

Marketing your MAT for Growth.

The key to developing effective Trust
marketing and communications
with Mark Davis.





The Importance of School Branding & Marketing in School Admissions.

Mark Davis

Blue Apple Education.
School Communication & Design Experts

Creative Income Generation for Schools.

Blue Apple Education.
School Communication & Design Experts

Funding the Future

This informative half-day seminar sets out how schools and academies can approach the necessary task of generating additional income. Aimed at headteachers, school business managers and trustees, our experienced education experts will suggest ways in which your school can raise additional funds.

Watch now

Recruitment & Revenue - The Future of Your School.

20th April 1-3pm

This event sets out how schools and academies can ensure that they fill pupil places and generate additional income.

Aimed at headteachers, school business managers and trustees, our experienced education experts will provide lots of take away tips and advice.



5th October 2021

MEET OUR SPEAKER



Mark Davis

Who am i?
Sales Director at Blue Apple Education

Panel Overview

During this session, we will be looking at why a strong Trust Brand Identity is an important step in planning and maintaining Trust growth. We will look at some tips and hints to ensure that your Trust brand is effectively providing the right platform for all your marketing and communications, both internal and external.

Panel Title

"The Importance of Branding & Marketing in Trust Growth"

Where you can see me

I will be speaking at The MAT Growth and Merger Conference 2021. email the team for last-minute registration, info@convenzis.co.uk

Can't make the session? Recordings will be available!
Please Enquire : info@convenzis.co.uk





Login

Home Join Now Partners About Resource Area Events Contact Us

Meet MATA's Advisory Board

Our Advisory Board

It's incredibly important that the association is progressive and constant in staying up to date with latest trends and more importantly, staying close to the heart of leadership within the community! Our advisory board has been crucial in setting up the association to ensure we are valuable for members and continue to implement unique features and benefits.

Episode Four.

3 ways to generate thousands for your school with Justin Smith.

out of the
Blue.



Episode Five.

What is SEO and why does my school need it with Andrew Maylor.

out of the
Blue.



Episode Nine.

The Blue Apple Education School Brand Identity Kit.

out of the
Blue.



Episode 21.

Dean's 3 top tips to make the most of your school photography.

out of the
Blue.



Blue Apple Education.

- **Unearthing the Remarkable – Developing a brand and providing consistent messaging which is designed to SELL your school to new parents.**
- **Producing Results.**

Why is branding & marketing relevant to your Trust?

The New Landscape...

The white paper outlined the Government's vision for every school to be part of a "strong and viable" MAT by 2030.

It describes a "strong and viable" MAT as having at least 10 schools / 7,500 pupils.

Most MATs do not meet this criteria – 75% nationally have fewer than 5 schools.

Local Authorities will look to set up Trusts in **problem areas** (these will be areas where there are not enough "Strong" trusts).

What role can Marketing and Communications Play?

3 Key Areas?

- **Your Trust brand identity**
- **A strategy & plan for growth.**
- **Websites as a centralised service and area of support – making your MAT more attractive to prospective new schools.**

A quick recap – Find the Remarkable!

- Understanding who you are.
 - What is remarkable about your Trust.
 - Do your current communications reflect this.
 - Does your website (for example) **SELL** the Trust?
 - Are you **giving potential schools a reason to choose your Trust over another?**

What is a Trust brand?

The overall experience of a “customer” that distinguishes a school from any other.

Your **BRAND** is reflected in everything that you do!

Your **BRAND** is reflected in everything that you do...

The Obvious:

- Logo
 - Consistent use & appearance
- Website
- Prospectus
- Social media pages and activity
- Signage
- School Uniform
- Other comms (Newsletters etc)
- Imagery

The Not So Obvious:

- How the phones are answered
- The welcome at the school office
- How Open Days are conducted
- The fabric of the school
- Student attitude / behavior

**Is your Remarkable
reflected in your
current marketing?**

The Brand Identity Masterclass

- **FREE** training
- 1.5 hours **online**
- Lots of **hints, tips and guidance**
- **Runs every month:**

The **Brand** Identity Kit

Ensure that all of your future
Trust marketing &
communications is
on-brand and effective.

The **Brand** Identity Kit

What does this include?

