



MARKETING MANUAL

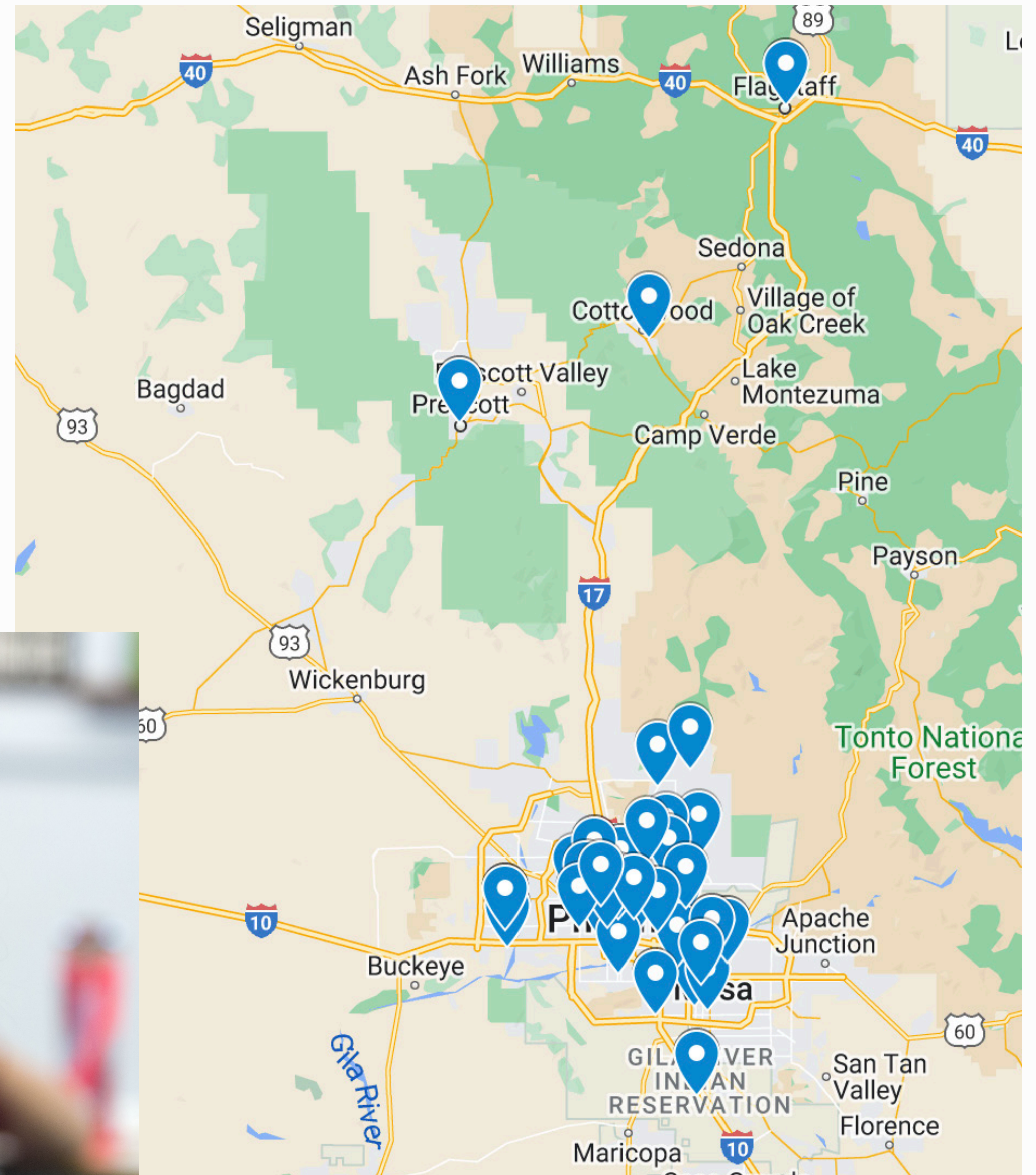
FOR K-12 CATHOLIC SCHOOL ADMINISTRATORS

Organized, enhanced, and
expanded for maximum impact.

ABOUT THE DIOCESAN SCHOOL BOARD

The mission of the Diocesan School Board is to support the Roman Catholic Diocese of Phoenix and the Bishop in the faith formation of children in diocesan Catholic schools. Our schools aim to lead students to an encounter with Christ, integrating faith throughout an educational process that promotes academic excellence, moral values, and lifelong service.

The Board collaborates with the Catholic Schools Office and the Superintendent of Catholic Schools to provide guidance and recommend policies that support the Bishop's responsibilities under Canon Law. The Board is committed to ensuring the success and growth of Catholic education throughout the Diocese.



