



Tatonka
EDUCATION SERVICES

School Marketing In The Era of COVID-19

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Our Services



FINANCIAL



ACADEMIC



OPERATIONS

School Marketing & COVID-19



Marketing Challenges in COVID-19

Goodbye

- Community Events
- Onsite Tours
- Between School Collaborations
- Open House





What About Parents & Guardians?





Search bar containing the text "Schools Near Me". The search bar includes a magnifying glass icon on the left, a close button (X) on the right, and a microphone icon on the far right.

Google Search

I'm Feeling Lucky

What Does This Mean for Charter Schools?



**Stand Out
&
Bring The WOW**



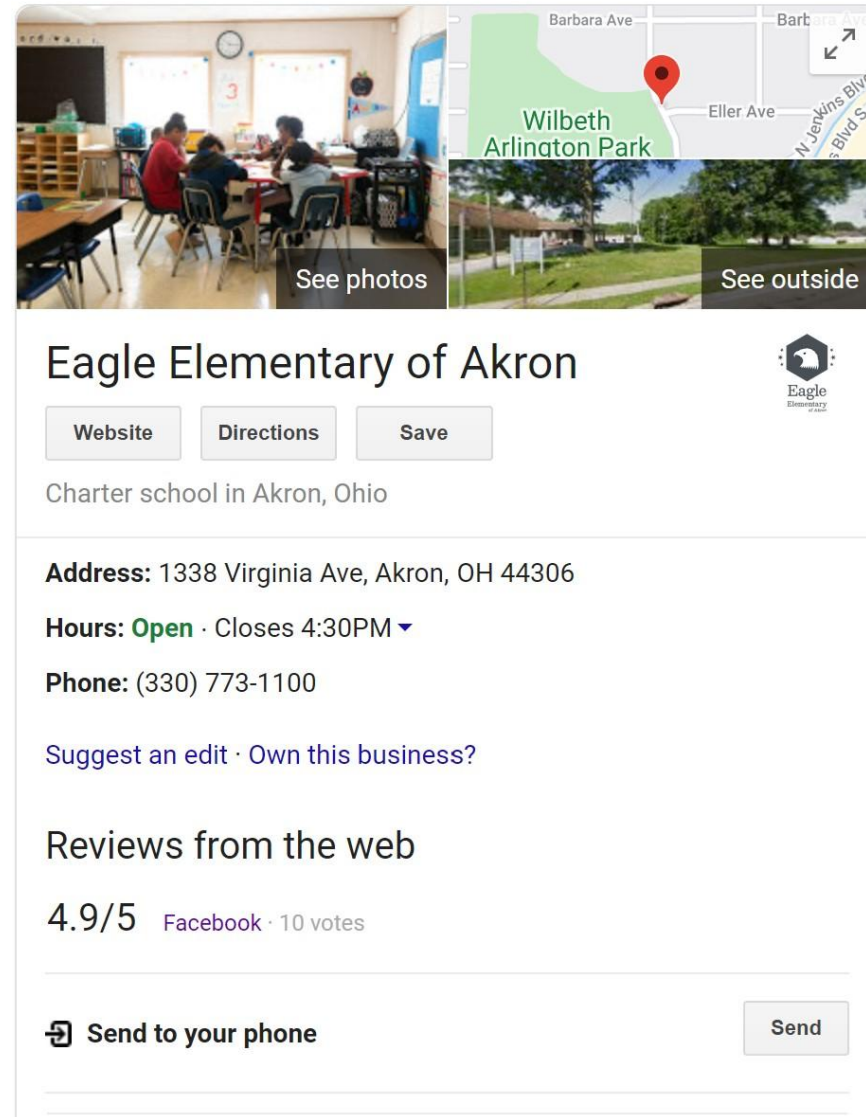


5 *Free* Online Marketing Boosts



1) Google Business

- Free to claim and manage your business
- Add hours, upload photos, connect website, and schedule appointments
- Provides a polished first impression