- **Discovery Call** – Where we learn all about your school and look to unearth the remarkable.
- **Development of school logo** (refresh or completely new)
- **Visuals of marketing assets, including:**
 - Logo / Embroidered version
 - Stationery
 - Brochure or Prospectus
 - Folder or Wallet
 - Website (desktop and mobile)
 - Wall Graphics
 - Roller Banner
 - Instagram and Facebook Templates
 - Pins, Badges and Lanyards
- **Brand Guideline Document** (to share internally and externally to maintain consistency)

The **Brand** Identity Kit

This will provide you with:

- **Everything you need to ensure a powerful, consistent Trust brand across all your marketing assets.**
- **Improved communications with prospective schools, staff and other key stakeholders.**
- **Clear and focused messaging to encourage schools to make your Trust their first choice.**





Lighting the hearts & minds of our community



Welcome to
Overdale Infant School

"Live, Laugh, Learn and Achieve Together"

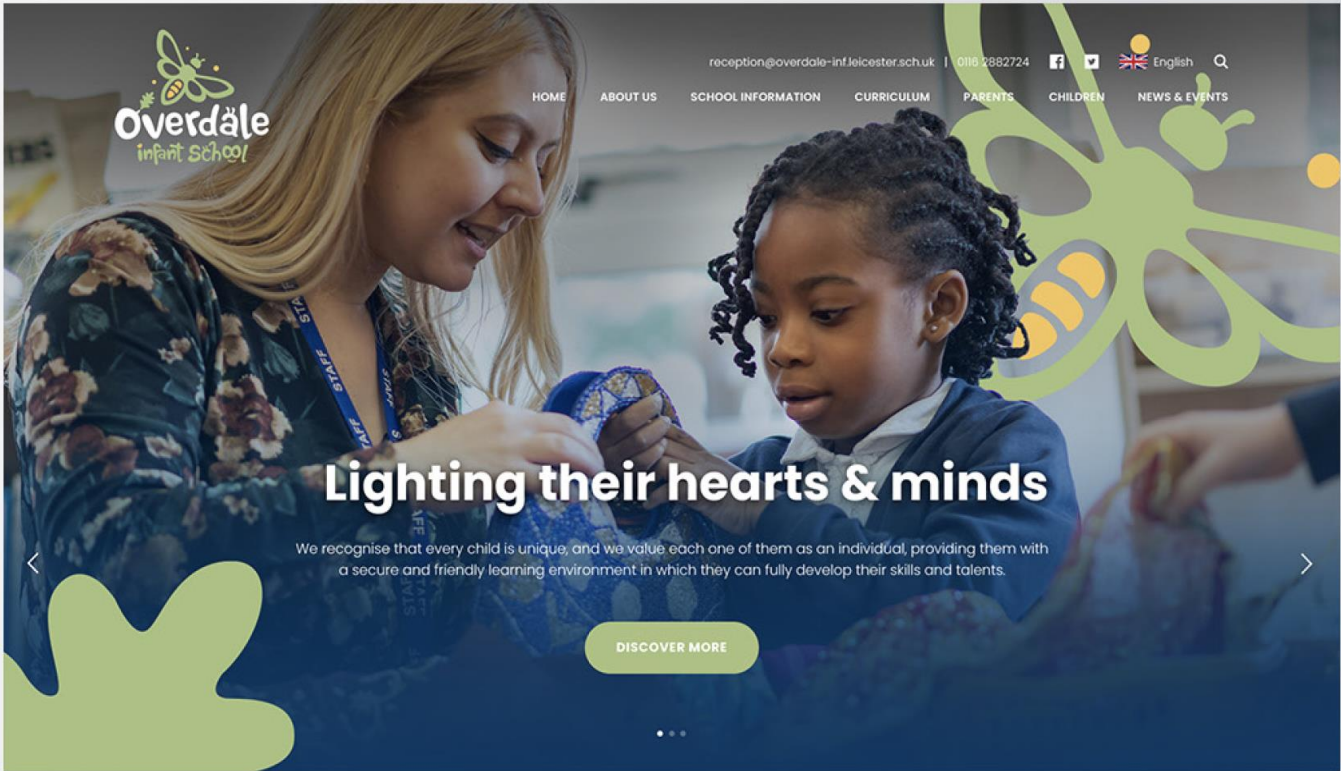
Welcome to Overdale Infant School

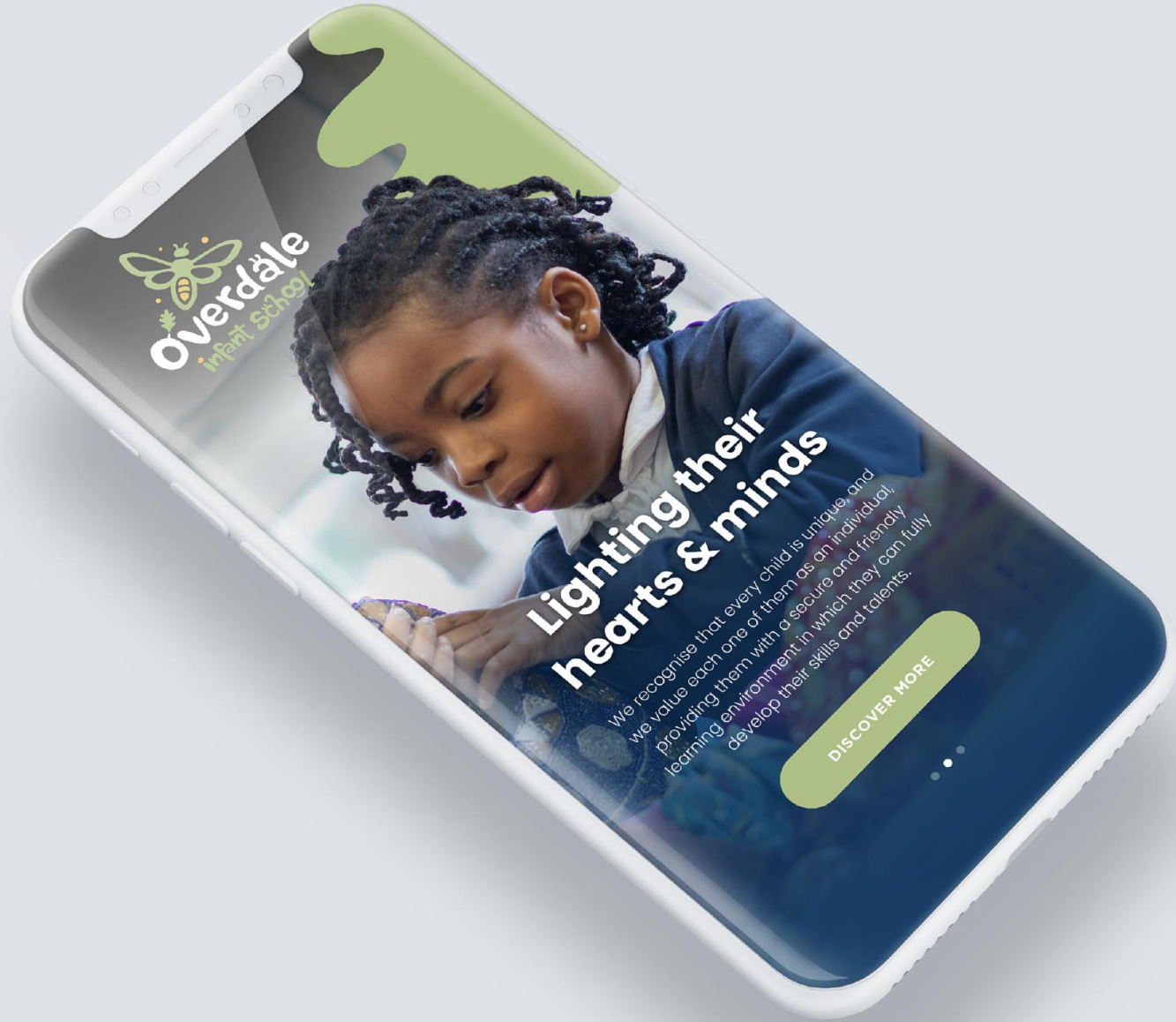
We are a lively, happy, successful school with extremely enthusiastic children, parents, staff and governors.

Our Mission Statement captures our values and beliefs 'Live, Laugh, Learn and Achieve together'

[READ MORE...](#)








Overdale
Infant School

Lighting their hearts & minds

We recognise that every child is unique, and we value each one of them as an individual, providing them with a secure and friendly learning environment in which they can fully develop their skills and talents.

[DISCOVER MORE](#)









Dear Parents and Carers,

We are a lively, happy, successful school with extremely enthusiastic children, parents, staff and governors.

Our Mission Statement captures our values and beliefs 'Live, Laugh, Learn and Achieve together.'

We recognise that every child is unique, and we value each one of them as an individual, providing them with a secure and friendly learning environment in which they can fully develop their skills and talents.

We have very high academic standards and ensure that skills are taught within an innovative, creative curriculum which provides appropriate challenge and support for every child. We foster creativity and imagination and place great importance on children's personal, social and emotional development.

