

**Click the link below to open a
video recording for this Webinar:**

https://recordings.join.me/XQuW5Za3wkm9R_NthYJEzg



Webinar: Brand Beyond the Logo

Please join the discussion
and access webinar slides/
recordings here:
forum.toucantech.com

BRAND BEYOND THE LOGO

WHAT DOES BRANDING MEAN FOR SCHOOLS?





ABOUT ME

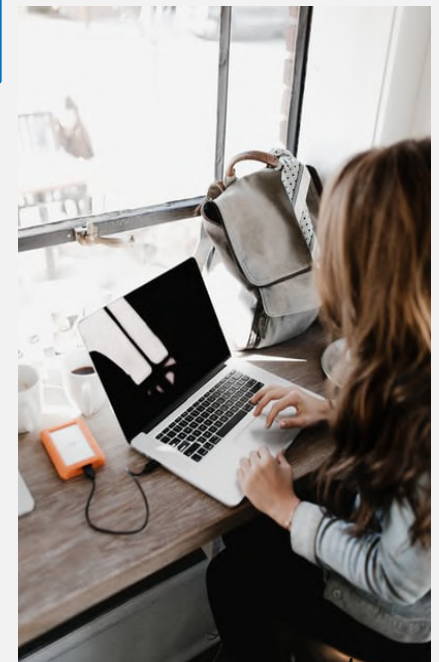
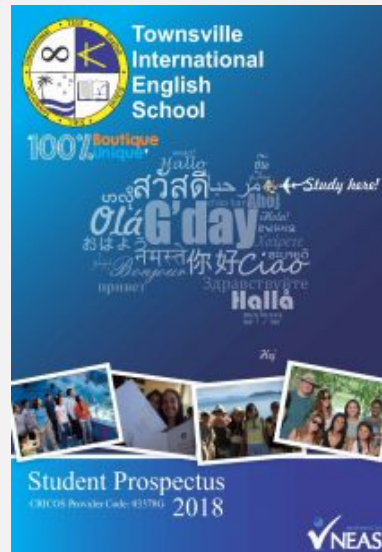
- Involved in the independent school sector for last 10 years as parent, marketer and development officer
- My work focuses on business development through marketing, branding and communications
- I'm a Toucan Tech customer



www.silvermarketing.co.uk

<https://www.linkedin.com/company/silvermarketinguk>

WHAT YOUR BRAND ISN'T...





THE EDUCATION MARKETPLACE

- Schools are businesses selling the service of education
- The market is largely undifferentiated
- Parents are wise to marketing tactics
- For their budget, families will have many schools to choose from
- Competition between schools is very tight
- Challenges for independent schools are only going to get greater
- Word of mouth is an extremely important form of marketing