INTRODUCTION

Marketing your Catholic school effectively is critical for attracting families, building community trust, and fulfilling the mission of Catholic education. This manual provides actionable strategies, from beginner-friendly techniques to advanced tactics, to help administrators showcase their school's unique value.



Part 1: Six Essential Marketing Tactics

1. Optimize Your Website

Your website is the cornerstone of your marketing efforts. A well-designed, informative, and easy-to-navigate site builds trust and attracts prospective families.

KEY FEATURES:

Mobile-Responsive Design: Ensure your website works seamlessly on smartphones, tablets, and desktops.

Clear Calls-to-Action (CTAs): Include forms to request tours, contact administrators, or download enrollment information.

Compelling Content: Highlight your mission, academic programs, extracurricular activities, and Catholic identity.

Regular Updates: Keep calendars, events, and news sections current.

FAQs

Pro Tip: Consider adding frequently asked questions, lists (ex: top 5 reasons families choose our school) and other engaging content prospective and current families are interested in.

2. Leverage Social Media

Social media platforms connect your school with parents, alumni, and the wider community.

- Focus on **Facebook** and **Instagram**, where parents are active.
- Post weekly and include:
 - Student and faculty achievements
 - School events and faith-based content
 - Inspirational stories and testimonials
 - When appropriate, post photos of current students – parents love sharing posts of their children and this helps boost engagement and impressions on your posts!

3. Engage with Email Marketing

Regular emails keep current families informed and attract prospective families.

- Build segmented email lists for specific audiences (prospective families, alumni, current parents)
- Share newsletters, reminders about enrollment periods, and invitations to events
- Include clear CTAs encouraging tours or enrollment inquiries



Pro Tip: Explore TikTok or Snapchat for middle school outreach, but ensure content aligns with Catholic values.

4. Encourage Referrals

Word-of-mouth is powerful in Catholic school communities.

- . Offer incentives (like a thank-you gift or tuition credit) for referrals
- . Promote referral programs through newsletters, social media, and parish bulletins



Pro Tip: When appropriate, use links in your emails to help you track engagement on your email communications.

5. Create Compelling Content

High-quality content showcases your school's strengths.

Videos: Student testimonials, virtual tours, or day-in-the-life stories

Blog Posts: Topics like integrating faith in academics or alumni success stories

Reviews: Encourage families to leave positive reviews on platforms like Google and Yelp

6. Host Open Houses and Campus Tours

These are vital for conversions.

- . Schedule multiple open houses throughout the year
- . Provide personalized tours to highlight facilities, staff, and programs
- . Track attendees to follow up with personalized emails or phone calls



Part 2: Advanced Strategies

Advanced Website Strategies

KEY AREAS:

Design: Ensure accessibility for all users. Avoid color contrasts that may hinder readability.

Content: Focus on prospective families, showcasing Catholic values and academic rigor.

SEO Optimization: Use tools like Yoast SEO to refine meta descriptions and title tags.

Action-Oriented Pages: Add forms for tours or information on every key page.

DESIGN

For design, make sure your website does not use colors that do not meet accessibility standards for visually impaired users. For example, it is always safer to use black text throughout your website. Do not use white text on lighter colors or pastels as this is not accessible to some people.

If your site is developed on WordPress, ask your website developer to install Gutenberg Editor into WordPress. This will allow them to use many different options for page designs that are already approved and meet accessibility standards.

CONTENT

Ensure that your menu and navigation is accessible for mobile users first. Your website should respond to different technologies such as mobile, tablet, desktop by shifting and changing its design so that the user experience is optimized for that technology.

Ensure your site is asking people to take action. A form to fill out for a tour or more information is a must. Update your footer with links from the website to help users find important information. This can boost your SEO and drive more traffic to your site. Do not use text color in your site unless you are using to denote an interactive purpose.

Add a lot of images of your school, teachers, and students. For SEO purposes, your title tags (headers in each section of your website) should be descriptive of the content on the page. Make sure all title tags have consistent branding of your school's name.

SEO OPTIMIZATION

The title tag is a crucial part of the HTML document structure and is typically placed in the <head> section of a web page. It defines the title of the entire webpage, which is displayed in the browser's title bar or tab. It also serves as the main heading for the entire page in search engine results.