Our exciting learning environment enriches a stimulating and challenging curriculum, which is enjoyed by a rich diversity of learners.

We very much value the partnership between home and school and believe that by working together we can ensure your children develop into happy and confident individuals. We aim to provide them with the necessary skills and knowledge to meet future challenges and opportunities.

Parents, carers and volunteers are encouraged to share in the many aspects of school life, to work alongside the school and to celebrate their successes and achievements.

We are particularly proud of the care, support, guidance and achievements of everyone who belongs here. We work in close partnership with schools and other agencies across our vibrant city to ensure that each and every child has the best possible opportunity to enjoy and succeed whilst at Overdale Infant School.

The school is part of a wonderful community. We work closely with members of our local area to ensure that we are a positive force for good, supporting foodbanks and more recently our inter-generational project.

Welcome to Overdale Infant School
Mrs Hayley Holmes
Head Teacher

The **Brand** Identity Kit

Costs:

- **£2,650**
- **EVERYTHING** you need to start marketing your school with a consistent brand identity.
- **Ensure you can "compete" with other schools & academies**
- **Money Back guarantee!**

Plans are nothing...
Planning is everything.

Plans are nothing... **Planning is everything.**

All of your marketing activity should be guided by a **clear marketing strategy & plan.**

Strategy

Your marketing strategy should outline how the Trust is positioned, who its target audience are, what it's route to market is, what its core mission, vision and values are and how that informs the marketing messaging.

Plans are nothing... **Planning is everything.**

All of your marketing activity should be guided by a **clear marketing strategy & plan.**

Plan

Your marketing plan, meanwhile, is the blueprint of how the marketing strategy is going to be implemented. It is much more tactical in its nature.

Planning is everything

The marketing plan is the **missing link between the strategic direction of the Trust and the delivery of results.**

It is the glue that connects everything together and **ensures that the right activity is taking place**, at the right time, to the right audience through the right channels.

Planning is everything

**5 reasons why a marketing
plan is critical to your
Trust**

No 1 – A Marketing plan provides Focus

A marketing plan ensures all activities that are taking place, are in line with the direction the Trust is strategically going, rather than merely following the CEO's latest idea.

No 2 – Plan & Manage Resources

Most Trusts that we work with **do not have a marketing strategy or marketing plan in place** at the very beginning. This is also mirrored by the fact that they also **do not have a marketing budget set aside, nor a dedicated member of staff** to focus on marketing.

No 2 – Plan & Manage Resources

With a clear marketing strategy and marketing plan in place, it enables the Trust to **understand what sort of budget they need to set aside, and what level of resource they need to deliver it.**

No 3 – Provides Transparency

- The plan is designed to generate a **positive return on investment** from your total marketing spend.
- A marketing plan will have **some measurable metrics that can be tracked, tested and measured over regular periods of time.**

No 3 – Provides Transparency

- This data then **allows you to make much more insightful decisions about future activities**, budget allocation and growth targets.

No 4 – Ensures Consistency

- A marketing plan, with a dedicated resource allocated to it, allows you to **market the Trust continuously and consistently.**

No 5 – Provides Clarity

- Through having a clear strategy and marketing plan, **all associated staff have absolute clarity over where the Trust is going**, it's growth targets, their role within hitting their targets and how they are contributing.

Planning is everything

- **A strategic development & communications audit**
 - Ascertain the status, success, capacity and sustainability of the current ability of your Trust to fulfil its strategic aims in relation to marketing and communications.

£3,990

Planning is everything

- **A development & communications strategy & plan**
 - Creation of communications & development strategy
 - Creation of key messaging
 - Creation of an operational plan to implement the above including specific measurable targets

