



How to improve and increase your digital reach

Jak Blackwood | Head of Sales, UK and Ireland



About me

Jak joined the Finals site team last year as Head of Sales, UK and Ireland having worked in independent school marketing over the last several years with previous posts in independent schools including Bradfield College in Berkshire and Royal Hospital School in Suffolk.

Jak's headed up multiple website launches personally all the way through research, procurement, launch and development giving him valuable expertise in educational marketing and communications strategy.



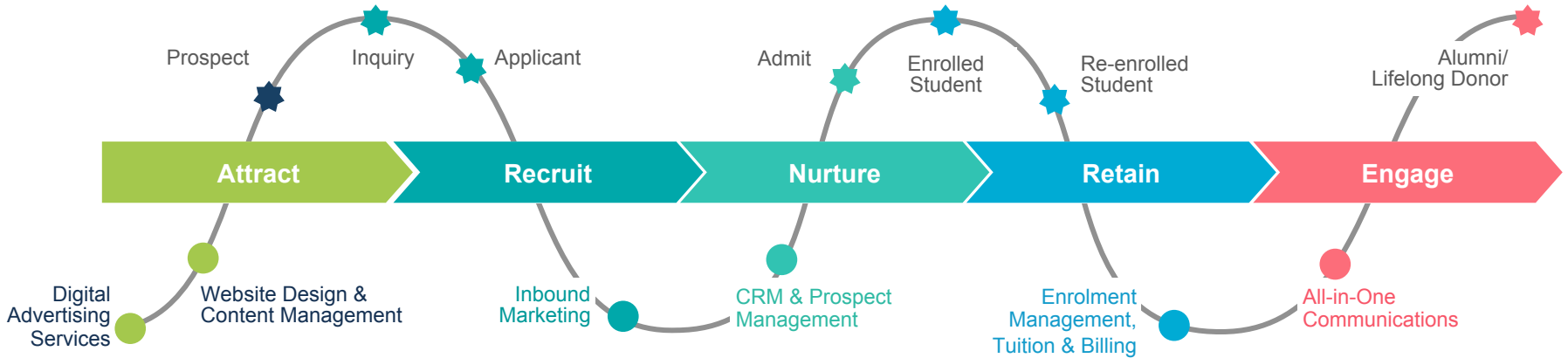
jak.blackwood@finalsite.com



Suffolk, UK



The journey



Hyper-fragmentation

- Location and language
- Pupils
- Staff
- Parents
- Prospective families
- Alumni
- Interests
- Affordability
- Boarding and day
- Coeducational and single-sex
- Generations
- Digital natives and pioneers
- Device and platform use
- First-time buyers



Opportunities for immediate impact



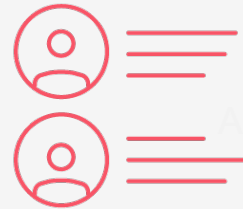
Your Website



**Communication
s Strategies**



**Digital
Marketing**



**Virtual
Engagement**



Digital ads give you **immediate** control

**When you show up,
Where you show up,
What you say.**

A beautiful website is great — but what if no one can find you?



