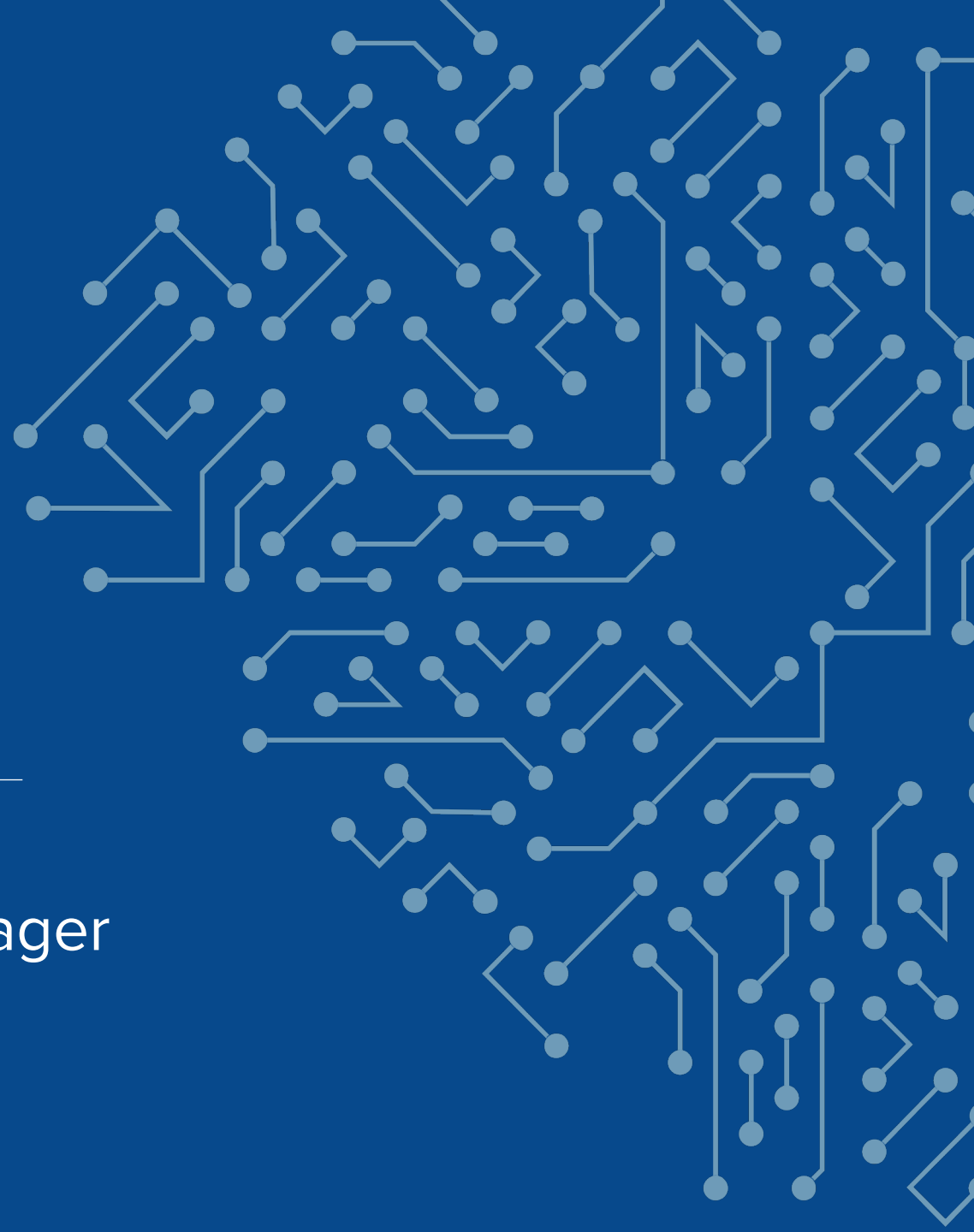


Academy of Thought & Industry

ATI Marketing Strategy

Prepared by:

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01.

Overarching Marketing Goals

A set of time-bound and measurable marketing goals that support our overarching business goals.

Goals



Goal 1

Enrollment Target Achieved

Hit fall enrollment targets for all schools by September 30, 2023

Measurement for Success

Schools enrolled
100%

Barriers to success

Unclear enrollment targets, low lead flow, speed to lead slow, cost per lead excessively high

Goal 2

Best in Class Education

Viewed as best in class for private Montessori middle and high school

Measurement for Success

Branded search increases 15% YOY

Barriers to success

Bad reviews will jeopardize this goal, as well as not enough good reviews.

