

Why is this important?

Digital Marketing is transforming the way in which organisations find an audience and businesses reach their customers. Understanding the principles and techniques needed for effective Digital Marketing is essential for schools who wish to attract the best staff and prospective families to the school.

Aims of the course

This course shows how building the right kind of on-line content, while developing a coherent digital and social media strategy to reach an audience, can achieve a competitive advantage for both student admissions and staff recruitment. A key proposition is that staff professional development and teacher writing should be at the centre of any digital marketing plan.

Intended Outcomes

Attendees will

- Understand key principles of active digital marketing and their relevance to schools
- Understand the importance of developing and sharing on-line content with relevant audiences
- Be able to review their school's website critically
- Be aware of technical issues to be addressed in reaching a target audience
- Be able to start developing a digital strategy as part of the school's development plan
- Understand the role of social media within the plan
- Be able to start mobilising the school community to generate high-quality on-line content

Who Should Attend?

This is an introductory level course designed for leadership team members who need to understand the role of Digital Marketing as part of a school development plan. It is also relevant to staff and parents who wish to develop the confidence to write and share effective on-line content. The course can be adapted for delivery during a whole staff CPD day

About the Trainer



Andy Homden has served in some of the world's leading international schools, including The Alice Smith School, Kuala Lumpur as Director and Dubai British School as Principal. He was the founding principal of Jumeira Baccalaureate School. Now CEO of Consilium Education, he has developed a range of new courses for teachers, which are based on his knowledge of international education, while strongly influenced by contemporary educational thinking and the digital revolution. An experienced educational writer and teacher of writers, he holds the Digital Marketing Institute's Professional Diploma in Digital Marketing.

About Consilium Education

Consilium Education provides a wide range of CPD, support and advisory services for teachers, schools and organisations around the world. Their trainers and consultants have been at the forefront of developments in global education over the last twenty five years both as teachers and school leaders. They have a range of expertise in British, International Baccalaureate and American international programmes. Consilium Education also publishes *International Teacher Magazine (ITM)*, one of the fastest growing on-line journals for globally - minded teachers.

Working with your team to plan a strategy

In addition to the offer of CPD for your staff, we are able to work with the school to review your website and work out a strategic plan to raise your digital visibility as part of your school's development plan.

Working with your community to build an audience.

Improving your on-line visibility is a community project: anyone can make a contribution. We specialise in helping students, parents, support and academic staff learn how to share their experience, ideas and enthusiasm.

Technical support

We are able to refer schools to trusted collaborators who will be able to offer technical support for website design, the use of analytics and Search Engine Optimisation as you implement your plan.

Sample 2 day course outline

Day One:

08:30 Registration and refreshments

- Prior knowledge; aims of the course
- 09:00 • What's happening at your school? School Swot analysis
- Why should you develop a digital strategy?

10:30 Coffee Break

- How well do you know your website? Is it mobile friendly?
- 11:00 • Website reviews: strengths and weaknesses
- How is your school using social media? Who's in charge?
- Why is it being used? Digital objectives

13:00 Lunch Break

- Some principles of digital marketing; how it differs from conventional marketing and the possibilities it creates
- 14:00 • Website development: visiting or sharing?
- Sharing the school; flipping the school visit
- The importance of content and using a range of media
- The example of ITM

15:30 Review of Day 1. Finish

Day Two

08:30 Registration and refreshments

- Telling or sharing?
- 09:00 • Developing content and a community voice
- Consistency and editorial policy
- The confidence to write and share

10:30 Coffee Break

- Organising community articles into a digital magazine
- 11:00 • Generating ideas for personal blogs and articles
- Bringing the community to life on line
- The importance of patience

13:00 Lunch Break

- Sharing articles with different audience: coordinated use of Facebook, LinkedIn, Twitter
- 14:00 • Technical issues: SEO and Keywords
- Tracking your success: using insights and analytics

15:30 Review of trainer and course. Finish

International Teacher Magazine (ITM)



Published by Consilium Education ITM uses a range of digital techniques to reach a global audience of educators.

We would welcome the opportunity to feature articles from your school community: work published will be promoted on our Social Media network and play a part in your digital strategy.

Click the picture for our home page.