93%

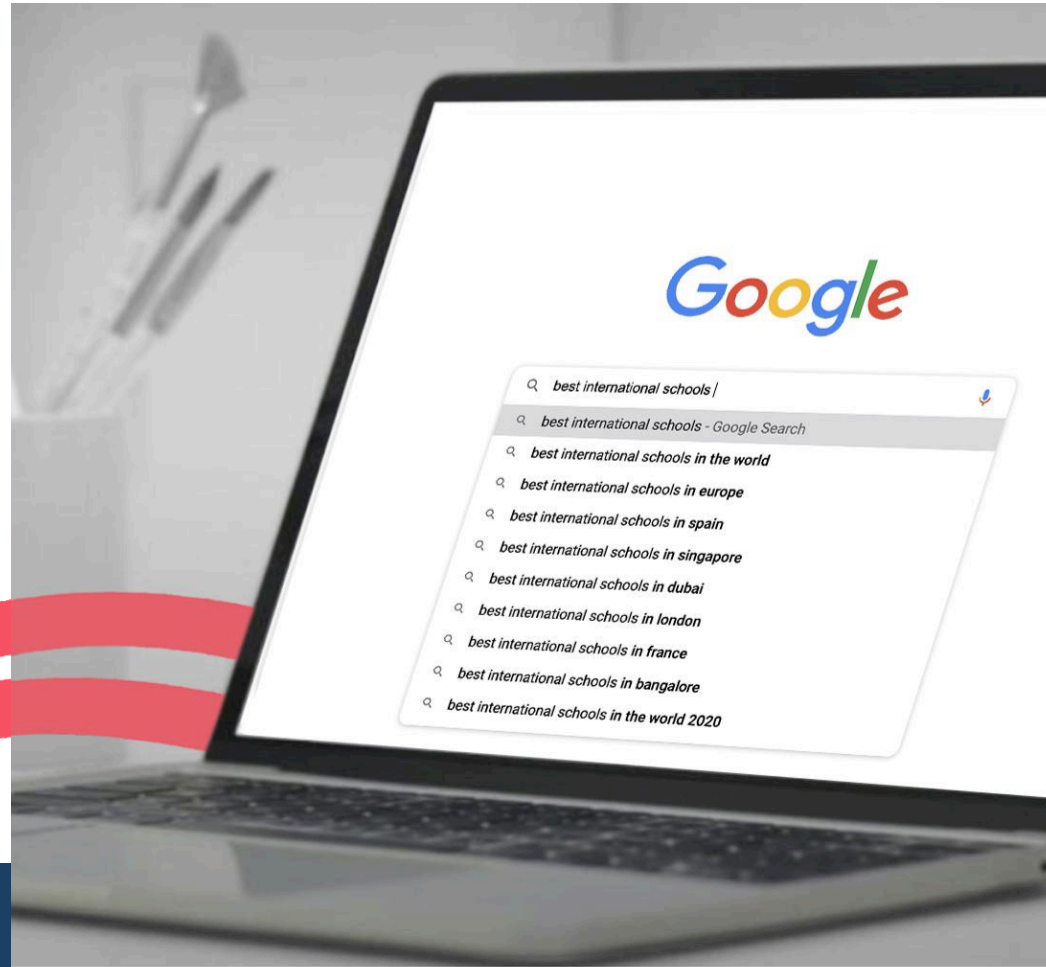
Of Online Experiences Begin in a Search Engine

75% of Search Clicks go to the Top 3 Results



Digital Advertising

- PPC & Social Ads
- Search Engine Optimisation
- Social Media Management
- Data Insights & Analytics



Independent schools/Oxfordshire



Ad · <https://www.ashfoldschool.co.uk/> 01844 238237

Leading School in Bucks - Private School near Oxon

A Leading Independent **Prep School** Located In The Village Of Dorton In Buckinghamshire. Ashfold **Private School** For Boys And Girls Aged 3 - 13 Years. 30 Beautiful Acres.

[Learn more - Request A Prospectus](#)

Pre-Prep School

Welcome to the Pre-Prep Department
For Children Aged 3-7

Arrange A Visit

We Warmly Invite You To Ashfold
See The School In Action

Ad · <https://www.windrushvalleyschool.co.uk/> 01993 831793

Best Private School Oxfordshire

Top 50 Prep School in England. Small Class Sizes. Academic Excellence. Affordable Fees. For Boys & Girls Aged 3-11 - Excellence Starts Here. Admissions Now Open. Qualified Staff. Founded In 1951. [View Classes](#). Types: Wrap Around Care 8am-6pm, Affordable Fees.

[The Times Best Schools](#) · [The School](#) · [Contact Us](#)

[📍 The Green, Ascott-under-Wychwood, Chipping Norton](#)

<https://www.mytopschools.co.uk/oxfordshire-private-...>

The Best Private Schools in Oxfordshire Reviewed

Best Private Schools by A-Level Results · 1. Oxford International College · 2. Magdalen College School · 3. Oxford High School · 4. Abingdon School · 5. St Helen and ...



“

Digital design is like painting,
except the paint never dries.

Neville Brody



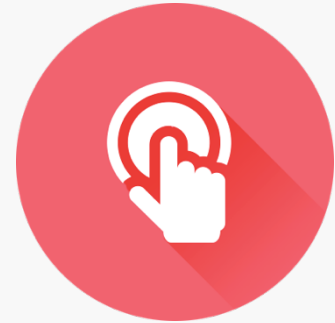
What Drives New Trends?