£3,990

**How can you future
proof your Trust's
website solution?**

What are the **challenges** **and frustrations?**

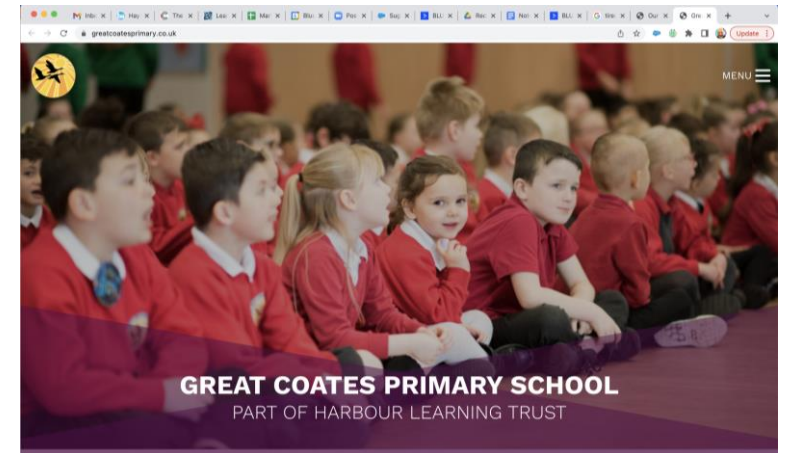
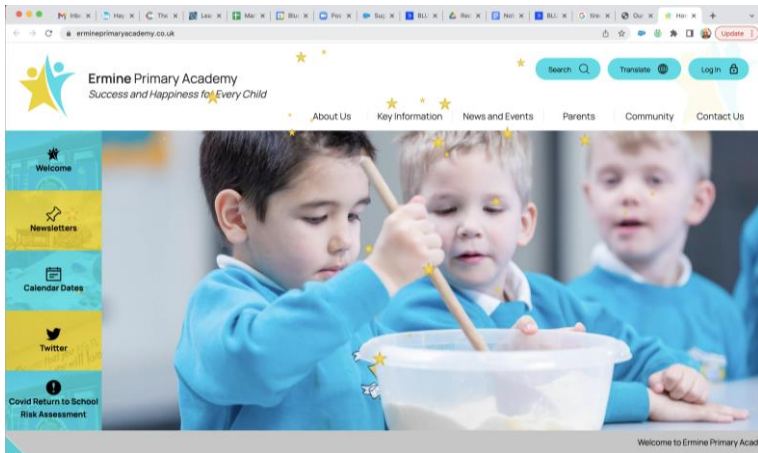
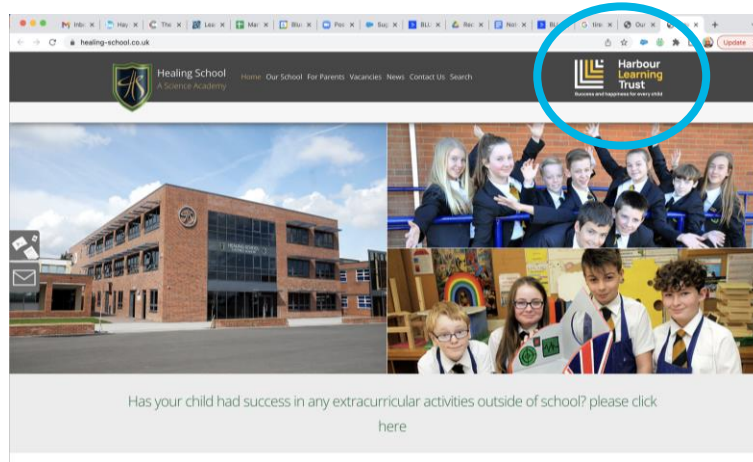
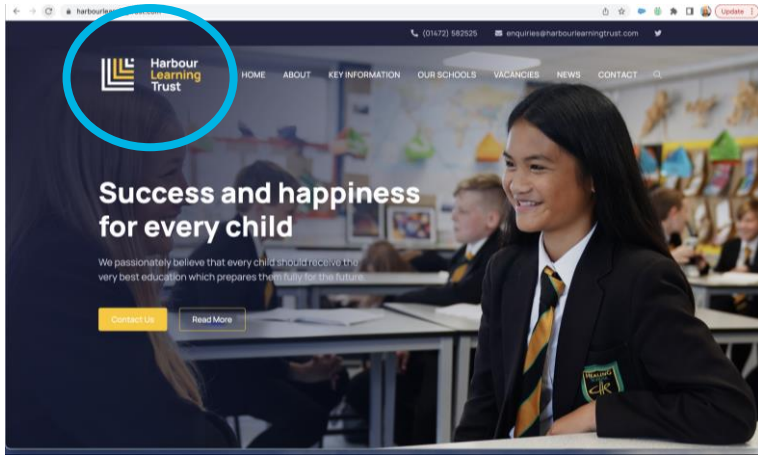
Challenges & Frustrations

As trusts grow, they end up with **multiple different website suppliers** across the MAT

- Barrier to Growth
- No **economy of scale**
- Lack of **central control**
- Makes **staff training** difficult and costly
- Creates **duplication of work**

Challenges & Frustrations

- **No central support contract** – lots of different contracts with different renewal dates, costs and terms and a number of different contacts.
- **No one company has a strategic handle on TRUST goals** and needs from their sites.
- **Difficult to manage the Trust brand** presence across all school sites and maintain a consistent appearance.