HOW A STRONG BRAND WILL BENEFIT YOUR SCHOOL

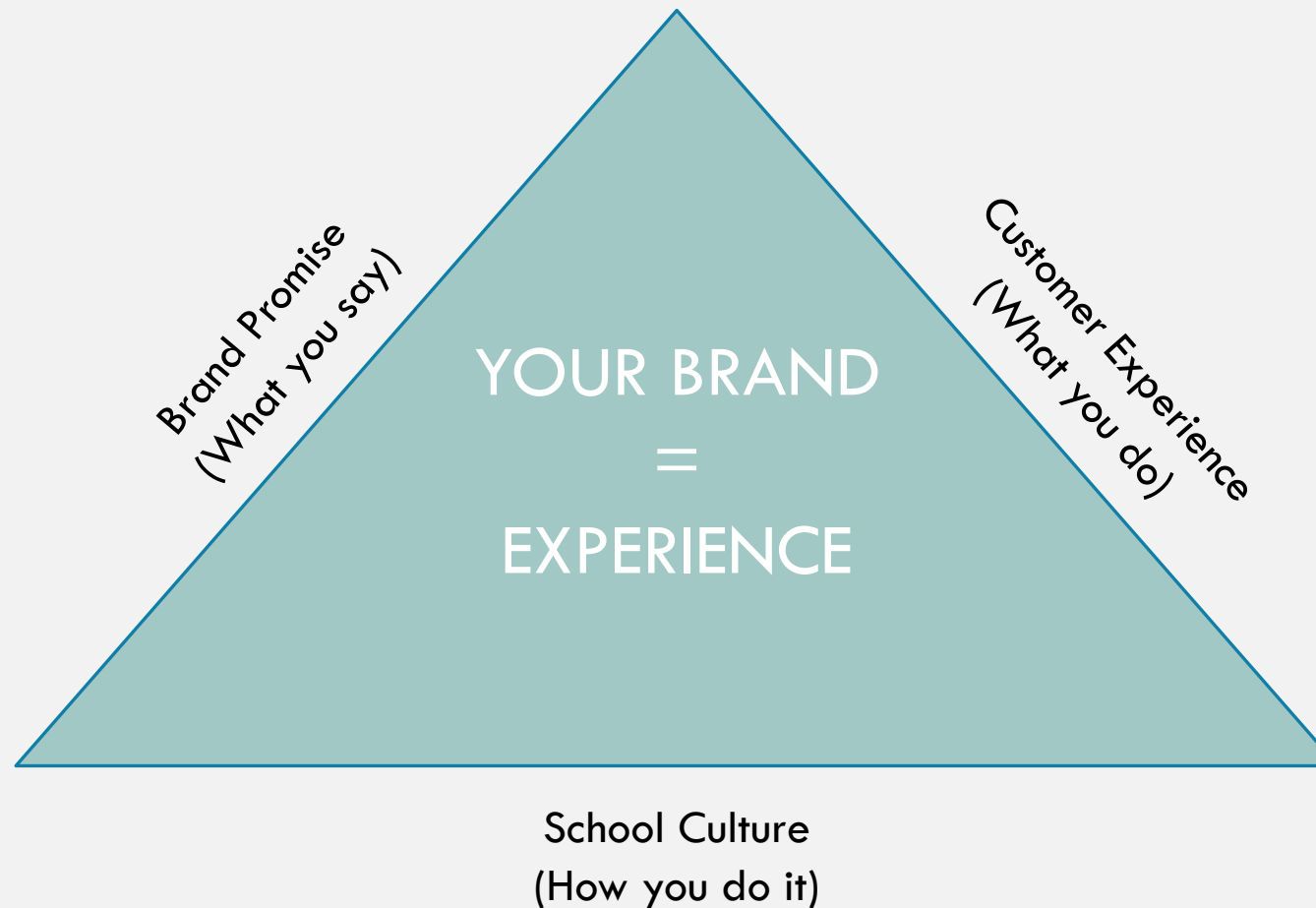
- A strong brand will differentiate you from other schools.
- Your brand gives families a unique reason to choose your school over and above the competition.
- Your brand will elicit a warm, emotional connection with your school
- Your brand will help you develop a compelling case for support and engage with your community of supporters.
- A strong brand will help your school to achieve your commercial objectives.



THE BIG CHALLENGE FOR SCHOOLS #1

However hard you try, the written and visual representation of your brand can sound and look dangerously similar to others.

WHAT DOES BRAND MEAN FOR SCHOOLS?



YOUR BRAND PROMISE



The promise you make to the *world* about what makes you unique and what *people* can expect when they interact with your school.

Your brand promise becomes the DNA of your school.

YOUR BRAND PROMISE

Logo



Promise

To refresh the world in mind, body and spirit and inspire moments of optimism, to create value and make a difference

To inspire and nurture the human spirit one person, one cup and one neighbourhood at a time

To bring inspiration and innovation to every athlete* in the world
*If you have a body you are an athlete

Strapline

Open Happiness

Taste the Feeling

Just do it

ACTION #1: GET UNDER THE BONNET OF YOUR SCHOOL

1. Go back to your business objectives

- What are the school's business objectives or targets?
- Look at your development plan
- Define your target audience(s)?

2. Lift the lid on the competition

- Who are your competitor schools?
- What do you know about them?
- Key messages, style, reputation
- Find out as much as you can about them

3. Do some self-reflection

- What do you think you are known for now?
- What does your ethos say about you?
- What do you think makes you unique?
- What could make you unique in the future?



4. Research broadly

- Staff, including teachers and business support at ALL levels
- Parents and prospective parents
- Leadership and governors
- Pupils and former pupils
- Alumni
- Leaver families

5. Ask probing questions

- What makes us unique?
- Why should I send my child here?
- What 5 things should we shout about?
- Why do you love working here?
- What does your family love about the school?
- Why did you leave?
- What could the school do better?
- When you look back, what does school mean to you?

SOME EXAMPLES



Brand promise

We celebrate individuality and aim to produce free-thinking, confident young people with the resilience to succeed whatever life throws at them



Brand promise

To nurture and nourish the wealth of our clients for a confident and optimistic future



Brand promise

We are a dynamic forward-thinking organisation with a special sense of community and family. We support and encourage every individual so they can achieve, thrive and make the most of their talents

YOUR CUSTOMER EXPERIENCE



A consistent customer experience will allow you to bring your brand promise to life and reinforce your core messages at every single touchpoint

THE BIG CHALLENGE FOR SCHOOLS #2

Choosing a school is a complex decision-making process involving a great number of people, processes, events and touchpoints.