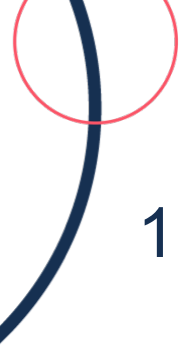
Shifts in user behaviour
& collective taste



Advances in
web technologies



Inclusivity and
ease of use

- 
1. Goal-Driven Approach
 2. Mobile-first Philosophy
 3. Bolder Layouts & Color Schemes

⇒ Merchiston





4. Creativity with Character

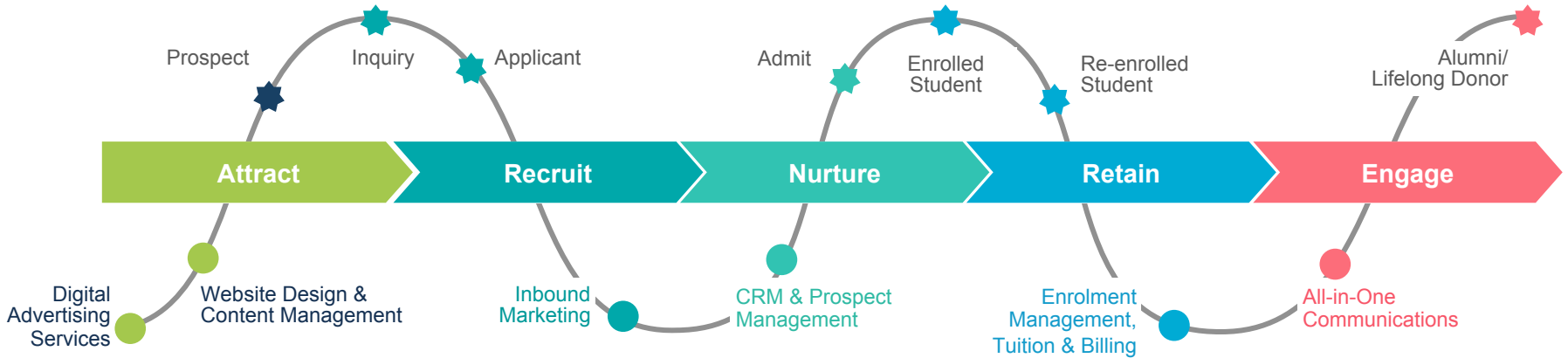
5. Storytelling Beyond the Homepage

6. Purposeful & Engaging Content



Whitgift School

The journey





“

The single biggest problem in communication
is the illusion it has taken place.

George Bernard Shaw

Parents want info to be...

TRANSPARENT

- When parents are frustrated, it's often over how something was shared, not what was shared

PRO TIP

Have a plan in place that's easy to execute when needed

CONVENIENT

- The easier to engage with, the better: about half of site traffic comes on mobile

PRO TIP

Test out the user experience for actions on mobile; avoid walls of text / sent as a PDF

TIMELY

- Parents don't want to search for important information: they love reminders

PRO TIP

Make your search experience super easy as a backup to alerts

PERSONAL

- Even if parents have multiple students at the school, they can't consume info for every year group

PRO TIP

Target portals/emails and give them subscription options



Newsletters

Regularity is key - make sure they know when & how you are going to communicate.

Be the main reliable source - control 'ad hoc' emails.

Make the information **easy to scan & access.**

School Updates & Announcements

AFTER SCHOOL ACTIVITIES
Apr 16 2020
The Covid-19 pandemic has impacted our routines and schedules. With the closure of our building and the shift to Online School and Virtual Learning, we are pleased to be offering a curated selection of "Virtual Afterschool Activities" for our students, faculty and staff, and our parents.
[Read More](#)

DISTANCE LEARNING
Apr 8 2020
Thank you for the feedback you gave reviewing the feedback we have made. Please read this announcement for the Learning Plan.
[Read More](#)

COUNSELOR'S CORNER
Apr 8 2020
We trust that all are taking good care video outlining practical steps for daily.