Eagle Elementary of Akron

Charter school in Akron, Ohio

Address: 1338 Virginia Ave, Akron, OH 44306

Hours: Open · Closes 4:30PM

Phone: (330) 773-1100

[Suggest an edit](#) · [Own this business?](#)

Reviews from the web

4.9/5 [Facebook](#) · 10 votes

[Send to your phone](#) [Send](#)



2) Professional Photos

- Preferred Method: Find a Pro to donate their time
 - Exchange for Advertising & Tax Breaks
- Second Best: Find an armature photographer in your community
- Worst Case: Use unsplash.com

3) Develop Social Media Plan

Social Media Plan

An organized & targeted approach to publishing social media content

- www.Buffer.com
- www.Canva.com
- www.all-hashtag.com

	Feb 3-9	Feb 10-16	Feb 17-23	Feb 24- M2
Overarching Holidays or Topic for Focus	Black History Month Heart Health Month -- Self-Care Babysteps			
Weekly Theme	The Power of Writing	Naming & Voice	Own Your Gremlin	At Least One "Me" / Day
FACEBOOK				
Monday	Post article about writing unchecked daily and how it connects to your own awareness and growth.	How does one have Voice in a world where they aren't seen? Connect to Black History Month.	Who are Gremlins and why should we try to own/tame them? Intro/link to the book. -- Latent racism as Gremlin	Podcasts are my sanity. Link several I'm currently listening
Wednesday	Write your own story and then rewrite it. -- Passages & Quicksand	Post article about the act of naming your fears or desires and how that can work to empower you and propel you through to self-efficacy and care.	Taming Teen Gremlins - how to coach teens to overcome their gremlins and ask for help.	BDRS aren't just for beginning end of day - they are for when fit into YOUR day.
Friday	Simple acts of daily reflection.	Post article on impact of RJ in schools. Isn't there a This American Life that did a series a few years ago about this? Look for that and link it.	Share my Gremlin.	Juneteenth as a holiday.
BLOG/MEDIUM/WEBSITE				
Tuesday		WORK ON WEBSITE	Why I am now old enough to find my Gremlin. How my Gremlin kept me controlled so I couldn't name him.	The power of the Podcast
Friday	WORK ON WEBSITE	Opinion article about why we need more Empathy & RJ in our schools especially to support our	WORK ON WEBSITE	WORK ON WEBSITE.
INSTAGRAM/IGTV/STORY				
Sunday		Canva - Quote about Voice & the power of Naming		Coffee at Crema as Me AND V
Monday		IG Story - if possible include snippets from schools participating in BLM curriculum	Gremlin Week!	Podcast repost of greatest hi UnCivil and No Man's Land
Tuesday			IGTV connected to my Medium piece	
Wednesday		Canva - something that scares me. Naming my hurdles. Pull something from the Goals chart.		
Thursday	Canva post about BDR or Meditation and connection to self and growth. (push to FB)			
Friday			Picture of my Gremlin (push to FB)	Juneteenth
Saturday		Run an IG promotion to encourage sign-ups.	Sign up you or your teen using code GREMLIN and get 50% off.	



4) Search Engine Optimization (SEO)

Techniques to optimize online content to make it easier for Search Engines to find

SQUARESPACE SEO Checklist

- Add a site title
- Add a site description
- Add your location
- Connect a custom domain
- Connect to social media
- Add a browser icon

SEO

*its not as scary
as it sounds*

5) Website Audit

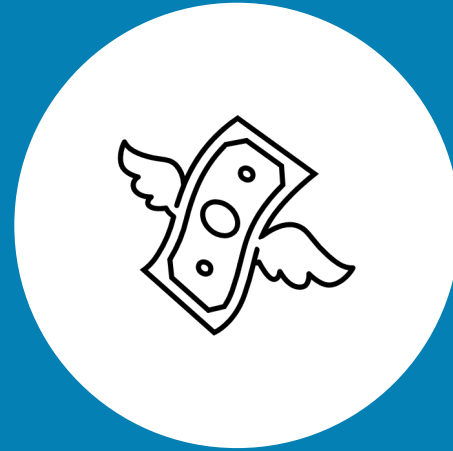
Make a great first impression

Show your professionalism, attention to detail, and ability to modernize

Audit Questions:

