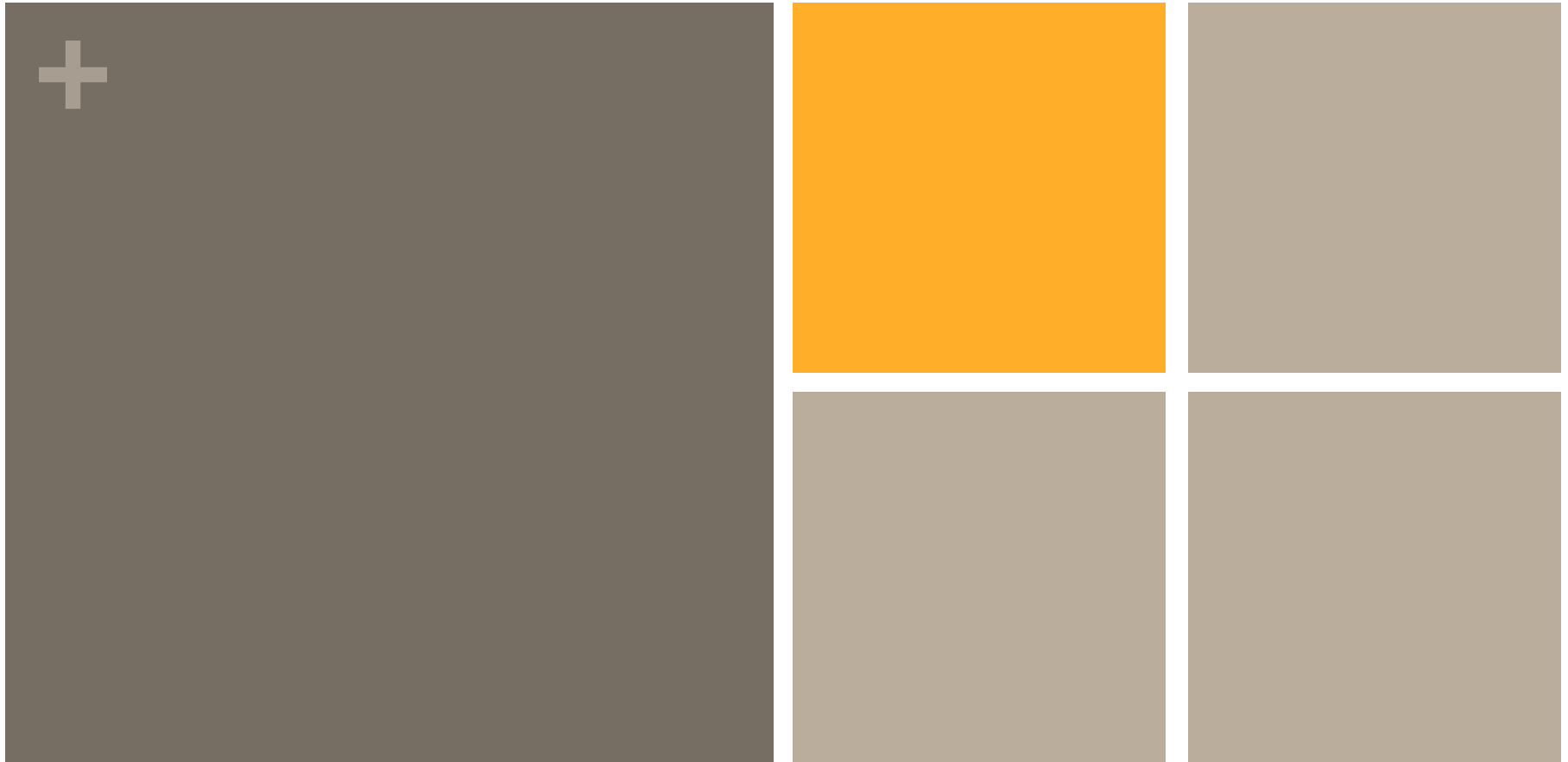




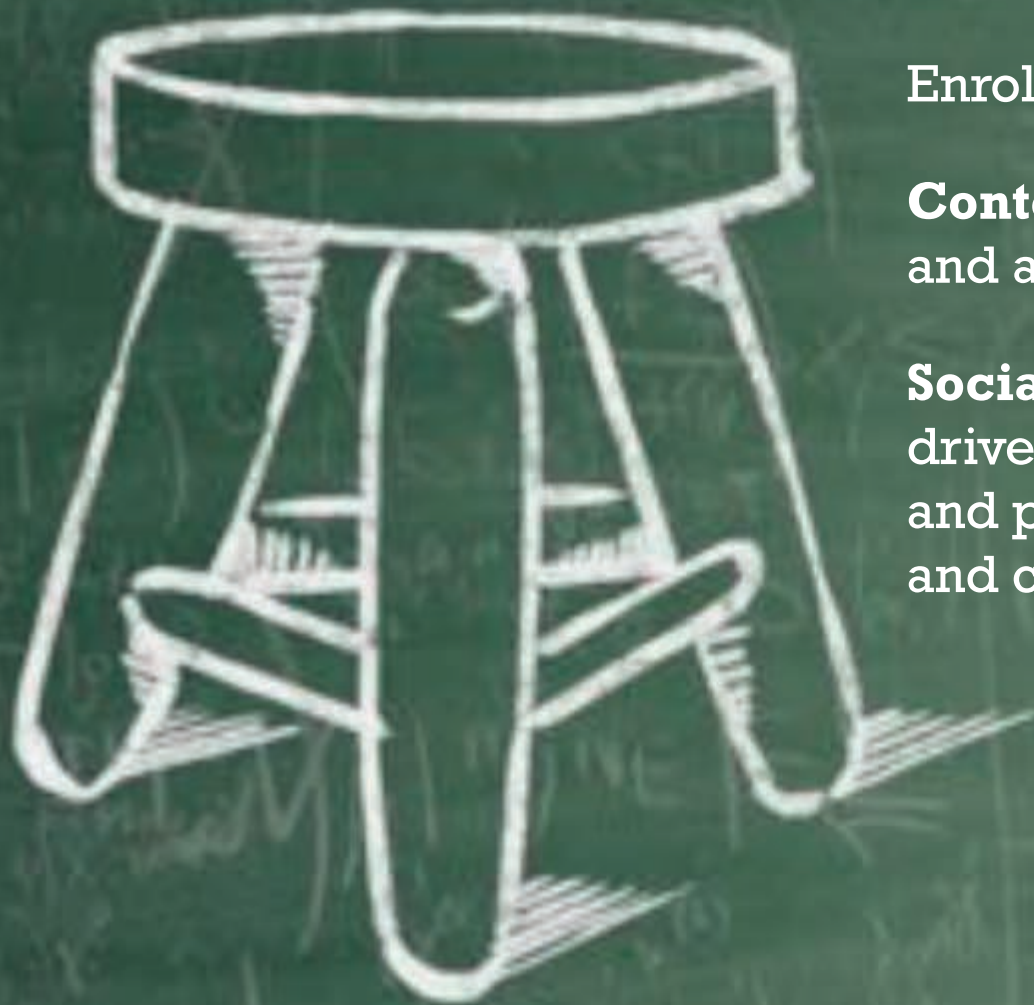
Effective Marketing on a Shoestring Budget

Bart Caylor, Caylor Solutions

**Your School
Can Do Effective
Education Marketing.
Period.**



No Ifs, Ands, or Buts.