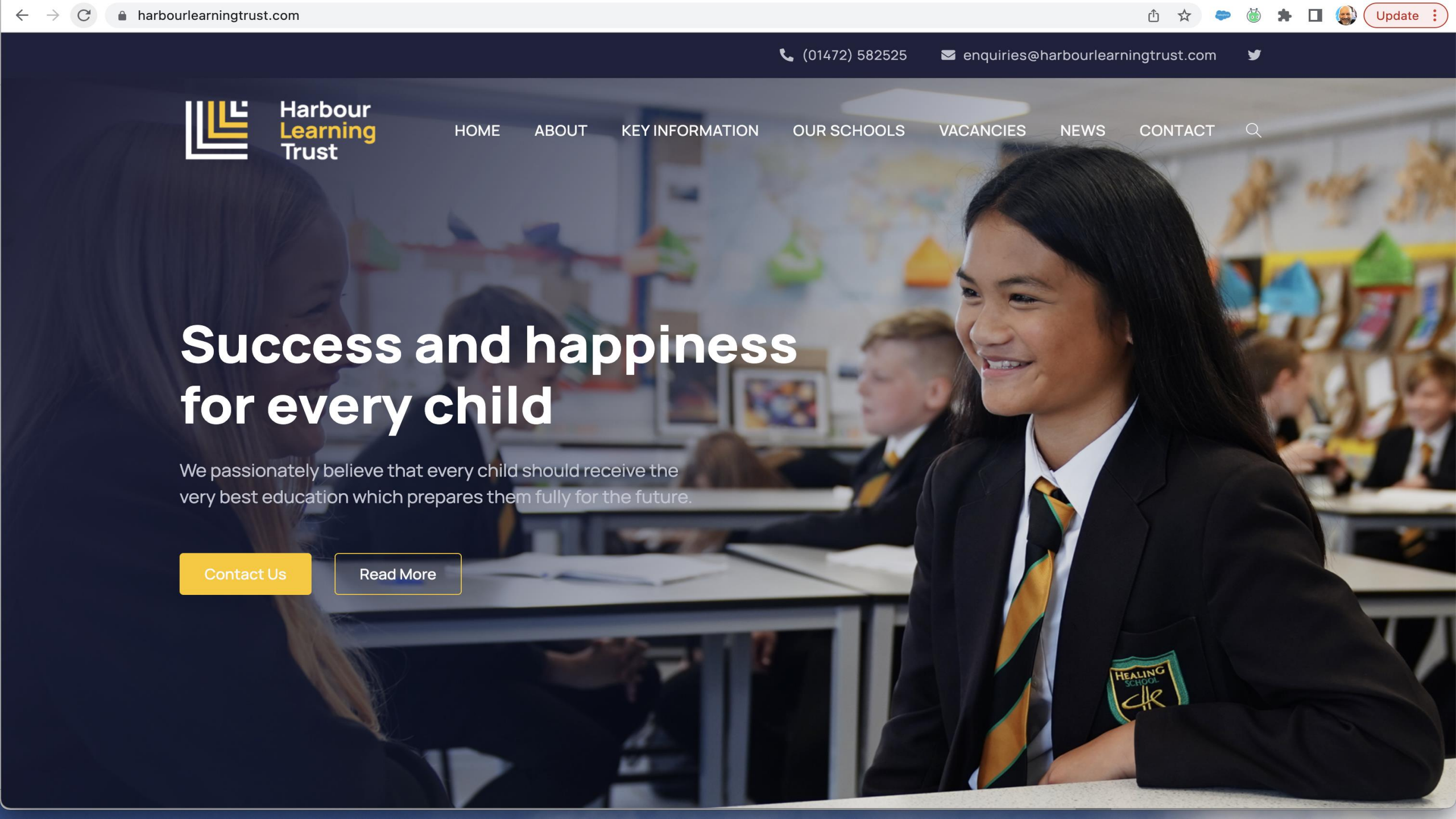
- HOME
- ABOUT
- KEY INFORMATION
- OUR SCHOOLS
- VACANCIES
- NEWS
- CONTACT
- 🔍

Success and happiness for every child

We passionately believe that every child should receive the very best education which prepares them fully for the future.