Goal 3

Brand Awareness

Increase Local Brand awareness by 15% YOY

Measurement for Success

Branded search increases 15% YOY

Barriers to success

Requires some personal outreach from HoS to be successful, individual plans for each school.

Goal 4

Educate about Montessori

Educate on the high quality of Montessori education

Measurement for Success

Organic Search increases 20% YOY

Barriers to success

Competition "owns" keywords and "Montessori" meaning is not uniform



02.

Positioning Strategy

Where ATI fits in the market, what sets it apart, and why our customers should care about it.

Summary

The Elevator Pitch

The Academy of Thought and Industry is a high quality, private Montessori-inspired middle and high school with schools throughout the USA, Canada, and online.

ATI combines the best of a classical education, hands-on work (industry), and personalized learning based on each student's interest, passion, and curiosity.

ATI's student-first educational model, small class sizes, and one-on-one coaching, places an emphasis on skill mastery, giving students the key to creating their unique and successful life.



Value Propositions

- Student agency defines their **unique educational path**
- One-on-one **coaching** model
- **Mastery-based education**
- Intentionally **small classes**
- **Mixed-age** classes
- Students focus on path to **self-knowledge**
- A **classical education** with Socratic discourse
- **The liberal arts** – interdisciplinary learning
- **Montessori**-inspired
- Hands-on learning through **industry**
- **Internships** and mentoring
- **The Prepared Environment**





03.

Market Analysis

External market factors that could impact the success of your business.

Market Factors

- **Inflation** - middle-class parents may have less ability to pay for private education as inflation increases.
- **Human Resources** - Lack of qualified guides will undermine the perceived quality of the program
- **Quality of school leadership** - parents value the direct line of communication with the Head of School
- **Leadership or Guide turnover** - shakes confidence in school quality
- **School Choice Legislation** - as states roll these out, it benefits our schools
- **School Safety** - how to keep students safe in a country that has lax gun laws
- **No shared understanding of what Montessori is** - there is a lot of bad examples of Montessori schools out there that are doing bad work. By nature of associating with this word, we also have to counteract this

Market Factors cont...

- Other schools opening up nearby
- **Markets are different** for each school region - no clear understanding of what these differences are
- **Competition** - some markets have a lot of private schools in the area that have more history, credibility.
- **Perceived cost** does not align with perceived value
- **Negative reviews** - and not enough positive reviews to counterbalance those.
- **Covid** - New strains of the virus may push students to have to study online again.
- **Blowback from School Choice** - some of our target audience may view private school as a threat to the importance of public education
- **Free online schools**





04.

Competitors

Companies competing in our market –
their strengths and weaknesses.



National Competitors for organic content



When it comes to the **organic search content landscape** competing for private and Montessori education, ConnectionsAcademy is ahead of the pack. They have the biggest site ranked by Google for the most keywords and are seeing the most organic traffic.

Another interesting competitor in the landscape, Fusion Academy, is driving a fair amount of traffic from fewer keywords. Headwaters has no blog and is not far from ATI.

Opportunity: Analyze their top-performing content to piece together a solid content strategy that translates more directly to our customer journey research.

[View More: Customer Journey Content Strategy](#)

National Competitors

Competitive Research

SEO Competitor Research



A national brand, fusion offers one-on-one learning, is well-established, has many campuses and online. Many good reviews, good sales pitch, good lead follow-up

Weakness

Corporate feel, very expensive, solitary feel, traditional learning model



Local B&M Austin, Texas, established Montessori Early to HS, 20 year history. 3 campuses

Weakness

Only in Austin, not a national brand



Innovative, expeditionary learning, online, mastery-based learning, clear expectations about how school is built around you, affordable, good stand-out features (happier students!) project –based

Weakness

Online learning, feels somewhat progressive, no clear outcomes, feels less serious than other schools.



Online school that prepares students for top colleges, lots of classes, lots of years experience, appears to be focused on student athletes, performers.

Weakness

Traditional learning model, online only



05.

SWOT

ATI's strengths, weaknesses, opportunities, and threats.



