COURSE BROCHURE | ERASMUS+ TRAINING

Digital Marketing Strategies for Schools

Plan an integrated school digital marketing strategy using audience insights, website content, SEO, social media and performance analysis.

LOCATION	LANGUAGE	FORMAT	DURATION	COURSE FEE	OID
Porto	English	On-site	6 days	€480	E10201112

€480 per participant for 6 days in Porto, Portugal. Check current editions, fee and inclusions before booking.

Course description

Schools use digital communication to explain their identity, share educational work, engage families and communities, promote programmes and events, and disseminate Erasmus+ and other project results. Effective digital marketing is not simply a matter of posting more content or buying advertising; it begins with clear objectives, relevant audiences and trustworthy communication.

Participants will learn to audit a school's digital presence, define audiences and messages, improve website content and search visibility, plan social media and email communication, coordinate organic and paid channels, and select useful performance indicators. Activities will focus on realistic educational initiatives rather than guaranteed recruitment or commercial outcomes.

Through a practical strategy project, participants will develop an integrated communication plan that considers accessibility, privacy, content quality, institutional capacity and sustainable implementation.

Who the course is for

For educators

School leaders, communication and marketing staff, administrators, Erasmus+ and project coordinators, and education professionals responsible for institutional visibility or engagement. The course is particularly relevant for participants promoting programmes, open days, mobility activities, school achievements, community initiatives or project results.

At a glance

Course level: Basic to Intermediate Professional Literacy

Working language: English. Please contact the team if you are unsure about the course level or working language.

CURRICULUM FOCUS

School Digital Marketing Strategy / Content, SEO & Social Media / Audience Engagement & Analytics

View the course, current editions and fees

02 / LEARNING OBJECTIVES

Learning outcomes

The following learning outcomes describe the course's intended direction. The trainer adapts activities, examples and participant work to the group's goals, experience and learning needs.

01 **Institutional Digital Marketing Strategy** - Define communication objectives and create an integrated digital strategy aligned with the school's identity, priorities and available capacity.

02 **Audience Mapping & Message Design** - Identify relevant audiences, needs and communication barriers and formulate clear, credible messages and calls to action.

03 **School Website & Content Planning** - Audit website content and explore accessible, useful pages and stories that support user needs and institutional objectives.

04 **SEO & Digital Discoverability** - Apply foundational search-visibility practices to page structure, language, content quality and local or programme-related discoverability.

05 **Social Media & Content Calendar** - Reflect on purposeful social media content, storytelling and publication rhythms across appropriate channels.

06 **Email, Community & Channel Coordination** - Analyse email, social, website and selected paid or partnership channels within a coherent communication journey.

07 **Analytics & Campaign Evaluation** - Select and interpret relevant indicators to review reach, engagement, website behaviour and communication outcomes without relying on vanity metrics alone.

08 **European Peer Exchange & Institutional Transfer** - Compare school communication practices with European peers and adapt relevant strategies to participants' own institutions and projects.

Transfer to practice and intended impact

The programme supports participants in connecting the course learning with their own professional context. Participants consider how relevant approaches, activities or tools could be adapted to their learners, priorities and institutional settings.

1. **Identify a relevant professional need:**
   Consider which learner need, classroom challenge or institutional priority the course learning could help address.
2. **Adapt the approach to your setting:**
   Select the activities, tools or approaches that can realistically be incorporated into your own professional context.
3. **Decide what progress would look like:**
   Consider how changes in practice, learner engagement, learning outcomes or another relevant result could be recognised.

03 / COURSE PROGRAMME | DAYS 1-3

Learning Activities & Training Schedule

SUNDAY / DAY 1

Flexible self-preparation followed by an in person European exchange session, **at 18h30.**

MONDAY - FRIDAY / DAYS 2-6

08:30 - 13h30

5h of training per day · 30h total

This is a typical timetable, subject to the provider's discretion.

DAY 1

Cross-Cultural Exchange, European Educational Context & Course Orientation

- Pre-Session work: Self Preparation to reflect and share your institution's context, cultural background & completion of the Cultural Quiz.
- Welcome, networking and cultural exchange between participants and Erasmus+ team.
- Icebreaking activities and 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.
- Course briefing and planning.

DAY 2

nstitutional Communication Strategy & Audience Mapping

- Distinguish institutional communication, digital marketing, dissemination and student recruitment.
- Audit the school's digital presence, identifying strengths, gaps and available resources.
- Define communication objectives and map audiences, needs and potential barriers.
- Develop a value proposition and key messages aligned with institutional priorities.

DAY 3

Website Content, User Experience & Search Visibility

- Evaluate website navigation, accessibility, content clarity and user experience.
- Plan informative content that responds to audience needs and reflects institutional identity.
- Apply foundational SEO principles to page titles, headings, structure and internal links.
- Consider local, programme and multilingual discoverability where relevant, and draft an improved webpage.

