

# More

## Is a picture worth a thousand words?

**Craig Andrew**

Head of External Relations  
The Abbey School, Reading

**Kayleigh Norman**

Senior Manager – Development and Marketing  
The Abbey School, Reading

Chair: Karen Hartshorn



# The Abbey

The independent school for girls aged 3-18.

## Is a picture worth a thousand words?

**Craig Andrew**

Head of External Relations

A business perspective

**Kayleigh Norman**

Senior Manager – Development and Marketing

A marketing perspective

# What's this about then?



...and this?





# Emotions





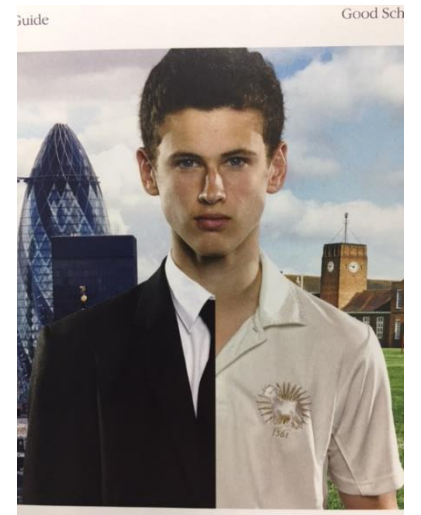
# Essence



IDPE 2017 Annual Conference



# Experiences

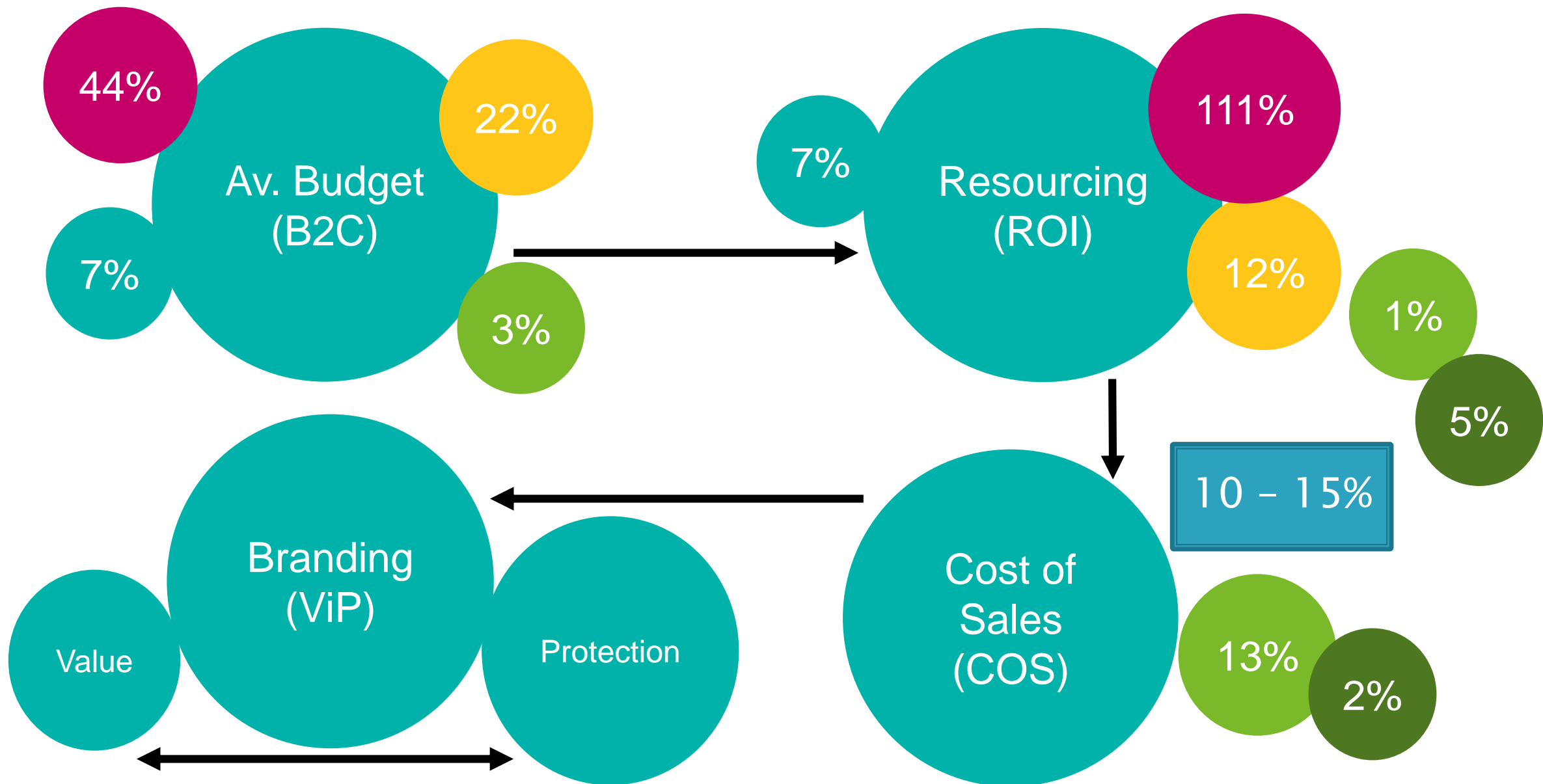




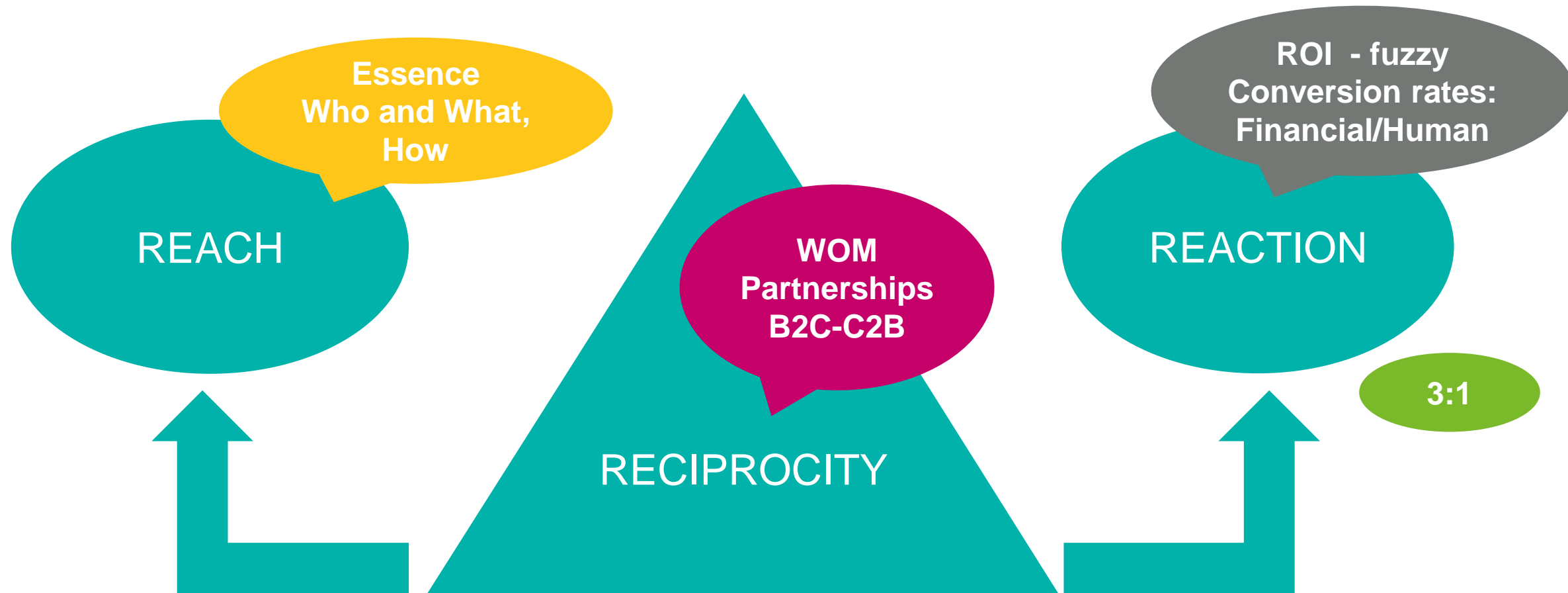
# Eish....get perspective!