SWOT

Strengths

- Montessori
- Small classes
- Quality
- Accepting
- Tailored learning
- One-on-one coaching
- Student-interest directed
- Socratic learning
- Liberal Arts
- Flexible schedule
- Starts at 9:30 am

Weaknesses

- Not very diverse
- Not the cheapest option
- Computer-based work
- Not a lot of clubs
- Students may be masked
- Cliques
- No good outdoor space
- No in-school sports
- Lots of classes online
- Very small friend groups
- Not in every major city
- Staff are newly trained
- Personality driven leadership
- Few student outcomes

Opportunities

- School choice
- Feeder schools
- Montessori is not a household word
- Reviews - we haven't gotten reviews in a while
- Some local communities are not aware we exist yet
- ATI is not well known

Threats

- Other schools more established
- The economy – affordability
- Guides / leadership that do not do a good job will damage the reputation of the school
- Bad reviews
- School shooting / school violence / sexual assault
- Student suicide
- Bullying
- Another montessori school does a bad job and that affects our reputation



06.

Personas

Segments of parents who share common characteristics and the marketing approach for each one.

Target Teens

- **High-achieving** students who are looking for an intellectually-challenging school
- **College-bound students** looking to get into competitive institutions
- Ambitious teens looking for a small, private school and a more **personalized learning environment**
- **Homeschooled** or virtual school students looking for more opportunities to socialize and excel
- Students who are looking for a **supportive and accepting community**
- Advanced students looking for a **Montessori-inspired** middle and high school
- Gifted and Talented students looking for an **alternative to public high school**
- Student athletes and performers who need a **flexible school schedule**



Parent Persona

Parent of homeschooled teen

Wants to protect student from the outside world, at the same time, wants them to have community

- Upper-middle class - family income 100K +
- Liberal-minded or libertarian
- Parent may not work or work from home
- Tolerant of diversity of thought, race, sexual orientation
- Values education above all
- Willing to spend money on private education

"I want my teen to learn in a group setting, but not to be lost in the crowd."

Main Concern

Bad influences, bullying, falling behind, not getting enough education, can't participate in learning

Where ATI is a fit

Coaching model, student-first approach, Altitude, Weekly updates, direct contact with Coaches, small cohorts

Where ATI may miss

Small community may not have the cohort they need



Parent Persona

Parent of high-achieving teen

Wants student to have opportunity to excel in their areas of interest. Worried about student getting bored.

- Upper-middle class - family income 100K +
- Professionals
- Highly-educated
- Tolerant of diversity of thought, race, sexual orientation
- Values education above all
- Willing to spend money on private education

"A place to nurture our daughter's creativity and intelligence"

Main Concern

Bored student, untapped potential, killing desire to learn, lost in the shuffle, needs to go to College

Where ATI is a fit

Self-directed learning, guides, coaching model, small sized classes

Where ATI may miss

Mastery-based learning may not align with their own expectations of measured excellence, not a lot of examples of college-bound students



Parent Persona

Parent of public school teen

Frustrated with the one-size-fits-all educational model and wants their child to have more attention.

- Upper-middle class - family income 100K +
- Professional work
- Highly-educated
- Tolerant of diversity of thought, race, sexual orientation
- Values education above all
- Willing to spend money on private education

"Looking for an alternative to an overcrowded and undisciplined middle school atmosphere."

Main Concern

Their student is lost in the mass of students, learning needs to be better, they want their teen seen.

Where ATI is a fit

Small classes, coaching and student-first learning

Where ATI may miss

Small classes mean that we don't have enough diversity



Parent Persona

Parent of Montessori-educated teen

Understand the value of Montessori and want to continue this educational path.

- Upper-middle class - family income 100K +
- Professional work
- Highly-educated
- Tolerant of diversity of thought, race, sexual orientation
- Values education above all
- Willing to spend money on private education

"Less standardized testing, more critical thinking, and real-world application of school subjects."

Main Concern

After learning with Montessori they may not fit into the standardized public school setting

Where ATI is a fit

Montessori-inspired learning. Coaching.

Where ATI may miss

Student-led can mean that unmotivated students may get behind academically



Parent Persona

Parent of Professional Athlete / Performer

These families travel a lot because of their teen's sport or art. They need flexible learning options.

- Upper-middle class - family income 100K +
- Professional work
- Travels a lot with their teen
- Nurtures their teen's talent
- Willing to spend money on private education

"My child needs to have a flexible schedule to accommodate her schedule."

Main Concern

Don't want my student to fall behind academically while they travel and need a school that accommodates.

Where ATI is a fit

Since each student has their own plan, we can work around their schedules more easily.

Where ATI may miss

Online classes in groups are synchronous, so they need to go to those when they happen.



Parent Persona

Parent of student who needs a flexible schedule

Teen is sick, or needs to leave school frequently because of family obligations.

