

Marketing Plan to Reach Optimal Enrollment at La Tierra Community School

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Note: Highlighted items are affirmatively on the roadmap. Green highlighted items are complete.

Summary

We propose the creation of the LTCS Parent Marketing Organization to serve as a self-contained, self-funded adjunct for LTCS. The explicit purpose of the group will be to engage in marketing activities solely dedicated to boosting the enrollment of ideal students into LTCS (note that Iris would like to see more girls). An associated group, Parent Angels of La Tierra, will exist to evangelize their awesome experiences at the school.

Assuming it is agreeable on all sides, the group will function at a heightened level of activity between now and Day 1, 2022. A reassessment of the group's function and usefulness can take place thereafter.

Phases of Work

Phase 1: Develop messaging, including tagline, three short bullets, and a marketing narrative. Begin fundraising, creating a list of people who are centers of influence (COIs), and developing a volunteer and evangelist team. **Learn about what has worked in the past at La Tierra.** Decide on which marketing/advertising/PR pushes we will elect to pursue (see options below) and create plans for each. Determine success metrics. **Agree on a content review plan.**

Timeline: 2-3 weeks

Marketing team responsibilities: Develop messaging in collaboration with LTCS leadership.

La Tierra responsibilities: Be available for interviews and provide any background material that will help with development. Be available for focused weekly meetings during this phase as needed. Create a process for receiving PMO marketing dollars.

Phase 2: Develop marketing collateral as needed for various campaigns. Develop a budget as we secure funding for paid activities. Decide which COIs to pursue. Deploy plans for collecting reviews, reviews, reviews.

Timeline: 2-3 weeks

Marketing team responsibilities: Develop collateral and submit for iteration and approval.

La Tierra responsibilities: Provide logos, fonts, colors as needed. Be available to iterate and approve content. Be available for focused weekly meetings during this phase as needed.

Phase 3: Deploy chosen marketing activities and track implementation and outcomes.

Timeline: To be determined based on marketing activity. I anticipate we will continue some activities through at least Day 1 and possibly Day 100.

Marketing team responsibilities: Meet on a regular cadence and confirm approval for all sales and marketing activity prior to deployment. Track activity and provide an excel spreadsheet and/or trello

board link for transparency. Currently, documents live at:

https://drive.google.com/drive/folders/1HVN_SDb1uPUpng6uiO8htc5llLK5Xmc?usp=sharing.

La Tierra responsibilities: Track fundraising specific to this project and hold it out for marketing activities specific to this project until enrollment numbers are met (preferably no sooner than Day 1).

Phase 4: Pivot to an ongoing marketing organization

Timeline: TBD, possibly on Day 1 or Day 100

Roles

- Sales/direct marketing: Parents who will drop off cookies OR PLANTS and collateral and have meetings with people or are COIs.
- Evangelists: Parents who are willing to champion La Tierra online, especially when requests for recommendations are made in Facebook groups or on Nextdoor. They will be part of a Facebook group and each will be encouraged to do online reviews on relevant platforms.
- Emissaries: Special evangelists in specific communities.
- Marketing experts: Parents who will create and implement professional marketing activities such as content creation, press release writing and dissemination, and ad buys.
- Social media human

Proposed marketing avenues/activities

Recommended

Trust-based marketing

- Set up review gathering engine and send out to all parents who have signed their kids back up for La Tierra. Whodoyou.com/biz
- Online evangelism organized via a private Facebook group.

Direct marketing

- Direct engagement with COIs (see below). I have a friend who does cookies for our business that we can use to make yummy boxes for daycares and mailable cookies for smaller COIs.
- Outreach to preschools and other teaching/childcare community COIs. Ideas include tabling at pickup, dropping off cookies, paying for referrals(?), taking COIs to lunch.
- Join the chamber of commerce

Advertising

Banner in front of Montoya Wealth Management on high-traffic frontage.

Public relations

Press releases for notable happenings - cadence of 1 per week or as needed. Also can call/email reporters to invite them to events. Also post to social media. Submit written stories to independent outlets.