If your web developer is savvy, ask them to use the Yoast SEO Plugin to edit all Title Tags and Meta Descriptions for accuracy and relevance. Meta Description: **“Discover the excellence of [School Name], a leading K-12 educational institution dedicated to nurturing young minds. Explore our academic programs, dedicated faculty, and vibrant campus life. Enroll your child today for a promising educational journey.”**

In this example, the title tag is concise and represents the school’s mission of empowering students. The meta description provides a brief overview of what the school offers, emphasizing academic programs, faculty, and campus life, while also encouraging parents to consider enrolling their child. Both the title tag and meta description aim to attract and inform visitors while incorporating important keywords related to the school and its mission.

Headings on the pages should be a description of the content following them. On a website, headings are HTML elements used to structure the content within the body of a webpage. They help organize and emphasize different sections of the content. There are six levels of headings, from <h1> (most important) to <h6> (least important), with <h1> representing the main heading and <h6> representing subheadings or lower-level sections. All of your web pages should have at least an H1.

Action Oriented Pages

If you have internal links on your website, be sure each one is labeled uniquely with descriptive text. **No duplicate content!** For content, your primary audience should be NEW STUDENTS/ FAMILIES. Resources for existing families can be provided deeper in the website as part of the internal navigation. The website should be built to attract new students and families. Assume these families are not familiar with your brand, so provide enough information on your site to make them interested in learning more. What is the primary action you want them to take? Fill out a request for more information form? Schedule a visit? Be sure this is on the home page and every internal page so no matter where they go, they can take action. Use video throughout the site to tell the story of your school. Users have short attention spans, so help users get to the information they are looking for in as few clicks as possible.

Google My Business Optimization

Claim and optimize your Google My Business (GMB) listing.

- . Include updated contact details, hours, and a compelling description
- . Add high-quality photos of students, faculty, and facilities
- . Encourage reviews from parents and respond to them promptly

EXAMPLE

Title Tag: “Welcome to [School Name] – Empowering Students for a Bright Future.” For the Meta Description, this is the section that gives more information to users about the content on the page and it should be under 155 characters to avoid being cut off by Google.

Mon. – Fri.

Pro Tip: Ensure you keep your hours of operation updated during holiday breaks and the summer.

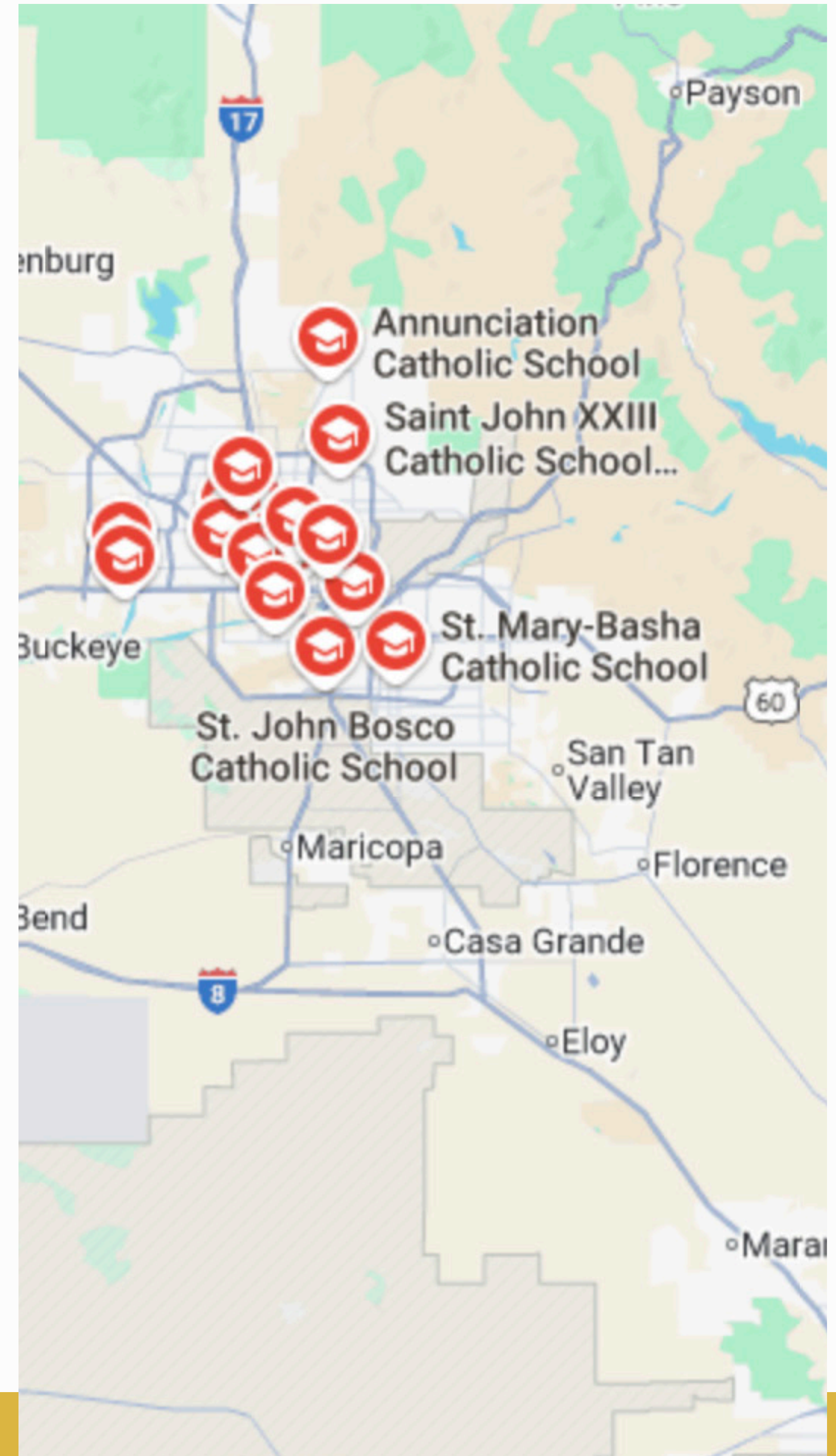
Setting up Google My Business (GMB) for your school ensures visibility when people search for Catholic schools in your area. Here's how to do it:

STEP 1: CLAIM AND OPTIMIZE YOUR GMB LISTING

1. Visit the Google My Business website and create or claim your listing.
2. Fill in all required information:
 - . School name
 - . Address
 - . Phone number
 - . Business category (e.g., “Catholic School” or “K-12 Education”)
 - . Hours of operation
 - . A concise, engaging description of your school that highlights its mission and unique qualities

STEP 2: VERIFY YOUR LISTING

1. Google typically requires verification by sending a postcard with a code to your school's address.
2. Follow the instructions on the postcard to complete the verification process.
3. Ensure your listing remains active and accurate.



STEP 3: KEEP YOUR GMB LISTING UP-TO-DATE

1. Regularly update your information, such as:
 - . Holiday hours
 - . Special programs
 - . Enrollment deadlines or open houses
2. Align GMB details with your website content for consistency.

STEP 4: ADD HIGH-QUALITY IMAGES

1. Upload photos that showcase your school environment, such as:
 - . Classroom activities
 - . Teachers and students in action
 - . Special events and campus features
2. High-quality, engaging images improve user interaction and attract prospective families.

STEP 5: ENCOURAGE AND MANAGE REVIEWS

1. Ask current parents and alumni to leave positive reviews.
2. Respond promptly to all reviews, thanking users for positive feedback and addressing concerns in a professional manner.
3. Good reviews enhance your reputation and improve visibility.

STEP 6: USE RELEVANT KEYWORDS

Optimize your listing description and updates with keywords that potential families might search for, such as:

- . “Faith-based education”
- . “Catholic K-12 schools near me”
- . “Christian academic excellence”



STEP 7: LINK TO YOUR WEBSITE

1. Include a direct link to your website on your GMB profile.
2. Ensure this landing page is relevant and encourages action (e.g., scheduling a tour or downloading enrollment information).

STEP 8: BUILD QUALITY BACKLINKS

1. Acquire backlinks from trusted local sources, such as:
 - . Diocese websites
 - . Parish bulletins or newsletters
 - . Local community organizations
2. This improves search engine ranking and authority.

STEP 9: MONITOR ANALYTICS

1. Use tools like Google Analytics and GMB Insights to track:
 - . Visitor interactions (e.g., clicks, calls, directions)
 - . How users find your listing
2. Analyze this data to refine your marketing strategy.

STEP 10: STAY COMPLIANT WITH GOOGLE'S GUIDELINES

1. Familiarize yourself with Google's policies for GMB listings and website content.
2. Avoid violations that may result in penalties or removal from search results.



Key Reminder:

Achieving strong visibility on Google takes time, effort, and consistency. Regular updates, engagement with reviews, and high-quality content will ensure your school stands out to prospective families searching for a Catholic education.

Google Ads and Social Media Advertising

Google Ads

Target prospective families searching for schools in your area.

- Choose keywords like “Catholic school near me” or “faith-based education”
- Ensure fast follow-up (24-48 hours) with inquiries

Facebook and Instagram Ads

Create targeted campaigns to promote open houses, enrollment deadlines, or unique programs.

How to advertise on Google (Paid Search Advertising)

Advertising on Google can be a powerful way to reach your target audience and promote your products or services. This is an inexpensive way to advertise your school; however, you **MUST** have a process in place to follow-up with those that inquire on your program within 24-48 hours of inquiring.