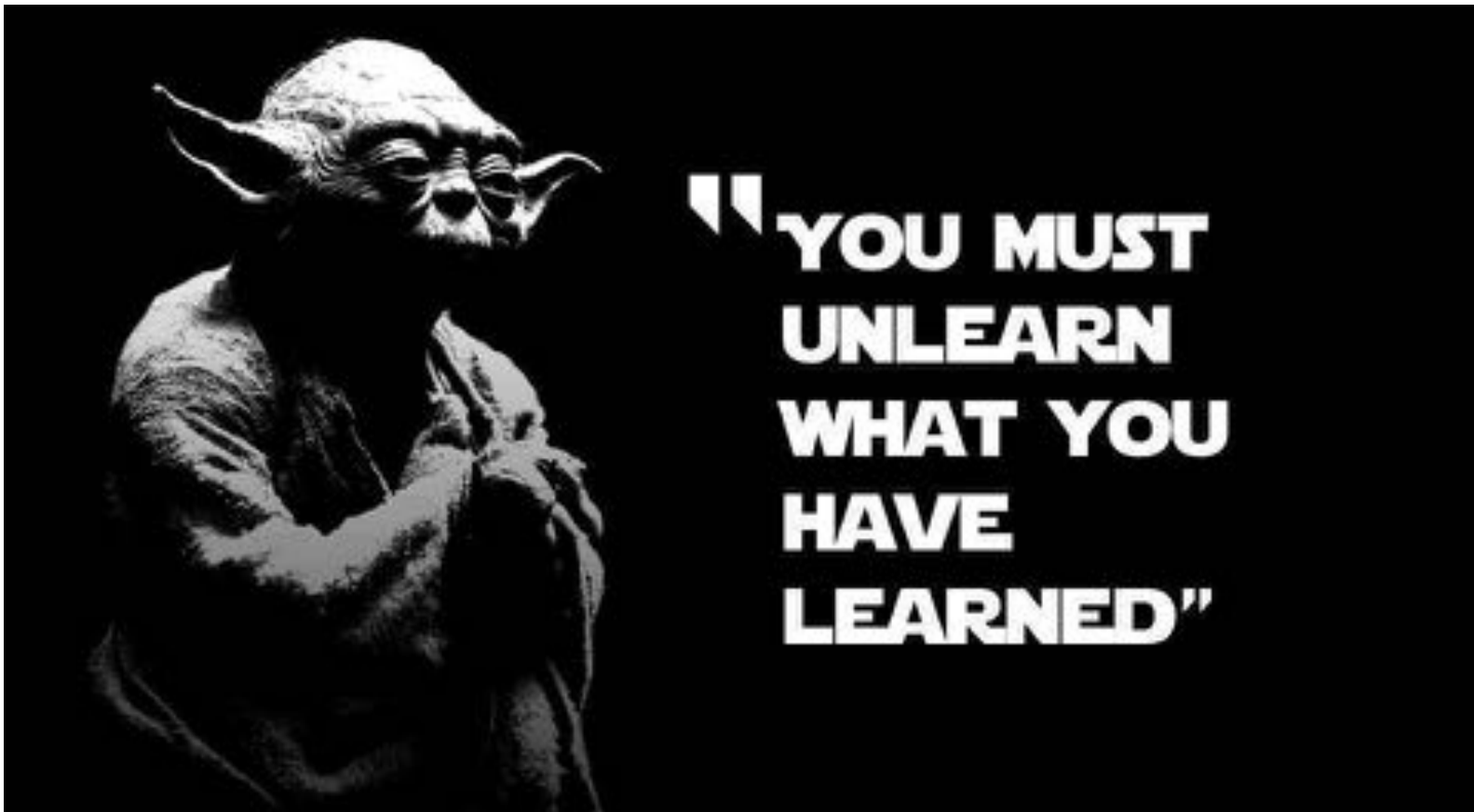
MUST HAVES

Enrollment-focused **website**

Content that is user-focused and answers questions

Social media strategy that drives prospective students and parents to the website and content.

+ Dealing with Constant Change





+

Marketing on a limited budget takes creativity, discipline, scrappiness, and a willingness to be ok with authenticity over perfection.

+ *Authentic vs. Perfection:*

Gen Z has the strongest BS filter of any previous generation because they've grown up in era where information was available at all times.

<https://www.fastcompany.com/3062475/your-guide-to-generation-z-the-frugal-brand-wary-determined-anti-millen>

**#1 Way to Market
With a Shoestring
Budget is
Content**



Content makes you and
your organization the
authority on whatever you
choose to publish.



+ Per dollar spent,
content marketing
generates 3X the
number of leads
than paid search.

<http://www.oracle.com/webfolder/mediaeloqua/documents/Content+Marketing+Kapost+Eloqua+ebook.pdf>



+ Content marketing
drives higher
conversion rates
than traditional
marketing: 6X.

<http://content.kapost.com/Aberdeen-ContentChaos>



+ Success flows to
organizations
that inform, not
organizations
that promote.

Jay Baer, Utility

+\$2000 Budget

\$8 Per Day x 250 working days = \$2000 Per Year



360° Camera

- Virtual Campus Tours (photos/videos)
- Explainer Video
- Virtual Reality Applications
- Ricoh Theta S Digital Camera

\$327

Resources:

- CNET reviews
- Theta360.com
- Forbes Article
January 2017

Balance: \$1673

\$22

Selfie Stick

- Use with 360° Camera
- Use with SmartPhone recordings
- Other cameras (GoPro)



Stabelizer

- Use with SmartPhone recordings
- Other cameras (GoPro)

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\$47

Balance: **\$1604**



\$29

Lavalier Mic

- Use with SmartPhone recordings
- Other cameras (GoPro)
- Professional sound for videos

