

DIGITAL MARKETING STRATEGIES FOR SCHOOLS



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siner advanced skills institute

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OID: E10201112

Advanced Institute for Skills Development

COURSE DESCRIPTION

Schools' funding is calculated largely on a per-pupil basis. A reduction in enrolment will mean a reduction in funding.

Schools need to successfully differentiate themselves to stand out, and the school website is the online shop front!

Moreover, schools must also recognise the need to allocate appropriate resources to digital marketing.

Success requires an integrated digital marketing strategy targeted at parents looking for a school for their children. Understanding how the school should be using their website, social media and internet marketing to grow their online presence and attract more parents (and ultimately students) is absolutely critical in today's competitive marketplace.

Furthermore, it is even an opportunity to help you disseminate and promote your work and the knowledge you collected in Erasmus+ training abroad to the whole school community.

A good understanding of your school's objectives is the first step in creating a digital marketing strategy. Without knowing what your school is aiming for, it won't be enough to give you the chance to succeed. Make your school goals as specific and clear as possible!

COURSE INFORMATION

Learning Outcomes

- Provide an overview of digital marketing and empower you to grow your current marketing knowledge;
- Develop and acquire effective skills to improve your school's current presence on digital channels (Blog, Facebook, LinkedIn and other tools). By integrating social media into the school website in an engaging way, schools can also drive traffic to it and push out content through social media platforms;
- Create stronger connections between schools and communities, increase website visitors and enhance the school's overall online presence;
- Improve ICT skills;
- Create/continue to implement an action plan to make schools and communities more sustainable;
- Apply and/or adapt different concepts, ideas, and teaching methodologies to the ones practised in participants' home country;
- Facilitate experience and cultural exchanges between European participants and Portuguese teaching personnel, which results in a fruitful international experience;
- Enhance communicative competencies in English and social skills;
- Promote intercultural awareness;
- Learn more about Portugal's and Porto's culture, heritage and society;
- Identify & share good practices that can be implemented at a local level.

DAILY PROGRAM

6-DAYS

..... *Our courses also include a daily Coffee Break

DAY 1 / 16h30-21h30

- Self Preparation for a short School presentation on Day 2
- Cultural Quiz (to be filled out pre-dinner)
- Welcome Session - icebreaking & dinner, week briefing & planning
- Networking between participants and Erasmus+ team
- Sharing of European core values
- Open space for participants to share ideas and discuss current challenges in the Education sector; collaborative opportunity to exchange future goals (activity)

DAY 2 / 8h30-13h45

- Teachers & students: a reflection on the importance of the relationship between learners & facilitators
- Levels of communication
- Communication models
- Practical group work and exercises

DAY 3 / 8h30-13h45

- Introduction to Digital Marketing
- Content & Social Media Marketing
- Search Engine Optimization (SEO)
- Paid Search (PPC) Using Google Ads
- Display and Video Advertising
- Email Marketing

DAY 4 / 8h30-13h45

- Website Optimization
- Analytics - using Google Analytics
- Digital Marketing Strategy
- Building a Digital Strategy

DAY 5 / 8h30-13h45

- Website Optimization ✓ SEO ✓ Search Engine Marketing [SEM, including Google Ads, advanced Facebook & Instagram advertising & remarketing campaigns] ✓ Audience Mapping
- Email Marketing Automation ✓ Blogging, Podcasting, Video Storytelling, traveller journey & other rich content mappings ✓ Social Media Integration - optimize content and social networking channels such as Facebook, Twitter, Instagram, YouTube & LinkedIn
- Data Analytics & Reporting ✓ Tools & Technology, including web chat, messenger bots and beyond

DAY 6 / 8h30-13h45

- Development work
- Work presentations
- Course roundup & review
- Learning outcomes' validation
- Certification Ceremony



ADDITIONAL INFORMATION

Documentation: Learning Agreement; Certificate of Attendance with description of learning outcomes; Europass validation; and other required Erasmus+ supporting documents.

(Our courses are eligible to be completely funded by the Erasmus+ program 2021-2027 - KA1 funds and several other programs)

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