TO GET STARTED WITH GOOGLE ADVERTISING, FOLLOW THESE STEPS:

CREATE A GOOGLE ADS ACCOUNT

If you don’t already have one, go to the Google Ads website (ads.google.com) and click “Start Now.” Sign in with your Google account or create one if you don’t have one.

SET YOUR ADVERTISING GOALS

Define your advertising goals. Do you want to drive website traffic, increase sales, generate leads, or raise brand awareness? Your goals will guide your campaign setup.

CHOOSE YOUR CAMPAIGN TYPE

Google Ads offers different campaign types, including Search, Display, Video, Shopping, and App campaigns. Select the one that best aligns with your goals. For beginners, a “Search” campaign is often a good choice.



SET YOUR TARGET AUDIENCE

Define your target audience based on factors like location, demographics, interests, and more. This helps ensure your ads are shown to the right people.

SELECT KEYWORDS (FOR SEARCH CAMPAIGNS):

For Search campaigns, choose relevant keywords that trigger your ads when users search for those terms. Google's Keyword Planner can help you find relevant keywords.

CREATE AD COPY AND CREATIVES

Write compelling ad copy for your text ads, and create attractive ad creatives (e.g., images, videos) for Display, Video, or Shopping campaigns. Your ad should be relevant to your target audience and clearly communicate your message.

SET A BUDGET AND BIDDING STRATEGY

Decide on your daily or monthly budget. Google Ads allows you to set a maximum bid for clicks (CPC), impressions (CPM), or conversions (CPA). Choose a bidding strategy that aligns with your campaign goals.

CREATE LANDING PAGES

Ensure your ads lead to a well-designed and relevant landing page on your website. This page should provide a good user experience and encourage visitors to take the desired action (e.g., make a purchase, sign up).

LAUNCH YOUR CAMPAIGN

Review your campaign settings, ad creatives, and keywords, and then launch your campaign. Your ads will start running once Google approves them.



MONITOR AND OPTIMIZE

Regularly review your campaign’s performance in the Google Ads dashboard. Make adjustments based on the data you gather. You can optimize ad copy, keywords, and bids to improve results.

CONVERSION TRACKING

Implement conversion tracking to measure the success of your advertising campaigns. This helps you understand which ads and keywords are driving the most valuable actions on your website.

AD EXTENSIONS

Use ad extensions to provide additional information, such as phone numbers, location information, and links to specific pages on your website. This can make your ads more informative and engaging.

A/B TESTING

Experiment with different ad variations and landing pages to identify what works best for your target audience.

AD SCHEDULE AND GEOGRAPHIC TARGETING

Adjust the days and times your ads are displayed to match your audience’s activity. You can also refine your targeting by adjusting locations.

NEGATIVE KEYWORDS

Use negative keywords to exclude irrelevant search terms that may trigger your ads.

Remember that Google Ads can be a complex platform, so if you’re new to it, you may want to start with a small budget and gradually increase it as you become more comfortable with the platform. Additionally, Google offers resources, tutorials, and support to help you navigate and optimize your campaigns effectively.

Branding Guidelines

- . Use consistent logos, colors, and messaging across all materials
- . Develop a simple branding guide to ensure compliance across departments
- . Showcase your school’s Catholic identity prominently in visuals and messaging

Tracking and Analytics

Use data to refine your strategies:

- . **Website Analytics:** Track visitors, clicks, and form submissions
- . **Campaign Metrics:** Monitor open rates for emails and conversions from ads
- . **Feedback:** Survey families about how they heard about your school

Community and Parish Engagement

- . Collaborate with local parishes to promote the school during Mass or community events
- . Host faith-based workshops or events for families to foster deeper connections

Sample Marketing Calendar

January–March

Promote open houses and registration deadlines | Highlight Catholic Schools Week activities

April–June

Share graduation and end-of-year celebrations on social media | Run summer program promotions

July–September

Focus on back-to-school content | Launch campaigns targeting families looking for last-minute enrollment options

October–December

Promote holiday events and community service projects | Share Advent and Christmas-related faith content

You’re Invited!

Pro Tip: Keep records to align prospective students with on-campus activities and invite them to experience these events. For example, if a prospective student mentions they play baseball, invite them to your schools baseball game. This allows prospective families to get learn first-hand what it might be like to attend your school.

This structured and comprehensive manual equips administrators with the tools and strategies to elevate their school’s marketing efforts, ensuring strong enrollment and community trust while maintaining a clear focus on Catholic values and academic excellence.