1. Are you Mission and Values front and center?
2. Do you have more visual content than text content?
3. Is your website tied to your other media outlets?
4. Is there a place for people to donate or volunteer (post COVID)?
5. Does your website look modern or outdated?





5 *Not Free* Online Marketing Boosts



SQUARESPACE

1) Website Refresh/Overhaul

Website Builders

- WIX
- WordPress
- Network Solutions
- Site 123
- Host Gator

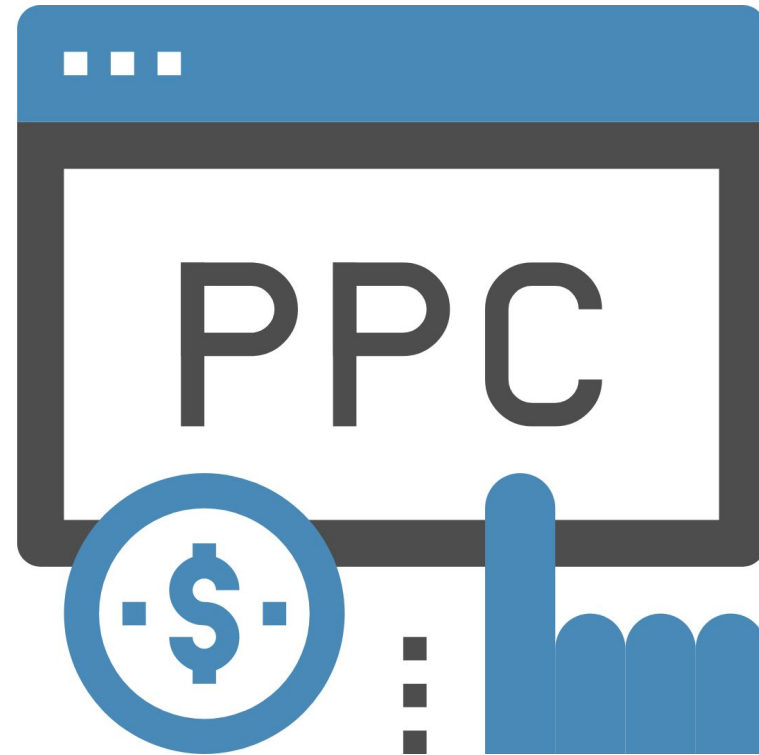
Hire a Pro

- UpWork
- Design Hill
- Fiverr
- Outer Box
- 99 Designs

2) Pay Per Click Marketing

Approach to Internet Marketing where advertisers pay publishers for each “click” they receive

- Paid Search (Google & Bing Ads)
- Online Marketing Agencies





3) Social Media Marketing

- The use of Social Media platforms to promote products or services
- Highly Targeted
- Includes PPC & Social Media Plan
- Cost Effective



4) Content Marketing

Develop content people are interested to draw them back to your website



5) Online Networking

Process of developing business relationships that will benefit your school

- Online Forums
- Social Media Groups
- Social & Policy Change Organizations
- Local & Community Organizations

Involves all stakeholders



Tatonka Education Services

Tatonka Education Services (TES) is a strategic partner with charter schools that is disrupting the traditional management model by providing customized services to develop thriving schools.



What
Makes Us
Different?

PARTNERSHIP

**FLAT FEE PRICING
MODEL**

**WE MAKE SCHOOLS
STAND STRONG**



That's All Folks...

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For a full list of services we
provide visit our website at
www.tatonkaeducation.org



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