

**Are you looking for more enquiries, registrations and enrolments for your school in 2021 and beyond?**

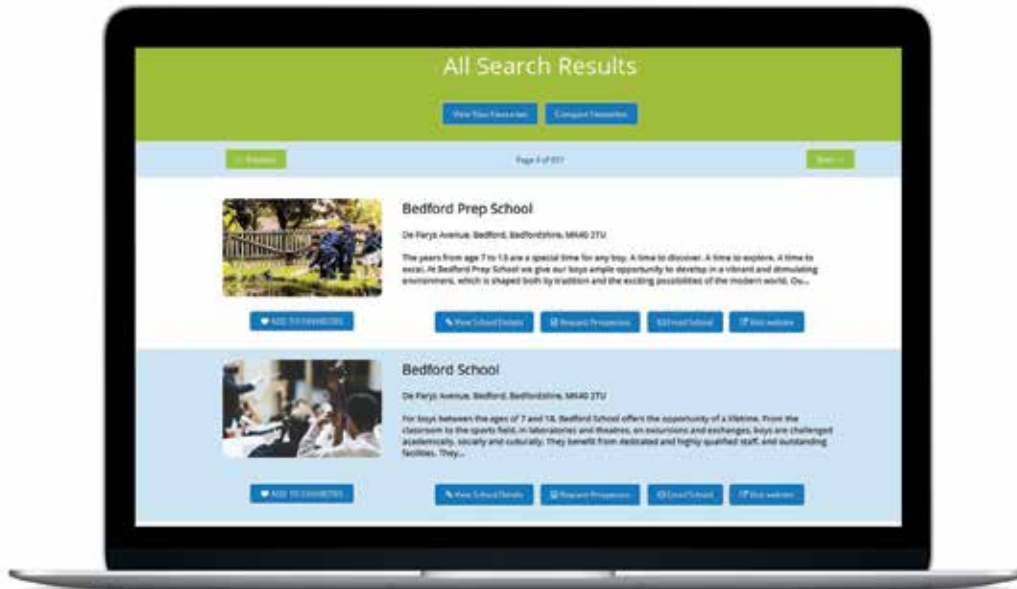
**We can help...**

# Who are we?

For over 30 years the online isbi Schools Directory has provided a free service to 1000s prospective families every month, helping them to find and choose Independent and International schools.

As the trusted online source of information about over 6000 private schools, the isbi Schools Directory gives parents and students easy access to comprehensive details of Nurseries, Day and Boarding schools, International schools, Independent Sixth Forms and Special schools.





## Why do parents and students use the isbi Schools Directory?

The isbi Schools Directory not only enables parents and students to tailor their search requirements (by type, location, academics, learning support, special needs support, music, the arts, sport, extra-curricular and more) but also the option to compare, short-list and then contact schools too... all at no cost!

We are investing heavily in developing the isbi Schools Directory to ensure we continue to be the 'one stop' source of information for the great majority of independent and international school prospective families who have not yet decided on a particular school. The isbi Schools Directory serves a wide audience of prospective parents and students with different needs. They include families who are either:

- ✓ unfamiliar with the private schools sector and wanting to learn more, or
- ✓ familiar with the private schools sector but are unsure which school would suit them, or
- ✓ already considering a school but eager to find and consider other comparative competitor schools, or
- ✓ wanting to assess the quality of the schools they are considering and how they compare, or
- ✓ looking with very specific, specialist requirements in mind and searching for the schools that best match their criteria;
- ✓ relocating to a new area in their own country or abroad and wanting an overview of the schools in the new location;
- ✓ searching for information on virtual and 'in person' Open Days and tours.

No other schools directory offers so many families free access to so much detailed information about so many private schools, and the tools to easily search and compare it.

# Why subscribe to the isbi Schools Directory?

## Reach discriminating parents and students looking now

By enhancing your profile on the isbi Schools Directory you can make your school more discoverable to 1000s of prospective families who are actively looking every month for a school like yours. Choose from a range of packages costing as little as £10 a month to connect with, engage and convert prospective parents and students.

## Generate enquiries, registrations and enrolments

Parents and students use and recommend the isbi Schools Directory because of the amount of detail they can find about schools and the opportunity to compare them, thanks to our advanced search and match tools.

Costing less per year than a couple of local newspaper adverts, an enhanced advertising package with the isbi Schools Directory will give your school considerable exposure, enabling parents and students to successfully find and short-list your school, and then to enquire.

## Extend your online presence with low cost advertising that works!

Unlike expensive and often ineffective 'hit and miss' advertising in offline media (local newspapers, national and international press etc), the isbi Schools Directory offers you:

- ✓ a low cost way to reach more families who are actively looking online now;
- ✓ enhanced profile content (text, images, video), tools and functionality - including contact details and links to your website and social media and the opportunity to post latest information and news;
- ✓ promotion of your virtual and in-person Open Days and tours with geo-targeting search options;
- ✓ banner advertising across the isbi Schools Directory and other opportunities to attract more visitors to your school's website;
- ✓ a measurable return on investment - we provide detailed analytics so you can measure results, but quality is the key... if we can bring you one enrolment per year we will have succeeded, but we aim to do more than that!

# Subscription packages to suit your school

We have developed a number of subscription packages offering a range of online advertising opportunities to extend, enhance and further promote your school's profile on the isbi Schools Directory, including video, Open Days, online prospectus and publications, photo galleries, testimonials etc.

What's Included	Price per month			
	Gold £45	Silver £35	Bronze £25	Basic £10
Social Media Coverage for All Open Days and School News	✓			
Box Advert on our searchable School Open Days Page	✓			
Banner Advertising for 3 Months to Cover your Open Days	✓			
Online Prospectus	✓	✓		
School Video	✓	✓		
Listing Open Days on our Searchable School Open Days Page	✓	✓	✓	
Add 6 Photos	✓	✓	✓	
Publish Details of Open Days and School News and Stories	✓	✓	✓	
Testimonials	✓	✓	✓	
Additional Links to ISI/Ofsted and Social Media	✓	✓	✓	
Web Address Link to School	✓	✓	✓	
Word from the Head Text	✓	✓	✓	
School Name and Contact Details and school crest	✓	✓	✓	✓
Head Teacher/Registrar Names	✓	✓	✓	✓
Exam Results	✓	✓	✓	✓
Fees	✓	✓	✓	✓
Boarding Full/Weekly	✓	✓	✓	✓
Number of pupils/ Age Range/ Number of Staff	✓	✓	✓	✓
Details of entry policies, scholarships and bursaries	✓	✓	✓	✓
What we offer section with Details of What the School Offers in Terms of Specialist Subjects, Sports, Music, Languages, Extra-curricular Activities and Special Needs Support	✓	✓	✓	✓

# Actively promoting your school throughout 2021 and beyond

Through your subscription you will also benefit from our own extensive marketing campaign for 2021, designed to grow the number of visitors to the Directory and our featured schools.

Our 2021 campaign will include online advertising, posting and PR across platforms and channels like Google, Bing, Edge, Instagram, Facebook, YouTube, MumsNet, Families Online etc etc.

Please contact Siobhan or Liz to discuss your profile in the isbi Schools Directory:

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**Telephone:** +44 (0)1980 620575