Delivering a consistent customer experience will need a lot of work

WHERE CUSTOMER EXPERIENCE MAKES A BRAND



- Clear: I know exactly what I'm going to get
- Emotion: I know exactly how I will feel
- Consistent: I know, whatever the touchpoint, the brand promise will come through
- Unique: I know exactly why these brands are different to their competition

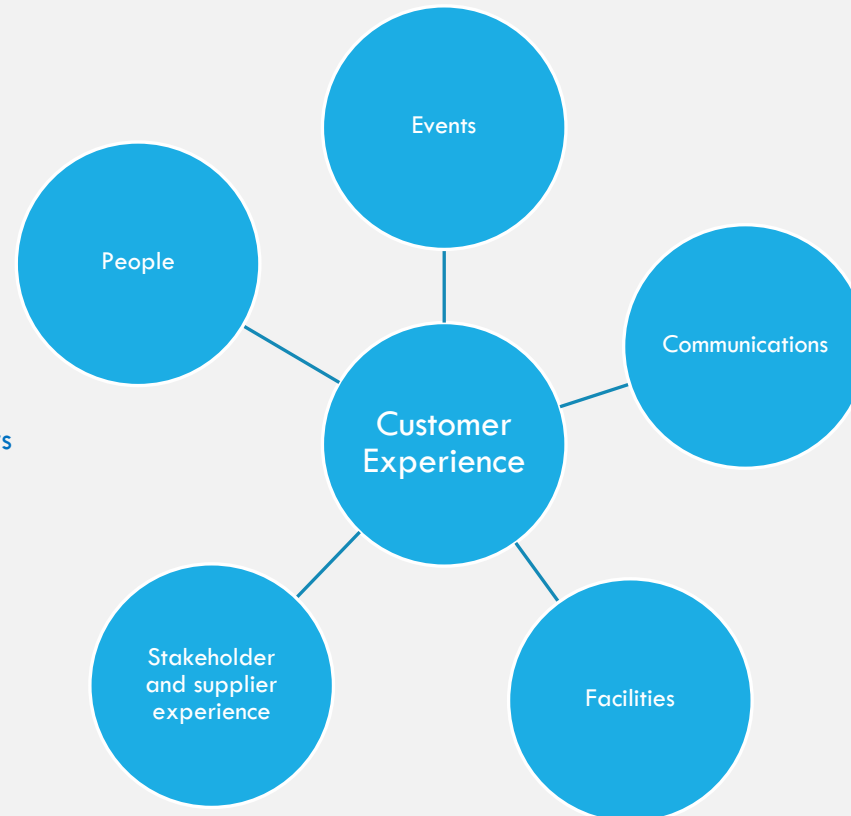
IDENTIFY ALL YOUR TOUCHPOINTS

People

Head and Leadership
Teachers
Pupils
Current Parents
Business Support Staff
Admissions Team
Development Office
Finance Team
Former staff members
Governors
Trustees
Suppliers
Leavers: Pupils & parents
Visitors
Alumni

Other stakeholders

Suppliers
Advisors
Users of your facilities



Events

Open Days
Head's speech
Prize or speech day
Concerts
Sports matches & tournaments
Catering
Tours
Reunions

Communications

Letters
Brochures
Website
Telephone
Open day speeches
Emails
Social Media

Facilities

Sport
Arts
Classrooms
Displays
Signage

SIGNATURE ACTIONS WILL HELP



Brand promise

We celebrate individuality and aim to produce free-thinking, confident young people with the resilience to succeed whatever life throws at them

Signature Actions

Individuality
Free-thinking, confident young people
Resilience to succeed



Brand promise

We are a dynamic forward-thinking organisation with a special sense of community and family for boarders and day pupils alike. We support and encourage every individual so they can achieve, thrive and make the most of their talents

Signature Actions

Dynamic and forward thinking
Special sense of community
Individual
Make the most of individual talents
Achieve and thrive

- Ask each area or department to come up with a few tangible examples of how they would prove that they bring the brand to life
- Sense check, shape and use these when talking about your school
- Develop 5 or 6 signature actions that demonstrate your brand promise

YOUR COMPANY CULTURE



The success or failure of your brand and your organisation will come down to how your staff, pupils and community genuinely *feel* about your school

WHY COMPANY CULTURE IS SUCH AN INTEGRAL PART OF BRANDING



- You cannot divorce what happens inside your organisation with what happens outside
- The decisions you make internally, the processes you put in place and the way you treat your staff will, without doubt, seep into the way they treat your customers and into the public domain
- As Social Media is ever-present, it's easier for anyone in your target market to find out what's really going on behind the scenes, how your staff are treated and how they genuinely feel about working for your school
- A happy, inspired and empowered school will feel very different to one where staff are constrained, disgruntled and powerless.
 - Where would you prefer to send your child?
 - Where would you prefer to donate your money?
 - Where would the best people prefer to work?

