2024-2025 MARKETING PLAN

MONTGOMERY COUNTY SCHOOLS

OBJECTIVE

Montgomery County Schools will utilize marketing to increase enrollment and retain a positive presence in the community and on social media. We will do this by capitalizing on various topics for each school, in-person marketing, and virtual marketing.

DISTRICT SUMMARY

Montgomery County Schools is located in Troy, NC, with various schools in the county. Our mission is "Montgomery County Schools will graduate College and Career Ready students by preparing them to succeed in a globally diverse society, providing rigorous educational experiences, and building positive relationships with all members of our community."

SWOT ANALYSIS

STRENGTHS

- CTE Programs (Middle & High)
- Exploratory classes (Middle)
- Innovative programs (Health Science, EMT, Firefighting)
- State of the art facilities
- Dedicated faculty & staff (alumni)

WEAKNESSES

- Student enrollment & retention
- Competing schools (charter)
- Community perception
- Social Media miscommunication (fake news)



SWOT ANALYSIS

OPPORTUNITIES

- Completely revamped website
- Differentiation
- Increase in video content
- Marketing Committee
- Billboards
- Marketing events
- Alumni Spotlights

THREATS

- Cost
- Time
- Involvement
- Communication



MCS INITIATIVES

MCS has the ambitious goal of student enrollment and retention. To help the school system achieve this, our marketing team will pursue the following initiatives in the 2024-2025 school year.

INITIATIVE 1 - WEBSITES

GOALS

- The Marketing Team will ensure that 100% of all district employees are well-trained to maintain current, user-friendly, and attractive websites.
- Marketing Team will perform monthly website checks to ensure all links work properly and that everything is up to date.
- Marketing Team will collaborate with the principals to ensure 100% of students can navigate the website.
- Meet with the Marketing Committee once a month.

ACTION STEPS

- Work with Finalsite.
- Train members of the Marketing Committee to edit school webpages.

MEASURE SUCCESS

- Google Analytics
  - links
  - page reach
  - clicks

INITIATIVE 2 - SOCIAL MEDIA

GOALS

- Marketing Team will create a minimum of TWO Facebook/Instagram posts a day.
- The Marketing Team will utilize social media to inform the community about upcoming dates and school-related events.
- The Marketing Team will assist each school in creating and maintaining a positive social media presence

ACTION STEPS

- The Marketing Team will visit each school weekly to capture events and news.
- The Marketing Team will share each schools posts on the district Facebook.

MEASURE SUCCESS

- Evaluate each schools' marketing plans.
- Meta Business Suite
  - Facebook engagement
  - Instagram engagement

INITIATIVE 3 - OUTREACH

GOALS

- MCS will be present at public events and in the community to promote district engagement
- Marketing team will reach out to families who have left MCS for Charter Schools to obtain feedback

ACTION STEPS

- Marketing Team will establish relationships with the city and county leaders to stay informed.
- Marketing Team will work closely with MCC to collaborate and promote events. .

MEASURE SUCCESS

- Analyze data collected from families
- Established partnerships

INITIATIVE 4 - VIDEO CONTENT

GOALS

- Marketing Team will create a minimum of one video a week.
- Feature videos on Facebook and Instagram.
- Up to date and trendy videos.

ACTION STEPS

- Marketing Team will get school schedules from all schools in order to come at a time with little distractions.
- Marketing Team will record, edit, and post videos on same day they are recorded.

MEASURE SUCCESS

- Number of views
- Number of likes
- Number of shares
- Number of interactions



GOAL

The overarching goal of the initiatives is to keep all stakeholders informed, promote a positive perception of Montgomery County Schools, and to increase enrollment in Montgomery County Schools.

THANK YOU

QUESTIONS?

MONTGOMERY COUTY SCHOOLS