- Upper-middle class - family income 100K +
- Works from home or has flexible schedule
- Willing to spend money on private education

"My child need more flexibility because of a medical condition."

Main Concern

Don't want my student to fall behind academically because they have an illness and need a school that accomodates.

Where ATI is a fit

Since each student has their own plan, we can work around their schedules more easily.

Where ATI may miss

Online classes in groups are synchronous, so they need to go to those when they happen.



Parent Persona

Parent of Student who needs their learning adapted to their own pace

Student is average, but parent wants them to have the opportunity to learn at their own pace.

- Upper-middle class - family income 100K +
- Aware of student's need for more focused attention
- Cannot help tutor student themselves
- Willing to spend money on private education

"I want my child to have classes curated to academic ability and paced at my student's ability."

Main Concern

School needs to adapt to how fast / slow my child learns. They need to motivate them, but acknowledge that some areas take longer to learn.

Where ATI is a fit

Self-directed learning, guides, coaching model, small sized classes

Where ATI may miss

Students may get lazy if not pushed. The need to learn how to manage their time and push themselves.





07.

The Marketing Mix

The marketing mix to promote ATI – the 10 “Ps” of marketing



Our Product

The Academy of Thought and Industry is a **high quality**, private Montessori-inspired middle and high school with schools throughout the USA, Canada, and online.

ATI combines the best of a **classical education, hands-on work (industry), and personalized learning based** on each student's interest, passion, and curiosity.

ATI's **student-first educational model**, small class sizes, and one-on-one coaching, places an emphasis on skill mastery, giving students the key to creating their unique and successful life.

Price

We offer a premium educational experience.
We lead with value. Our target audiences can afford this type of education, and values quality education.

Place

We offer an education online nationally and at eight locations in US and Canada.





Promotion

We promote online, through referrers like Niche.com, Yelp, and Privateschool.com, as well as in local markets organically and through partnerships with feeder schools, and sports and recreation clubs.

We use google/bing ads, FB/Instagram ads for in-market searches and for awareness.

Opportunities:

We need to better at identifying local advertising venues, creating regular open house type events, sponsorships, on-building advertising (signage), and local PR.



People

Our clients are primarily upper middle class, with normal to high achieving teens who want an alternative to public and religious schools and homeschooling. Not for teens who have IEPs or who struggle overmuch academically.

Process

How our clients come to us

- Keyword search
- Branded search
- Word of mouth / recommendation
- Local advertising / ad placements
- Street signage
- Local event participation
- Partnerships
- Feeder schools





Packaging

Website and social media, print collateral, video and radio collateral, emails and messages, newsletters, school materials, signage. **Currently not all collateral has been updated to the current brand**

Proof

Testimonials, Referrals, **Ratings**, Outcomes of students, Rankings on Niche, Ratings on Google, Case Studies

Pictures

Students: happy, serious, focused, curious, thoughtful, independent, driven, creative, different, courageous, inquisitive, leaders

Guides and Coaches: caring, helpful, available, accessible, friendly, communicative

Personality

Smart, friendly, driven, curious, independent, unique, fearless, active, open-minded, innovative, forging their own path, a love of work(ing), a love of learning



Marketing Mix

Overview

- Website
- Social media
- Paid ads
- Digital radio
- Partnership ads
- Referrals
- Print Ads
- Local flyers / postcards
- Blogs
- PR
- Events
- Promotions
- Sponsorships
- Influencers / Groups
- Signage





08.

Marketing Initiatives

The high-level efforts needed to achieve our marketing goals and the timeline for completing

Video and Photo collateral

Goals this initiative addresses:

- Goal 1- Enrollment Target
- Goal 3 - Brand Awareness

Objective:

- Capture target audiences

Sample Tasks

- Plan, shoot footage, create videos, divulge

Deliverables:

- Plan, videos on website + for ads

Timeline and Status:

- End of 2022 – In progress



Events

Goals this initiative addresses:

- Goal 1 Enrollment Target
- Goal 3 - Brand Awareness
- Goal 4 – Educate on Montessori

Objective:

- Establish a cadence of regular events for group school visits, informational events

Sample Tasks

- Meet with school leaders to schedule, plan and help execute school events

Deliverables:

- Event Toolkit + Yearly event calendar for each school, training

Timeline and Status:

- Toolkit complete





Partner with Feeder Schools

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 3 – Brand Awareness

Objective:

- A partnership with feeder schools that helps funnel students towards ATI

Sample Tasks

- Identify local feeder schools, outreach, meet and greet with goal of access to parents