COMPANY CULTURE

“The way we treat our people affects the way our people treat our customers, and, in turn, our success, which includes financial performance”

It's not about the coffee
Howard Behar,
Former VP Starbucks



COMPANY CULTURE IN PRACTICE



THE BIG CHALLENGE FOR SCHOOLS #3

Changing school culture will, no doubt, be beyond the remit of development marketing and admissions, yet you have the most to gain from getting this right.

Engaging and securing buy-in from leadership and governors will be the key to your success.

WHAT BRANDING MEANS FOR SCHOOLS

Short term benefits

- Identifies why you are unique, sets standards and ensures you deliver against them.
- Inspires a positive emotional reaction among your audience
- Communicates customer expectations internally and ensures staff efforts are aligned
- Creates a positive and inspiring place to work



Long term benefits

- Finds its way into the hearts and minds of your community generating deeper and more meaningful connections with your school
- Transforms staff attitudes, inspires new developments and attracts the best talent
- Gives you the competitive edge and allows you to charge a premium for your services

ANY QUESTIONS?

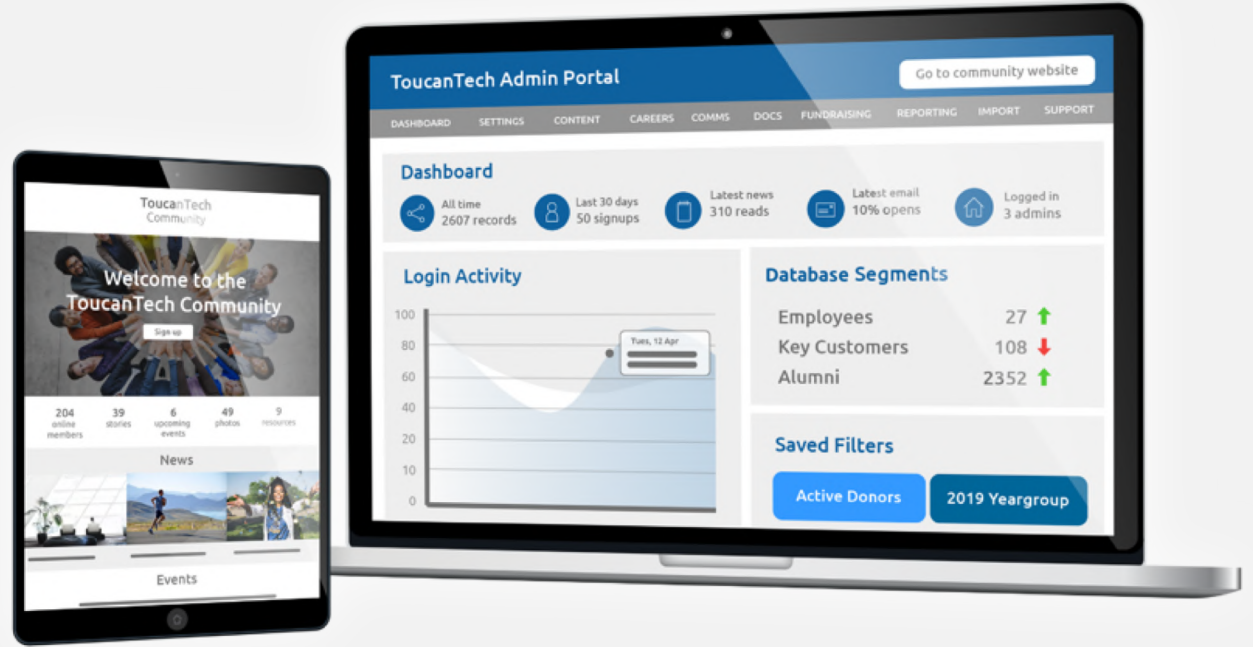
Please join the
discussion and access
webinar slides/
recordings here:
forum.toucantech.com



To find out more about branding,
read the Brand Beyond the Logo series of articles:
<https://www.silvermarketing.co.uk/silvermarketingblog>

About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Any questions?

Please contact Amy - amy@toucantech.com
www.toucantech.com