Contact Us

Read More





Woodlands Academy



- [About Us](#)
- [Key Information](#)
- [News and Events](#)
- [Parents](#)
- [Children](#)
- [COVID-19](#)



Challenges & Frustrations

- **Sites become out of date** as trained staff leave and the costs of updating mount.
- Large **investment of time and resources** needed to rebuild websites every 5 years – Current financial climate is already very challenging (Rising utility costs, National Insurance, Covid & Inflation)
- No flexibility – websites **do not adapt to the changing needs** of the trust /schools
- **Lack of marketing on the websites** – they rarely achieve the strategic aims around admissions or recruitment.



Woodlands Academy

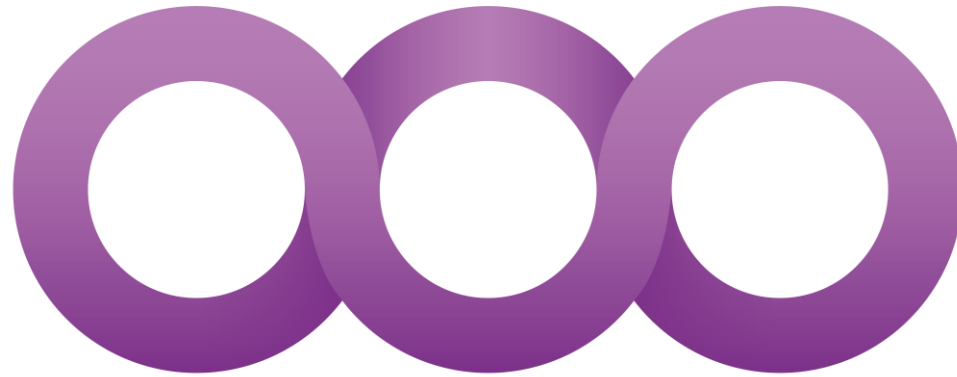


- [About Us](#)
- [Key Information](#)
- [News and Events](#)
- [Parents](#)
- [Children](#)
- [COVID-19](#)



Challenges & Frustrations

- Schools & Trusts end up **tied in to long contracts** with impossible get out clauses.
- Improvements, amendments and updates carry **huge costs**.
- **Ensuring compliancy** becomes more and more difficult.
- Choosing a single supplier leads to **large costs in time and funding** to rebuild and transfer school sites to the same system.