Deliverables:

- Local feeder school listing, plan for outreach

Timeline and Status:





ATI messaging / voice

Goals this initiative addresses:

- Goal 3 - Brand Awareness
- Goal 4 – Educate about Montessori

Objective:

- Guidelines for creating consistent copy

Sample Tasks

- Messaging research, creation

Deliverables:

- Messaging Guidelines

Timeline and Status:

- End of 2022 – In progress

Content Marketing

Goals this initiative addresses:

- Goal 3 - Brand Awareness
- Goal 4 – Educate on Montessori

Objective:

- Create content for early stages of research for parents: unaware, problem aware, solution aware

Sample Tasks

- Content marketing plan, create blogs, market blogs

Deliverables:

- Customer Journey Content Marketing Plan, Blogs

Who:

- Contract out - Augurian

Timeline and Status:

- Customer Journey Marketing Plan is complete, currently working on 2x blogs a month.



Reviews

Goals this initiative addresses:

- Goal 1- Enrollment Target
- Goal 2 – Best in Class

Objective:

- Increase volume of good recommendations, respond quickly to bad ones

Sample Tasks

- Create semi-automated process for school leaders to ask of parents / students, expectation of how to respond to bad reviews

Deliverables:

- Create automated process, training

Timeline and Status:

- End of 2022 – In progress





Local Advertising / Partnerships

Goals this initiative addresses:

- Goal 1 Enrollment Target
- Goal 3 - Brand Awareness

Objective:

- Expose target parents and students where they are in the local community

Sample Tasks

- Identify places to advertise locally (physical spaces), establish partnerships with other feeder schools and local businesses

Deliverables:

- A local advertising playbook tailored to each ATI location

Timeline and Status:

- In progress



Social Media Management

Goals this initiative addresses:

- Goal 3 - Brand Awareness
- Goal 4 – Educate on Montessori

Objective:

- Divulging school happening, events, flavor in order to educate parents and show quality of education while keeping it real

Sample Tasks

- Each school needs someone dedicated to this daily task. Training.

Deliverables:

- Social Media Playbook and training, Social Media Calendar

Timeline and Status:



Engage local influencers

Goals this initiative addresses:

- Goal 1 Enrollment Target
- Goal 3 - Brand Awareness

Objective:

- Find local influencers that will help inform target audience

Sample Tasks

- Research and engage with influencers

Deliverables:

- Local Influencers identified and contracted

Timeline and Status:



Competitive Analysis

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 2 - Best in Class

Objective:

- Understand our strengths, weaknesses, opportunities, threats with competition

Sample Tasks

- SWOT analysis, identify national and local competitors

Deliverables:

- SWOT analysis, National competition report, Local competition report

Timeline and Status:

- In progress



Define Personas

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 3 Brand Awareness

Objective:

- Define our target audience

Sample Tasks

- Research and define target persona(s)

Deliverables:

- ATI Personas

Timeline and Status:

- In progress





Advertising

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 3 Brand Awareness

Objective:

- Create a year-long plan and budget for advertising (digital and print) for each school

Sample Tasks

- Ad spend defined, channels defined, research local advertising opportunities

Deliverables:

- Advertising Plan for 2023

Timeline and Status:



Promotions

Goals this initiative addresses:

- Goal 1 - Enrollment Target

Objective:

- Yearly plan for divulging promotions in a timely fashion

Sample Tasks

- Yearly plan for promotions defined, calendar, copy

Deliverables:

- Promotions calendar

Timeline and Status:





Summer Marketing

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 3 – Brand Awareness

Objective:

- When students are not in school, need to create a plan for summer events that drives to fall enrollments

Sample Tasks

- Plan summer events way in advance. Summer camp? Makerspace Week?

Deliverables:

- Summer promotions calendar

Timeline and Status:



Referrals

Goals this initiative addresses:

- Goal 1 - Enrollment Target

Objective:

- Create regular cadence of request referrals from existing parents with incentives