DISTANCE LEARNING
Apr 9 2020
We need to press the reset button after to a mindset for learning and school. School will start with an extended Homeroom for all students, at 7:40am. This will allow sharing and discussion before we restart the academic learning.
[Read More](#)

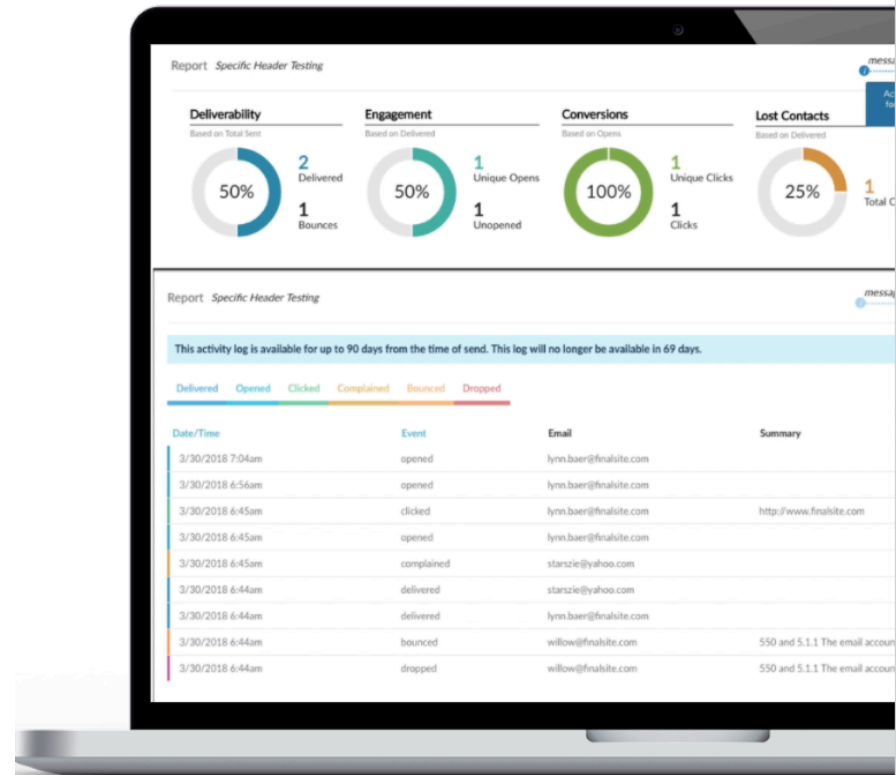
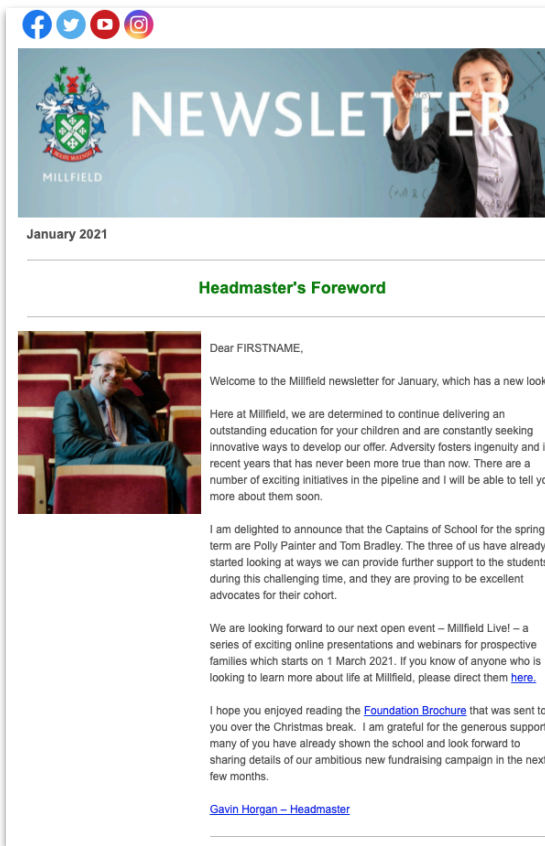
GENERAL ANNOUNCEMENT
Apr 9 2020
We're really excited to listen to your contributions for 'No Greater Time' and see our community come together in song! By popular request, the deadline has been extended to FRIDAY 17 APRIL. The full guidelines can be found in this announcement.
[Read More](#)