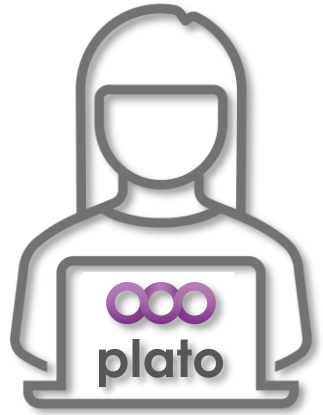
plato



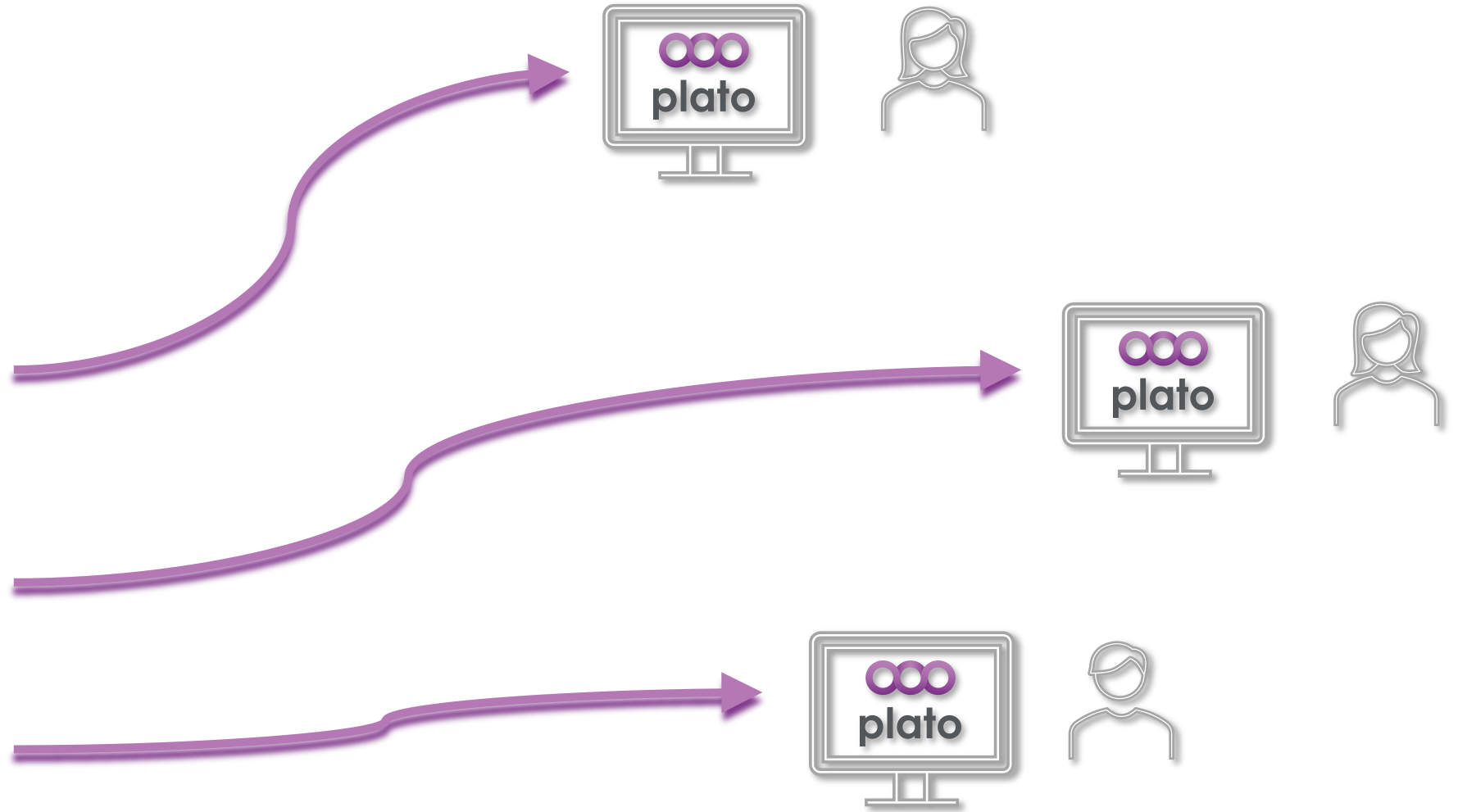
**A trust wide multi-website
system, completely
customisable and flexible,
which grows with your Trust...**



- **Simple monthly rental** (equivalent of approx. £23 per week for each school)
- **No upfront costs** to build sites
- **All support, updates and amendments** are included in the cost
- **Add additional schools** at any time
- **No additional hosting or license costs**
- **Access to training video suite** for all staff
- **Central document distribution.**



Central Trust
Administration





- **Take the headache away from schools.**
- **Add additional benefits to your package offer to prospective new schools.**



- **Sites are reviewed every year** by our experienced school marketing team.
 - **Functionality can be turned on / off at any time.**
 - **Sites will be developed in line with changing school needs – NO ADDITIONAL COSTS**
 - **Product development roadmap with new functionality rolled out to sites.**
 - **Avoids the 5-year replacement cycle**



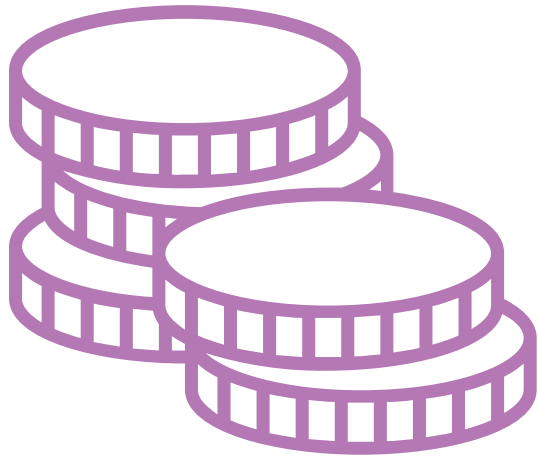
- **No long contracts. Future relationship based on service not tie-ins.**



- **Full Compliancy testing** available by former Trust leaders.



- Each site charged an **all-inclusive monthly rental:**
 - **£100 per month**
 - Central MAT site / Schools up to 450 pupils
 - **£115 per month**
 - Schools over 450 pupils.



- **No additional costs** for content and image amendments, site redesign or to add additional pages.
- **Easy budgeting .**

More Support?

Free to attend online Masterclasses:

- **The Brand Identity Masterclass**
- **The How to Grow your Multi Academy Trust using Marketing & Communications Masterclass (with John Brennan – Glove)**
- **The Essential School Website Masterclass**



Questions?