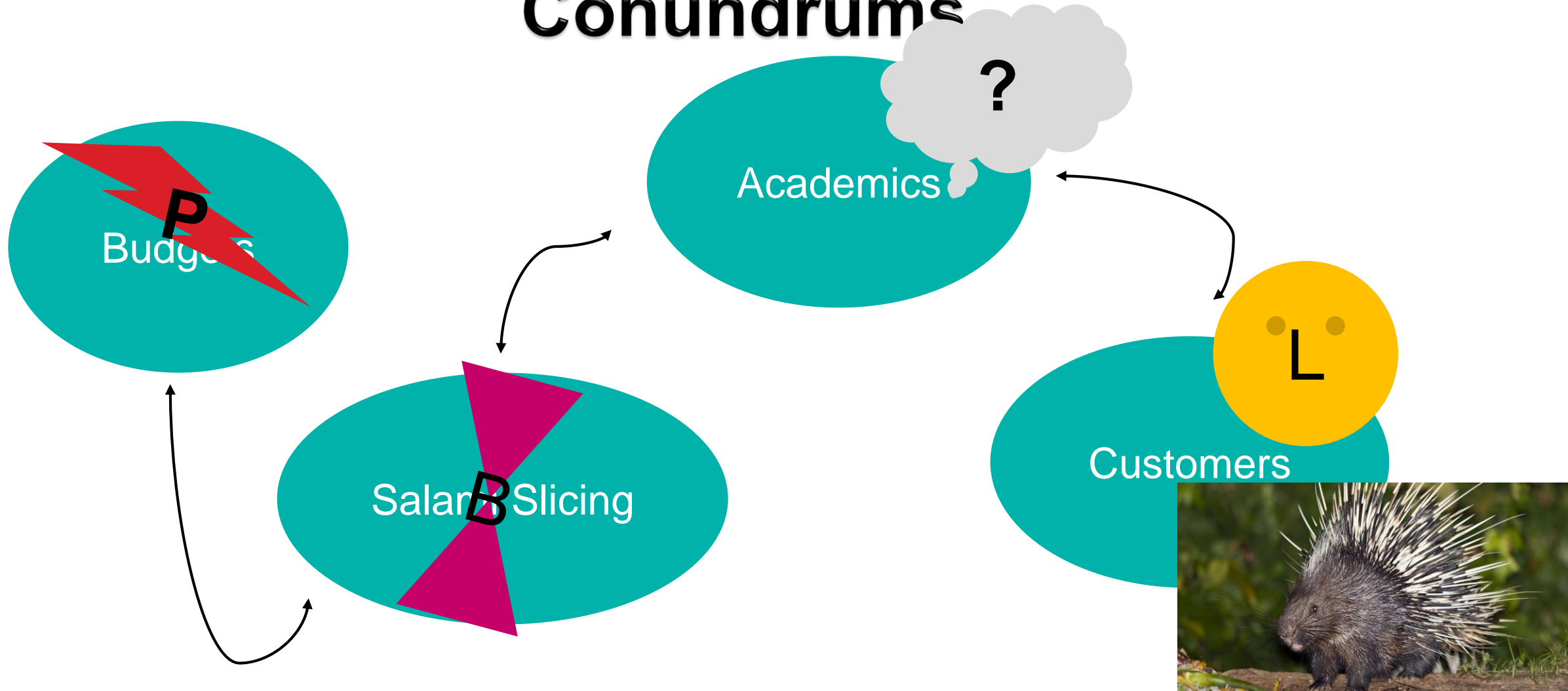


# The 3 R's

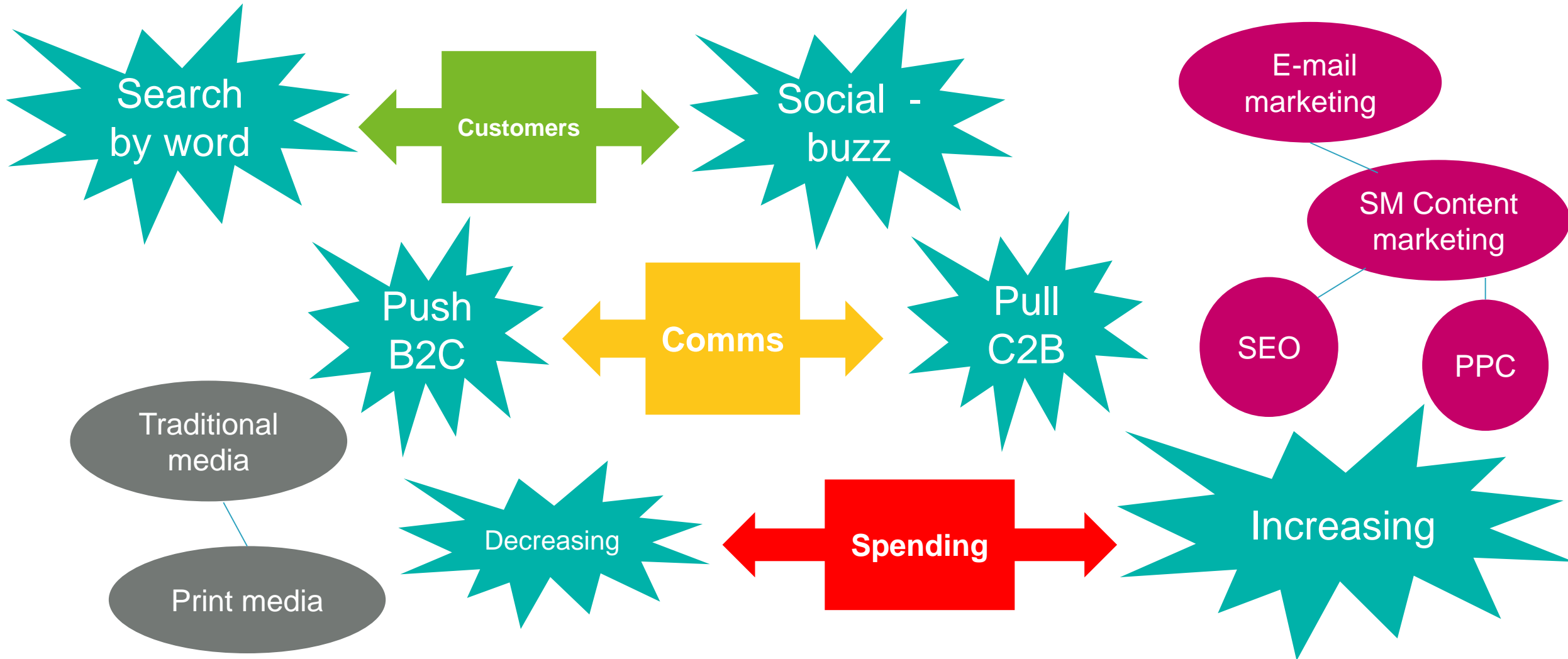




# Conundrums



# Trends



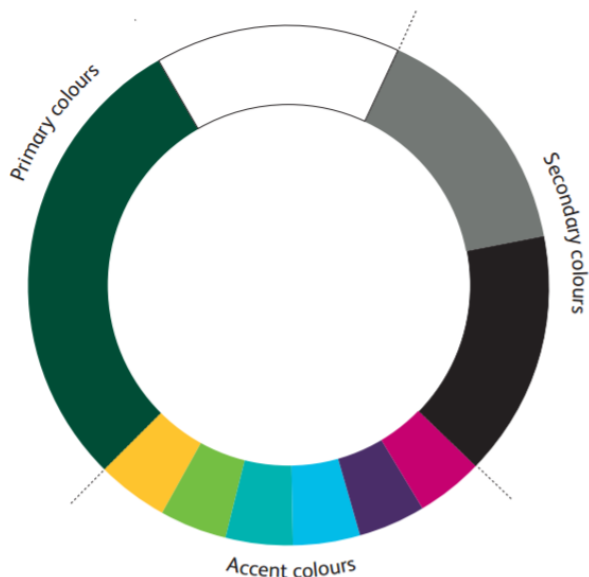


# Who we are dealing with...

- **Web search**
- Visit - Look\*See\*Decide.....with children as young as 4
- **Not fools – well informed**
- Highly involved
- **Demanding**
- Extremely busy
- **Price sensitive**
- Selective journeys
- **Reactionary within social media context**







