

Ideas for school marketing.

1. Ads- make new posts or even re use the old ones
 2. Funnels
 3. Making the site more interesting and more easily used (the font of the text, the layout e.g. the way that the things are positioned on it.)
 4. Make a new video with the new people in charge of the school example teachers students 4
 5. Being more active on fb and ig and tt, sm in general
 6. Post more reels/tt as that's how they can get more attention and then they can monetize that attention
 7. Make success videos to post on their website with
 8. Ask current students their experience with lmi and how being in school makes them feel and how teachers make them feel
 9. Ask ex students how their experience at lmi changed their life and how
 10. Lower the price
 11. Make offers
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1. Ads- make new posts or even re use the old ones using the boosting option on ig and facebook ads on fb as it will get more views and more feedback from the audience
 2. Make more interesting and content with the help of the students to show how good and worth it is lmi this would boost the engagement that lmi will receive from our target audience (audience)
 3. Working already on ideas on ideas of what to post and e.g. benefits, students own opinions of the school and teachers
 4. Have students create and present news updates, covering events, achievements, and noteworthy happenings within the school community.
 5. Gather testimonials from parents about their experience with your school, focusing on the positive impact it has had on their children.

My main focus would be marketing to a small portion of your audience which would be mainly teenagers and I would do so by making our social media platforms more interesting/ eye-catching by improving the structure of your videos/ posts. Why am I saying this? Well as I mentioned in the last meeting we clearly are not getting enough attention in the digital world so I am planning to make videos and posts that are more interesting for the teenagers. What I mean by this is that, your videos are good for the older generation and even for them it might seem boring depending on the content of the video, what I am going to do is to speak our students and convince them to take part in some short content creation to post on our social media platform as this will get the attention of teenagers faster and will hold it in on our videos for longer.

Also I am going to work on the thumbnails of the videos as they are non-existent at the moment, and they are very helpful at grabbing attention.

Another big thing that would help getting more attention especially on facebook would be facebook ads as Facebook is the best platform for advertising in today's world .