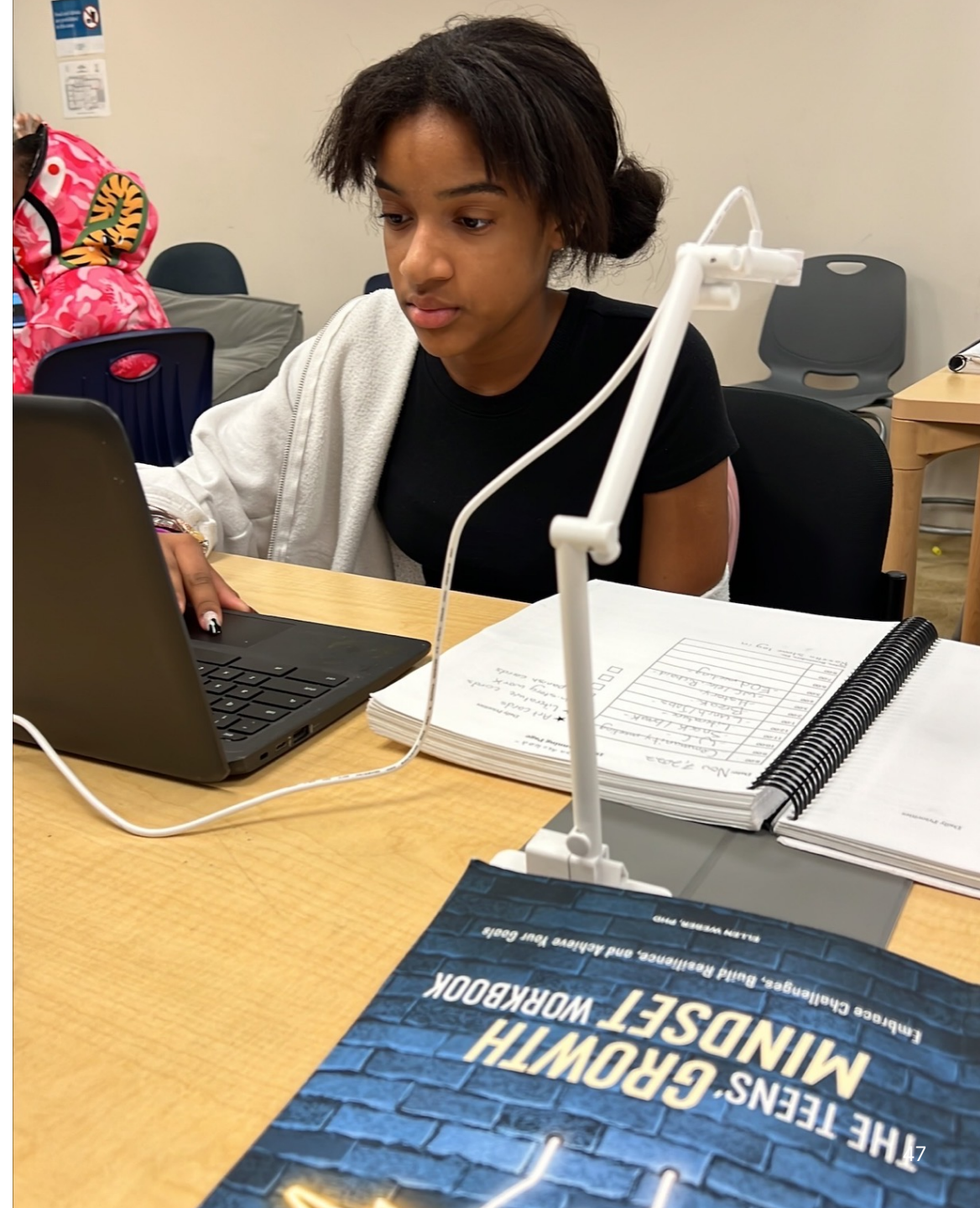
Sample Tasks

- Automate the referral ask process

Deliverables:

- Referral plan

Timeline and Status:





Program Overview Brochure

Goals this initiative addresses:

- Goal 1 - Enrollment Target
- Goal 2 – Best in Class

Objective:

- Update this print collateral to be more high quality, best in class

Sample Tasks

- Write new copy based on new messaging guidelines

Deliverables:

- Program Overview Brochure as a high quality print piece

Timeline and Status:



Market Research

Goals this initiative addresses:

- Goal 1 Enrollment Target
- Goal 2 Best in Class

Objective:

- Understand what our target audience wants to better serve and address their needs, understand cost

Sample Tasks

- Surveys, marketing research

Deliverables:

- Market Research

Timeline and Status:

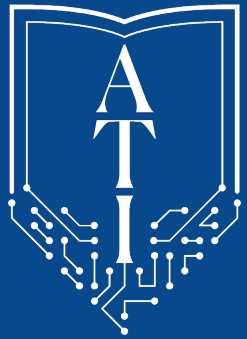




“What do you hope for your child? I think most of us, deep down, just want them to be happy.”

Laura Mazer





Academy of
Thought and
Industry

