

# INVICTUS

Education Trust

## Marketing, Communications and Media Support

We create a very detailed 12 month marketing and communications plan for each of our schools and at the heart of our strategy are our students and their families.

We do very little in terms of traditional advertising and marketing and instead focus on parental and community engagement via our very popular digital platforms. Rather than spending thousands of pounds on adverts and leaflets telling everyone how great our schools are, we create content centred around our students, their achievements and the unique opportunities and elite experiences they enjoy.

This serves several purposes, it encourages our students to seize every opportunity that comes their way, and helps their family and friends join them on the journey and share their experiences. This approach is encouraged by OFSTED and has resulted in several of our schools receiving the Leading Parent Partnership Award.

We support our schools by coordinating and creating all the traditional marketing and communication tools such as prospectuses, handbooks, flyer designs, posters, templates, and letterheads as well as managing school websites and creating school newsletters.

One of our biggest strengths is our ability to create media for our schools, we have the capacity to make informative and professional films that other schools and Trusts are currently spending thousands to create, and we provide all photography for our schools in house.

Last year we provided each of our schools with engaging virtual tours, including hundreds of 360 images and introduction videos from all school departments which helped our current students stay familiar with the school whilst they were learning from home, they helped our incoming students with transition into their new school AND helped prospective students and parents make an informed decision about which school to choose!

So, our marketing strategy is more about sharing and improving our students experience and we believe therefore each year, more and more families are choosing Invictus schools.

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[Dedicated support with student recruitment/enrolment](#)

- Annual marketing and communications strategic plan with objective of recruiting above PAN
  - Situational analysis, including extensive competitor research and local birth rates
  - Clear objectives based on research and school/Trust vision
  - 3 or 4 strategies selected to achieve objectives
- Assistance with delivering the activities and tactics outlined in the strategies, such as:
  - Prospectus design
  - Branded materials designed (flyers, letterheads, posters, digital content templates etc)
  - Website creation and/or management including school blog/newsletter
  - Social media creation and/or management
  - Parental engagement communication plan
  - Photoshoots
    - Images to be used on campaigns
    - Printed materials for 'premium' school displays
  - Videography
    - School promotional films
    - Filming of any virtual events
  - School Virtual Tour
    - 360 images of all spaces
    - Engaging virtual tour created for induction and recruitment purposes