

12-month school marketing planner

january



Planning - what are your goals for the year? Draw up a schedule of activity, book key dates and plan your video/photoshoots.

15th Jan - Primary Places Deadline for application
30th Jan - Young Carers Awareness Day

01

february



Events - writing content for upcoming events such as Easter, productions, trips etc. Film the wintry shots and any winter sports for planned videos

1st Feb - National Storytelling Week
3rd Feb - Childrens Mental Health Week

02

march



Photography - great time to take any Spring photos
Social Media - don't forget to schedule those regular postings

2nd Mar - Secondary Places notification date
5th Mar - World Book Day

03

april



Filming - film any Spring-time shots in your school grounds

Exam revision help

16th Apr - Primary Places notification date
24th Apr - National Skipping Day

04

may



Drone - Summer scenes filming, capture the blossom

Prospectus - write content for your new prospectus ahead of Sept launch

Exam build up
May - National Teen Self Esteem Month

05

june



Website - is it up to date with your summer schedule?

1st Jun - International Childrens Day
5th Jun - World Environment day
24th Jun - National School Sport Week

06

july



Photos - Summer sports, sports day

Finalise your new literature for Sept

Is it time to replace your website?

11th Jul - Festival of British Archaeology

07

august



And breathe.... take stock, measure insights, what's worked, what's not worked, reasons for that and lessons learned.

Publish your school results
Is your new video ready for Sept?

08

september



Publish new prospectus
Press release/digital advertising for Open events
Open Evenings/tours/presentations

09

october



Video - promote your homework help videos

Digital Marketing - how are you reaching prospective new parents?

31st Oct - Secondary Application Deadline
Oct - International Walk to School month

10

november



Social media - what resource are you dedicating for posts and content writing

PR - what's your explosive news for Fireworks Night?

11th Nov - Remembrance Day - how are you marking the occasion?

11

december



Social Media - Christmas events with performances and community events

Photography - capture the moments and share on social media

And begin your planning... it all starts again very soon!

12



If you need help with any of the above please get in touch

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