

Developing a Marketing Strategy



Josh Bullard, Headmaster
Van Lunen Fellow 2012-13

Christian Heritage Academy, Del City, OK
www.cha.org

Consultant: Bob Rogalski

What was done:

Christian Heritage Academy (CHA) is a PK-12 Christian school serving 590 students in Del City, Oklahoma. During the 2009-10 school year the school reached a record enrollment level of 665 students. In the last three years that number has decreased to 590. The school has never done any significant marketing while trusting that prospective families will find out about the school via word-of-mouth and/or our school website.

I am working with our staff to develop a marketing plan. That plan, so far, includes a program to encourage word-of-mouth marketing for our families, develop a landing page and initiate a pay-per-click Google ads campaign, and develop a marketing team at CHA.

What was learned:

We already knew, based upon questions answered by our new families the past 3 years, that the two primary ways that families find out about our school are #1 word-of-mouth (for families who live in the Oklahoma City metropolitan area), and #2 the school website (for families who have recently moved into the OKC metro).

We learned that our families need some help with “talking points” to more effectively communicate with their friends the distinctives of a CHA education. They also need and want opportunities to bring their friends to the school and/or school events to observe how CHA teachers and coaches train and interact with students and so that they can experience the spirit of the school and its encouraging atmosphere. We also learned that our school website, while very thorough and useful to current parents, is very difficult for prospective parents to navigate to desired information.

What difference was made:

- Initiated our “Share the Heart” program to train, encourage, and give incentives to parents to share about CHA with their extended family and friends.
- Initiated work with Tom McClintock, with NSIpartners, to develop a landing page and conduct a pay-per-click ad campaign.
- Started laying the ground work for a CHA marketing team.
- More families are finding out about CHA. Inquiries are up. No change in enrollment – yet.