Digital

- Website copy overhaul to reflect the messaging campaign.
- Search engine optimization as needed

Newsletter

- For parents who have enrolled in LTCS, enroll them in a drip campaign to continue to keep them excited and committed to being part of the LTCS community.

For consideration

Trust-Based Marketing

- Parents to table at various events with a “La Tierra Parent: Ask me anything” badge.

Direct Marketing

- Referral program for LTCS parents (such as donated gift cards)
- Targeted mailers with a specific ask such as attending an information session

Social Media

- Social media campaign by Lindsay Bowe (details TBD)

Advertising

- Advertising campaign to include some or all of the following:
 - Facebook ads
 - General online advertising via daily courier.
 - Print ads
 - Banners posted around town by Pete the sign guy (what the Philharmonic is doing).

Marketing collateral

Recommended

- Banner for in front of Montoya Wealth
- Rack card or postcard for delivering along with cookies to COIs.
- Car sticker
- Improved website narrative
- Longer narrative-type information packet.

For Consideration

- Other types of branded SWAG
- Postcard for direct mailings.
- Banner for tabling at events.

Donors

Note: Database lives here.

https://drive.google.com/drive/u/8/folders/1HVN_SDbl1uPUpng6uiO8htc5lLK5Xmc

Verbal agreement

Danell Riggs, LTCS parent

Jeff Daverman, Custom Sticker Makers. Open to a donation of car stickers.

Erica Ryberg, gift cards for any referrals who show up on Day 1.

Donors we can approach

Democratic donors identified via the Brandon Montoya for City Council campaign. While we can't advertise that LTCS does anti-racist work in the wider community, communicating that to these donors will be extremely effective.

Volunteers and COIs

Note the volunteer/COI database lives here:

<https://docs.google.com/spreadsheets/d/1xD-4jcrz6MMqmKtBJdvCgpc7G5VI6XsL/edit#gid=1463355626>

Volunteers already identified

Rachel Coon – is open to approaching COIs

Iris Higgins - Open to writing and approaching COIs. Is interested in reaching out to diverse communities.

COIs I have already identified

Have agreed to help

- Jennifer Rabins, midwife who owns a birth center in PV.
- Mario, a Skyview parent who will be willing to evangelize La Tierra if armed with talking points.

COIs we could approach

- Honeybee Slayton, owns an adventure-for-kids business. She is anti-vax and may have feelings about LTCS's masking policy, so if we approach her, it might be good to wait until policy is relaxed.
- Miss Deena, Skyview School. A parent at Skyview is willing to engage her to see if we can move into the second-place spot for kids on Skyview's waiting list.
- Daycares in the area who may be willing to refer, including home daycares.
- Marsha at Go Bananas Play Center.

Marketing Plan Strengths, Weaknesses, Opportunities, and Challenges

Strengths

Committed community of parents who are absolutely determined to ensure La Tierra meets its enrollment goals. They believe there is no better school in town for their children.

Weaknesses/risks

Volunteer-led organization that may come up against time and energy constraints.

"Too many cooks" may hamstring efforts if not carefully managed.

Opportunities

Not a lot of marketing has been done and the space is wide open for LTCS to develop and disseminate its story and brand. There is a lot of low-hanging fruit out there! Much can be done in the testimonial and review space.

Challenges

Demographic changes may limit the available student pool.

Lingering ideas about La Tierra from earlier iterations and possible reputational damage to La Tierra may present a headwind. I believe this can be overcome with lots of positive messaging, especially when it comes from parents.

About Erica

I am an experienced marketing professional, web developer, and sales copywriter, with intermediate graphic design skills. My rate for web design is \$60/hour and my rate for copywriting is \$120/hour. **I have since retired from this type of work and will be offering my services on a pro-bono basis as needed by La Tierra Community School.**

	Kinder Outreach	5-8 Enrollment
Review management		
Public relations	Create survey and encourage teachers to share their stories	
Brand awareness.	Join Chamber of Commerce. Speak to as many groups as possible. Car stickers	
Review management	Use TrueReview to engage existing re-enrollees and to automate enrollees going forward. Leverage reviews throughout marketing. A/B test as necessary to determine correct messaging.	