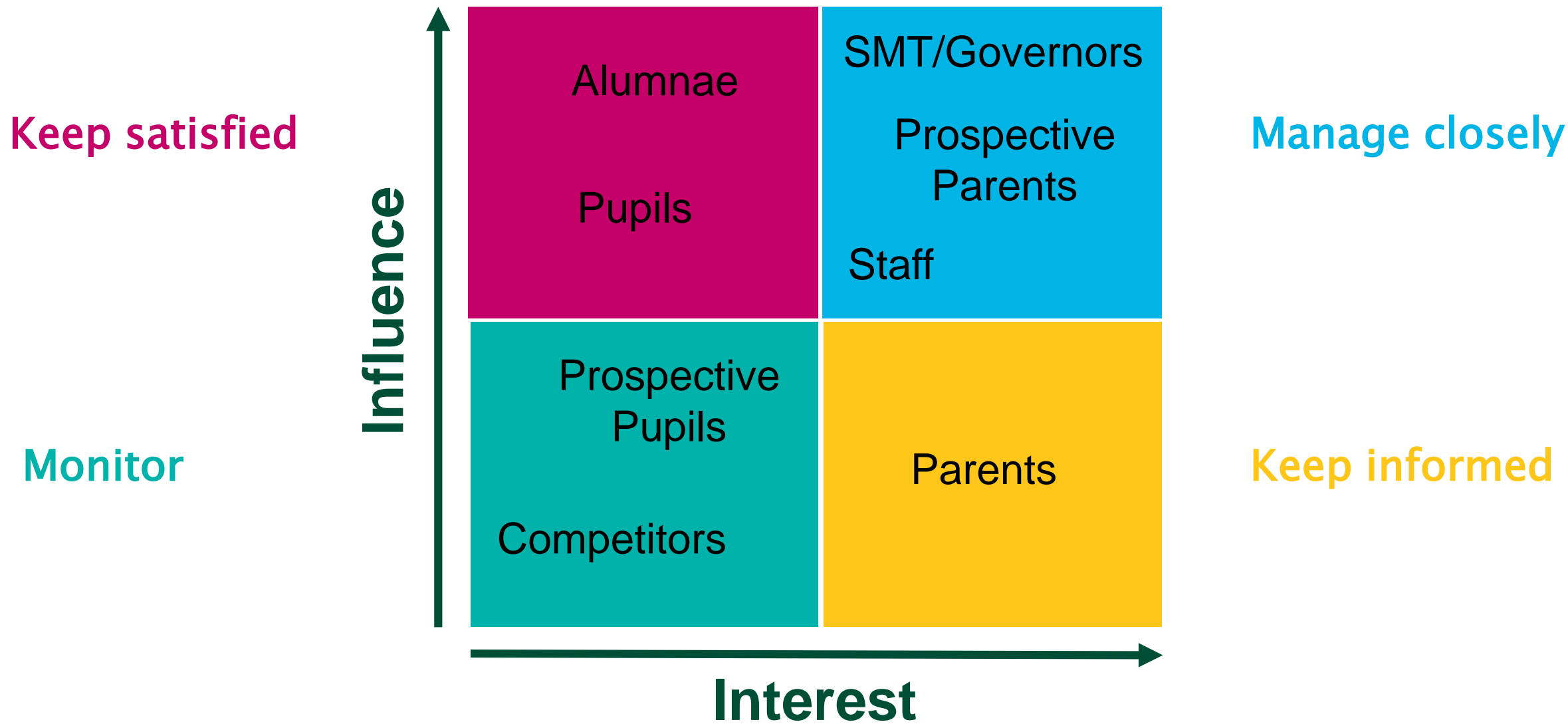
# Fonts



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# Content building



- Story telling
- Aspirational
- Filter
- Relevant now
- About them not you
- Get others to do the work for you
- Good hygiene!





# Finally....

What we tried at our School this past year....

- Slashed traditional advertising spend by 33%
  - Record numbers attending open mornings and sitting entrance exams.
- Increased SM Activity/Content marketing spend by 12%
  - Lead to more WOM and consistent enrolments of best pupils
- Undertook bespoke targeted research (Public/Staff/Parents)
  - Lead to more bespoke experiences and matching
- Initiated a targeted events programme to run over the year...
  - B2C - B2B - B2O - C2B
- ...and **YES**, it has been very successful so far...



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## Thank you

**Craig Andrew**

Head of External Relations

**Kayleigh Norman**

Senior Manager – Development and Marketing