CAFETERIA **EXTRA CURRICULAR ACTIVITIES** **UNIFORMS** **GRADES & REPORTING**

PARENT TEACHER ORGANIZATION **SAFETY & SECURITY** **AFTER SCHOOL ACTIVITIES** **UPCOMING EVENT**

TRANSPORT **ATHLETICS** **LIBRARY** **TRIPS & TRAVEL**





How Apple's iOS 15 Update Will Affect Your School's Email Marketing

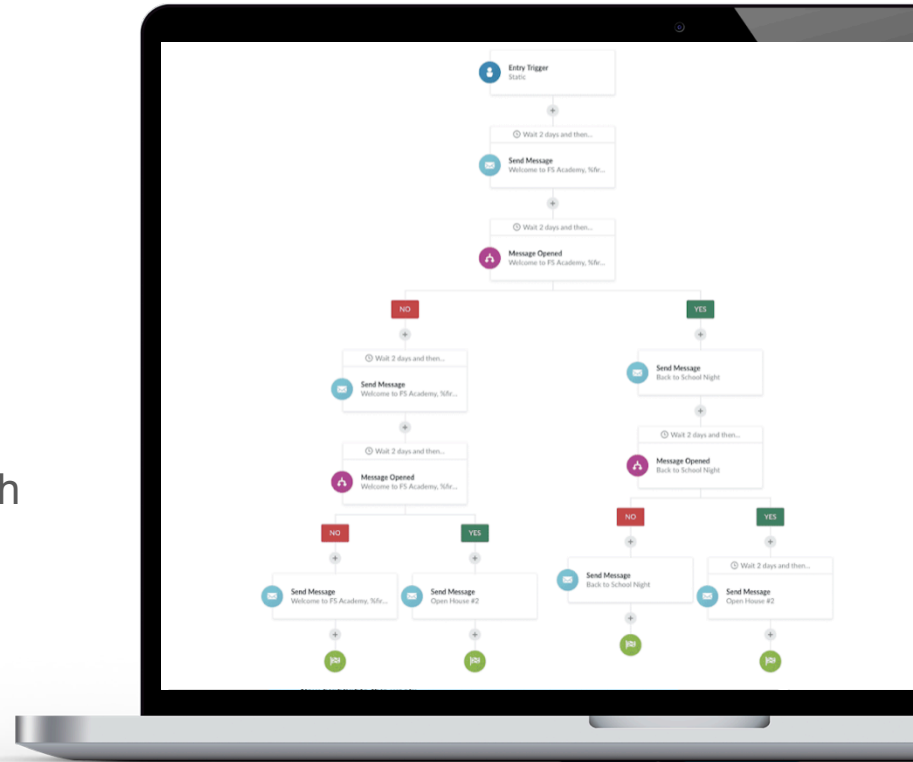


Email Automation

Set it and forget it: Automate email for admissions, fundraising, and school-to-home communications.

- Admissions inquiries
- Fundraising campaigns
- Parent reminders: permissions slips, health forms
- Follow up from events and visits

[Finalsite Blog Resource on Email Campaign Ideas](#)

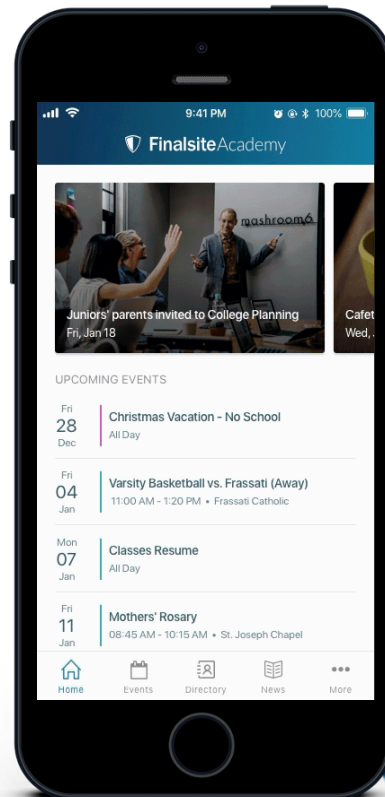


Tying into the App to create a more informed community

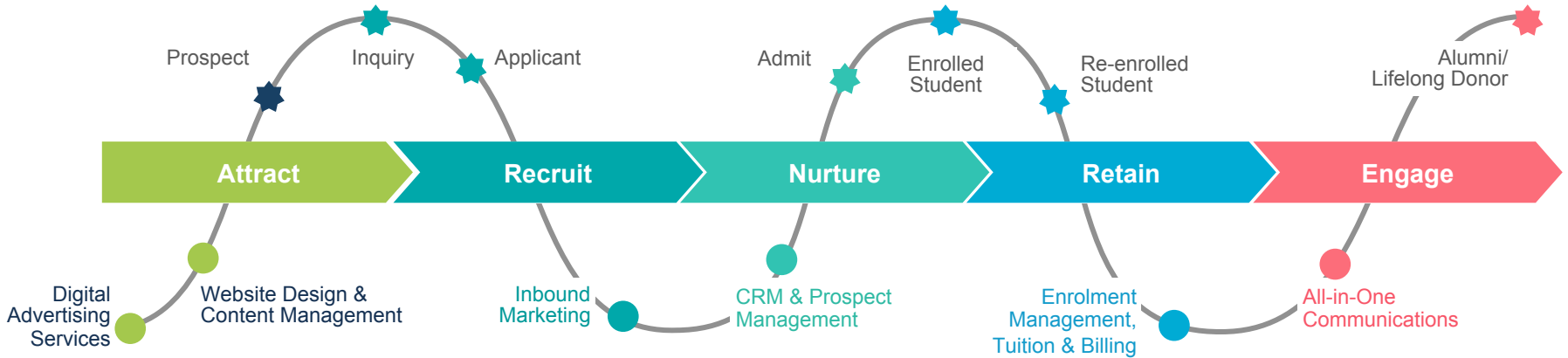
Significantly increase engagement with constant access to your content on the device your constituents already use as their primary source of information:

4 hours per day on a phone

80% of that time on an app



The journey



Engagement

Charterhouse

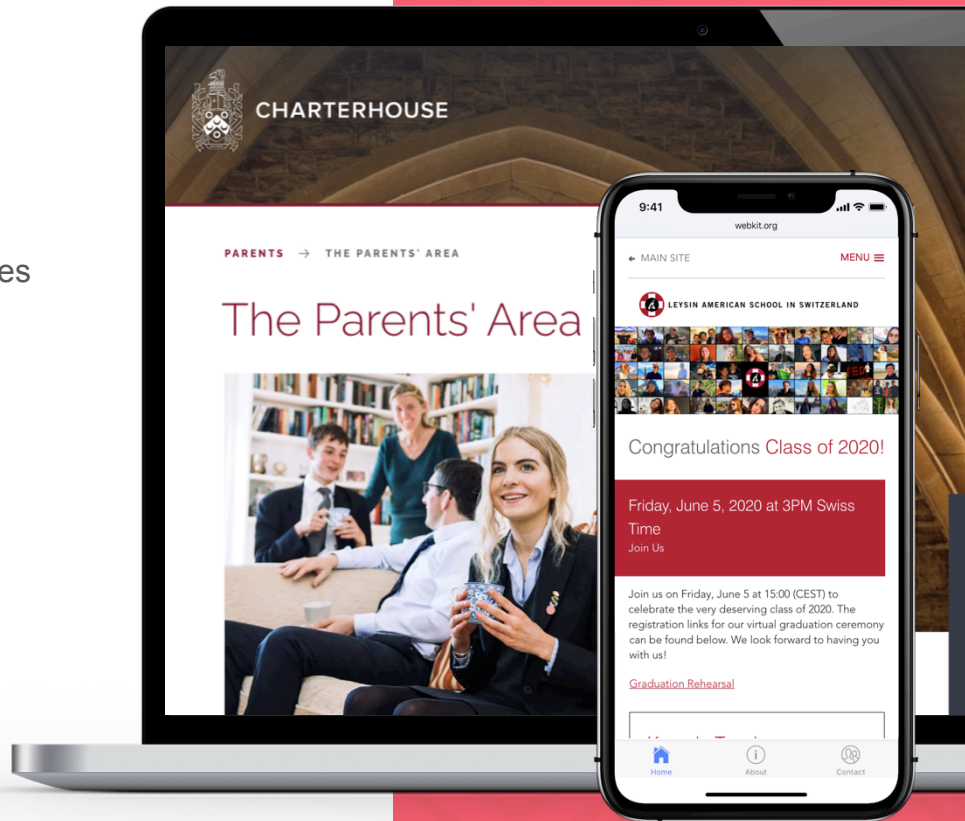
- Strong signposting of community entry points
- Easy to use landing page for accessing parent resources

⇒ <https://www.charterhouse.org.uk>

Malvern St James

- Regularly updated storytelling pages
- Inbound marketing news content

⇒ <https://www.malvernstjames.co.uk/>



Collaboration

- Admissions and marketing to have a regular meeting.
- Set common goals and key indicators.
- Review the funnel; website traffic, inquiries, prospectus requests, open morning visits, virtual meeting attendance, enrolment, pupil retention and alumni engagement.
- Audit communications and digital platforms and see what tools you still need.



Our Portfolio

➔ Website Report Card

➔ 15 min Consultation





Questions?



education@finalsite.com



Schedule 15 minute Consultation

