

Integrated Marketing Strategies

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What I did:

SCS is a K–12 Christian school serving 370 students in Saskatoon, Saskatchewan. The school has existed in Saskatoon for thirty years; it was a private school for just over twenty years and then signed a Memorandum of Agreement (MOA) with Saskatoon Public School Division (SPSD) to become an Associate school. We are now one of 52 schools in this public division – all our teachers are SPSP employees, however every member of the staff (teaching and support staff) at SCS is a born-again Christian. While we have little direct competition in Saskatoon, with the rate the city is growing, it is a virtual certainty we will have competition in the near future. The need for a strong, current, integrated marketing strategy is essential to brand SCS within the city.

We worked on developing a clear understand of the strategies we needed to integrate our traditional marketing activities to include social media platforms. The learning curve was very steep for me and we are still working on the implementation phase of our strategies.

What did I learn?

I clearly didn't know what I didn't know. The marketing strategies necessary to connect with Millennials is considerably different than Generation X or Baby Boomers but many of our techniques were not evolving. While there is no guaranteed formula for a successful integrated media advertising, there are best practices, processes and emerging knowledge that can help leverage our success. The more we, as marketers, truly understand the demographics of our Millennial segment and what is needed to achieve break-through with this notoriously tough audience, the better success we will be able to achieve. I realized that an effective, integrated strategy recognizes the relationship between social media and our traditional marketing efforts, and I had much work to do to establish realistic strategies for implementation. My social media efforts need to be focussed on our target market (Millennial females in the age 25-35 demographic) and use it in a way that reflects our drive to have Saskatoon families to want a Christian education.

What difference has it made?

- Our traditional marketing methods have significantly improved in detail and professionalism.
- We did a SWOT analysis regarding SCS's' readiness for social media marketing.
- We integrated social media into the goals of the overall marketing plan of SCS.
- We developed a SCS strategy for implementing social media platforms