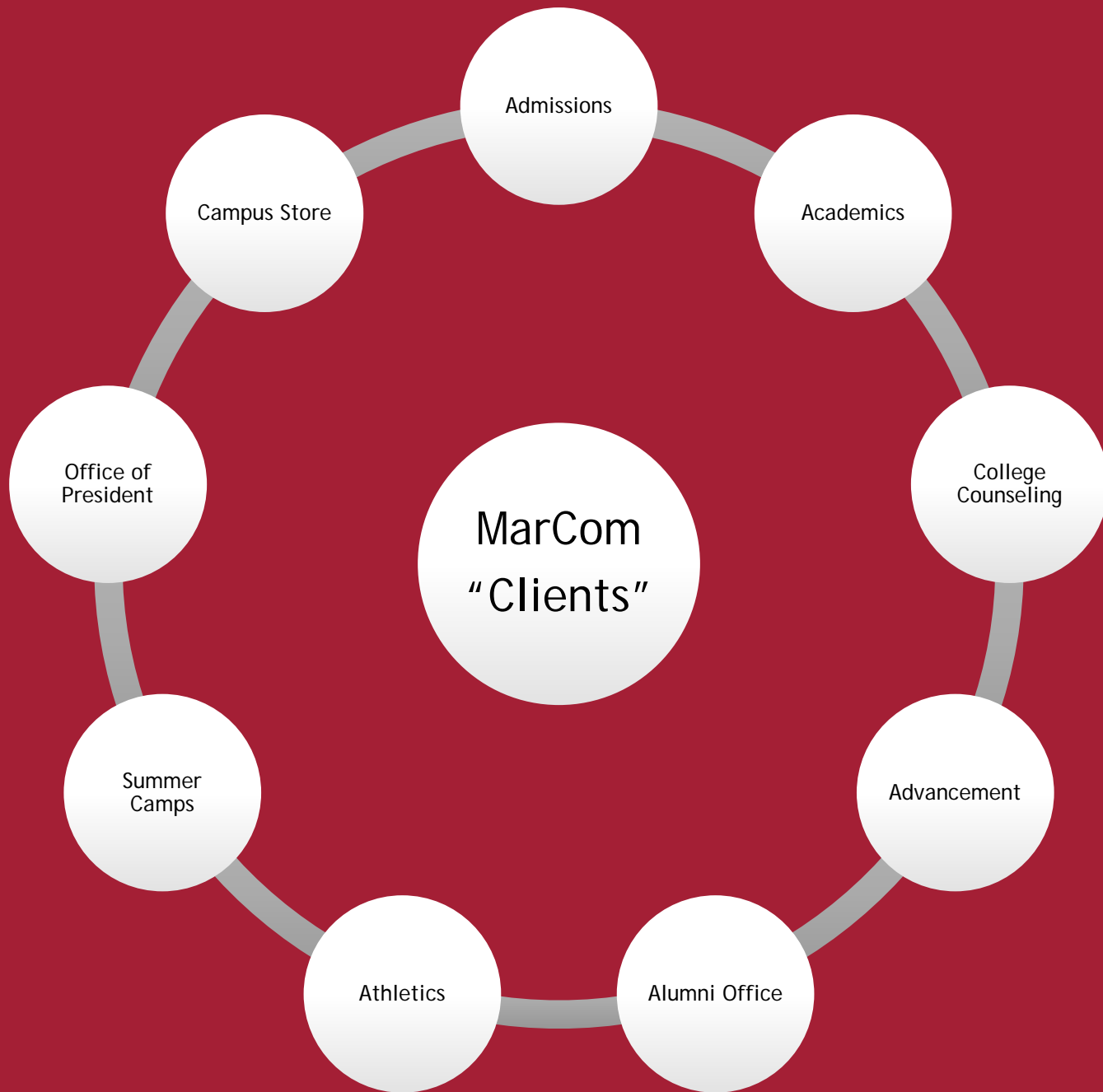
## MarCom Role

Share the Woodward story with all audiences, including prospective families, current families, and alumni, using a consistent look and feel across all marketing channels, as per the Strategic Plan.

## Admissions Role

Develop and manage relationships with prospective families and current families, including recruitment and retention, to achieve the Academy's objectives as outlined in the Strategic Plan.





# **The C<sup>3</sup> Brief (Context, Content, Creative)**

**Project Name:**

**Project Overview and Background:**

**Project Contact(s):**

**Target Audience(s):**

**Desired Results:**




# Maximizing Marketing Impact

- Redefining Branding and Marketing
- Identifying Your UNIQUE Value Proposition
- Knowing Your Customer
- Harnessing the Power of Communication
- Organizing for Consistency
- Measuring Success (by Putting an ROI on It...)

- Traditional marketing used to work because it wasn't competing with the shifting behavioral habits and all the different attention grabbing options people have today. In particular, parents of school-aged children are now plugged into their electronic devices like it was a physical appendage
- People used to spend a lot of time on a few media, like magazines, television, radio, newspapers and billboards. Now people spend a little time on a lot of media, like different websites, mobile apps, search engines, blogs and social media.

*Thank you for your interest in Woodward Academy!*

*Please take a few minutes to explore our website and viewbook to learn more about the many unique paths available for your child to explore at Woodward.*

 **Woodward Academy Viewbook**

*A member of our Admissions Office will be in touch with you to answer any additional questions you have. We hope to see you on campus soon!*