04 / COURSE PROGRAMME | DAYS 4-6

Learning Activities & Training Schedule

DAY 4

Social Media, Storytelling & Erasmus+ Dissemination

- Select social media channels according to target audiences, communication objectives and institutional resources.
- Develop educational stories and accessible content using ethical representation and appropriate permissions.
- Plan a realistic content calendar covering school activities, achievements and community engagement and design a short content series.

DAY 5

Email, Channel Mix, Paid Media Awareness & Analytics

- Design useful email communication journeys for families, applicants, participants or partners.
- Coordinate website, social media, email, partnerships and selected paid channels around one objective.
- Explore paid search and social advertising, including when not to use them.
- Select performance indicators for awareness, engagement, enquiry or participation goals.
- Interpret sample data and identify practical improvements to message, content or channel choice.

DAY 6

Integrated School Marketing Plan & Transfer

- Develop an integrated school communication plan covering objectives, audiences, messages, channels and evaluation.
- Define roles, approval processes, resources and a sustainable publication schedule.
- Present the strategy and receive structured peer and trainer feedback.
- Complete course reflection, evaluation and Certification.

ADAPTABLE TRAINING

This programme is a planned framework. Specific activities, sequence, exercises and timings may be adapted by the trainer or provider to each group/edition.

COURSE RECORDS

Daily summary and attendance sheets record the schedule and a short account of each day's work, validated by the trainer and signed by the participants.

Edition-specific evidence: Learning Together maintains signed daily training and attendance records. This brochure describes the course framework; additional verification can be based on the records of the particular edition.

05 / LEARNING APPROACH & METHODOLOGY

Learning Together Methodology

Learning Together courses combine guided input supported by presentations and multimedia resources with practical experimentation, creative workshops, case-based learning and hands-on tools. Participants connect the learning to their own professional situations and progressively develop an applied outcome, which may take the form of a presentation, project, session plan, action idea, reflection or another relevant output.

Peer / trainer feedback supports refinement throughout the process, while European exchange encourages participants to compare practices, perspectives and approaches across different educational contexts.

Methods applied in this programme

Communication Audit & Audience Mapping

Participants analyse current digital touchpoints, define objectives and build audience profiles and message frameworks around a real school initiative.

Content, SEO & Channel Workshops

Guided tasks develop website content, search visibility, social storytelling, email communication and coordinated channel choices.

Strategy Project & Performance Review

Participants integrate the components into one plan, select meaningful indicators and refine the strategy through peer and trainer feedback.

Collaborative learning, peer exchange and reflection

Participants work with European colleagues, compare professional contexts, exchange approaches and reflect on how the learning can be transferred to their own institutions.

> **Illustrative example: Developing a Digital Marketing Strategy for a School Initiative**
>
> Imagine a school promoting an open day, programme, mobility opportunity or Erasmus+ project result. Participants define the audiences and communication objective, improve the relevant webpage, plan coordinated social and email content, consider whether paid promotion is justified and select indicators for reviewing performance. This illustrates one possible institutional application.

An adaptable learning experience

Learning Together courses are delivered by trainers with relevant professional & pedagogical experience, **who are fluent English speakers**. The trainer may vary by edition, adapting the activities to the group's professional context and learning goals.

Meet our trainers and explore our approach

06 / PRACTICAL INFORMATION & SUPPORT

Everything you need for your training

A clear overview of your course resources, included services, documentation and next steps.

Your course materials and participant work

Participants receive access to course materials, including slides, presentations, worksheets and exercises made available for the sessions, through a dedicated online folder.

Depending on the activities, groups may also develop action plans or presentations. The output varies with the programme, trainer and group.

Materials to bring: Laptop

Course package

Includes training sessions, digital materials, practical resources, administration and course-week support, welcome kit, coffee breaks and course documentation. Cultural activities and an orientation session **depend on the edition selected** (flights, accommodation & other personal arrangements are not covered).

Check fees and inclusions for your selected course.

Documents & certification

We issue Certificate of Attendance, invoice and support agreed Erasmus+ mobility documents, including Europass Mobility records. Certificate issuance follows the attendance conditions.

Send any additional school forms to our team in advance. Explore document guidance.

Provider & quality

Learning Together operates through registered organisations in every country where services are provided, each with its own Erasmus+ Organisation ID (OID). Our programmes combine clearly defined learning outcomes, participatory methodologies and practical activities, with participant evaluation & feedback at the end of the training.

FROM INTEREST TO A CONFIRMED BOOKING

01
Pre-enrol

Share your course & preferred dates. Pre-enrolment is non-binding; wait for written confirmation before making non-refundable travel bookings.

02
Confirm your place

Our team will confirm availability by email. Complete final enrolment and billing details to secure your place.

03
Plan your travel

Once your booking is confirmed, you can plan your travel. Before travelling, check materials required, timetable and activities in your selected edition.

YOUR NEXT STEP

Ready to plan your course?

Check the current dates, duration, fee and edition status on the course page, then start your pre-enrolment or contact us!

View course & editions ↗ | Pre-enrol ↗

Contact: learningtogether.eu@sinerconsult.pt | +351 229 418 490