



Browns-Hall Gardner, Incorporated

Education Marketing

The purpose of Professional Development is to create transcendent individuals whose skill set in the education environment moves across boundaries of culture, gender and nationality. The development of the educator allows him/her to go beyond previous capabilities to higher functional skills. This new level of expertise is combined with previous skills to create a focused, determined and supportive educator with high functional performance. This development benefits the end goal of student achievement.

Education Marketing Services

1. Overview & Philosophy

- Led by Chris McLeod, Browns-Hall Gardner’s Education Marketing Practice specializes in Strategic Marketing (e.g. determining a school’s competitive advantage), Brand Planning (e.g. building a school’s Brand foundation, identifying the school’s value proposition, etc.) and Strategic Communications (e.g. Key Message Development) for the Education field. We provide the actionable insights that inform a school’s marketing activities to ensure success in achieving their organizational goals.
- We believe that Marketing is more than emails, brochures, or flyers. True Marketing is anticipating the needs and wants of your customers and managing that process... successfully. Therefore, Marketing should be much more strategic and foundational, allowing for a base of knowledge that can influence multiple areas of your school, including Operations and Leadership Development. Whether you are a public school looking to update your digital communications or are a private school looking to refresh your entire brand, the strategy behind your marketing activities is not just a part of what you do...it should be everything that you do.

2. Our Approach

- Marketing starts with being customer-centric, understanding the attitudes and behaviours of your target audiences (such as prospective and current parents, students, educators, administrators, etc.). Customers’ needs and wants must align with not only the context of the industry landscape, but also with your brand in a way that uniquely positions your school for success.
- In our experience we’ve learned that there is no shortage of great ideas. But every great idea doesn’t necessarily equate to effective solutions. Effective solutions come from attacking the problem through a systematic approach that we call “The Four D’s”:
 1. **D**iscover
 - Research and learn about your school, audiences, and the marketplace. Uncover insights that help define the problem as well as opportunities.
 2. **D**efine
 - Using data learned from the “Discover” phase we accurately *define* the specific marketing challenge(s) and articulate the goals that lead to success.

3. **D**evises
 - Create a strategy that will not only address larger overall Marketing/Branding challenges for your school, but also identify “quick-wins” that can produce immediate results.
4. **D**eliver
 - Manage the execution of the strategy and deliver results. Whether it be equipping your team with knowledge or leading the redesign of a new website, we will act as a trusted partner to see your project through to the end.

3. Sample Activities/Deliverables

- We pride ourselves on being able to deliver actionable insights. Below is a list of some activities and deliverables that we have happily provided to our clients.
 - Branding, Marketing, Communications Training Workshops
 - Surveys, Focus Groups, Stakeholder Interviews
 - Competitive/Situational Analysis
 - Brand Planning Frameworks
 - Strategic Communications Chart

4. Why Work With Us

We are a passionate group of leaders who not only believe strongly in the power of Education, but also have the experience to authentically identify with and address a school’s challenges.

Program Creator:

Chris McLeod is a product of both public and private schools in New York City. After completing his M.B.A., he worked for some of the top Advertising, Digital, and Branding agencies in the world serving on the account management teams for such notable clients as: ExxonMobil, Hyatt, Enterprise Rent-A-Car, Humana, and Microsoft. He also led the branding, marketing and communications efforts for government agencies, including the Department of Defence (DOD), U.S. Department of Agriculture (USDA), and the Small Business Administration (SBA).

Currently, Chris leads Admissions, Branding, and Marketing at Oneness-Family School in Chevy Chase, Maryland to increase the school’s enrolment and define its value proposition in a competitive marketplace.

For information, please contact us at info@brownshallgardner.com or (646) 535-2114.