\$100

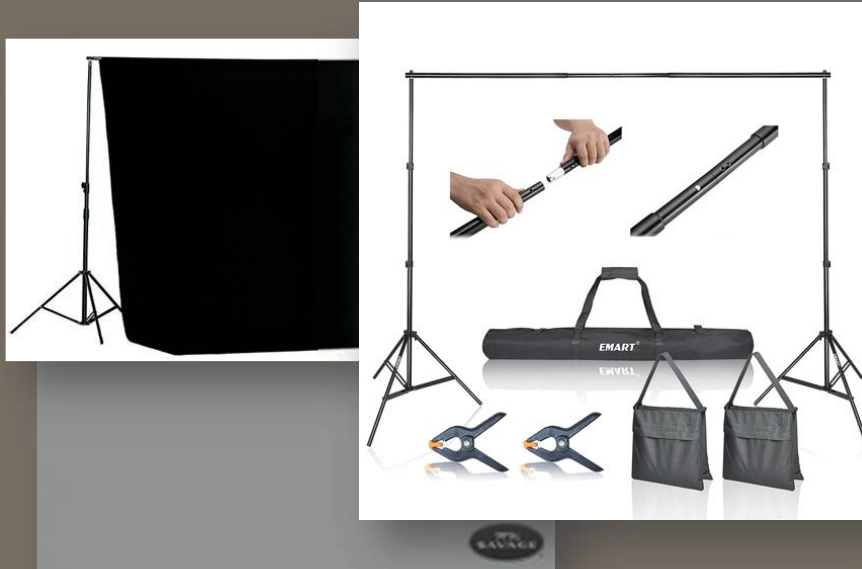
Resources:

- Wistia.com

Full list of
tutorials on
creating video-
based content.

Light Kit

- Home Depot Materials
- Use for SmartPhone recordings
- Testimonials
- Interviews

\$126

Backdrop

- Use for SmartPhone recordings
- Testimonials
- Interviews
- Instant studio in empty or unused room
- Backdrop Kit: \$36 Paper: \$70 Cloth: \$20

\$0**Resources:**

- YouTube Director App
- Videos and Tutorials on YouTube

Balance: \$1349

YouTube Director

- Coaching for videography
- Use on SmartPhone as App
- Also consider editing with iMovie, etc.

\$399

Resources:

- GetMevo.com
- Tutorials, Ideas

Mevo

- Livestreaming broadcasts (Facebook Live)
- Multiple cameras in one
- Control from SmartPhone

\$129**Resources:**

- Podcast tutorials
- Soundcloud

Blue Yeti Mic

- Podcasts
- Voice Overs
- Screencasts



\$100

Digital Recorder

- Zoom Digital, Multi-Directional Recorder
- “Person on the Street”
- Events to be transcribed



\$150

Resources:

- Wordpress.org
- Yoast SEO

Wordpress Blog

- Year Hosting
- Weekly blog answering the questions prospects and parents have
- Newsletter automation with Mailchimp
- Best SEO



\$213

Mailchimp

- Email distribution
- Newsletter Automation
- Blog Automation
- Free up to 2000 subscribers
- 25,000 email credits = \$250 – 15% nonprofit

\$50

Resources:

- Techsmith.com
- Snagit
Tutorials

Snagit

- Screenscasts
- Screen captures
- Explainer Videos/Demonstrations
- How to fill out an application, using the net price calculator, etc.

\$40**Resources:**

- [Piktochart.com](https://www.piktochart.com)

Piktochart.com

- Infographics
- Explainer Graphics
- Instructographics
- Non-profit discount on pro package



Syndication

- Syndicate original content
- LinkedIn
- Medium.com
- YouTube
- Vimeo

\$0

Resources:

- LinkedIn
- Medium.com
- YouTube
- Vimeo
- Others

Balance: **\$268**



Automation

- Hootsuite/Buffer
- Coschedule
- Feedly.com
- Zapier.com
- Automate content into social media

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\$240

Resources:

- Buffer
- Hootsuite
- Zapier
- IFTTT
- Feedly
- Coschedule

Balance: \$28



Fiverr

- Freelance marketplace
- “Gigs” \$5 each
- \$25 = 5 gigs

\$25

Resources:

- [Fiverr.com](https://www.fiverr.com)

Balance: **\$3**



Starbucks

- Cup of coffee for your planning session.

\$3

Balance: \$0



Content doesn't just
happen. You must have a
plan and do the work.



Three Exercises

1. Think through ideas for content based upon what prospects want. What are the questions?
2. How can you create original content that prospects will consume?
3. What resources do you need to create and manage content?



Question & Answers:

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