Selling Smart

A Crash Course in Education Marketing
• Who is this John Boudreau guy, anyway?
• What does he do?
• Approach Education Marketing in a consistent, strategic, modern way

• Think about Education Marketing as a long-term commitment, not an emergency tool

Goals & Structure
Focusing on big-picture concepts today, along with a few examples and concrete tips along the way

- The Five Commandments
- Questions/Troubleshooting/Brainstorming
• Don’t shout off a cliff. Get an echo back!

• Constant Contact, MailChimp, Facebook Ads, Google AdWords all have dedicated analytics apparatuses

• Surveys are a low-tech, effective way to get the information you need

1. Data is King
• Keep it short!

• “Did You Enjoy the Program?”

• Overnight Sailing Camp Survey
  - Name
  - Town, State
  - Are you a Museum Member?
  - Has your child been to this camp before?
  - How did you hear about this camp?

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Response: How did you hear about Conrad Camp?

- 37% Brochure
- 28% CT Parent Magazine Newsletter
- 23% CT Parent Magazine Virtual Camp Fair
- 6% Website
- 1% Email
- 1% Facebook
- 1% Referral
- 1% Windrose
- 1% Other
• Most people only take about 2.7 seconds when deciding if they’re going to read, forward, or delete an email. (Jill Konrath)

• You must be clear, engaging, provide a call to action, and then get out!

• Look at your marketing materials: Can a reader figure out what you’re asking them to do in the first paragraph?

2. Size Matters (When Writing)
“Dear Mr. Corley:
At Mystic Seaport, our goal is to make our museum feel like an extension of your classroom. Education lies at the very heart of our mission, and our President, Steve White, was the former head of Fay School in Marlborough MA. Our emphasis is on serving educators, which is why we are devoted to working with you to tailor our programs to your curriculum.

We believe Community Preparatory School is ideally situated to take advantage of the resources we have here at Mystic Seaport. We know you strive to provide the best educational experience possible for your students—one that encourages multiple avenues of inquiry, caters to a variety of learning styles, and exposes students to impactful, active learning...

• 122 words later, do you have any idea what I’d like Mr. Corley to do?

2. Size Matters (When Writing)
Dear Mr. Lamb,

I hope you received a brochure last month in the mail about Mystic Seaport’s Ship to Shore Overnight Program (I’ve attached a PDF of the brochure, just in case).

I think the program would work especially well as a complement to Storm King School’s American Studies or American History curriculum, though it can be adapted to suit a variety of curricular needs (such as teambuilding). I’d love to meet with you to discuss the program a little more and the ways in which it might fit Storm King’s educational goals. Are there some dates and times in March when it might be convenient to meet?

2. Size Matters (When Writing)
Sea History Alive

We understand that every student learns differently. Some will learn best from speaking with our experienced interpreters and museum teachers, while others will respond best to the feel of the blacksmith's hammer in their hand as they help shape a piece of hot iron. Our goal during the Ship to Shore program is to help students gain a tactile understanding of the nation's past. From setting type on a 19th-century printing press to cooking over an open flame in a historical kitchen, students will respond, engage, and most importantly, remember.

"For many years the Ship to Shore program has been the culminating experience of the whaling unit and a more fitting capstone could not be imagined. The combination of the hands-on nature of the program and the depth of knowledge possessed by the Museum staff makes this an exquisite experience for our students."

Gay Long, Grade 4 teacher, Pine Point School, Stonington, CT

Inherently Multidisciplinary

There's a lot to discover at Mystic Seaport, whether you're interested in American history, the whaling industry, or the science and technology of navigating at sea. We work hard to tailor our agenda to fit the needs of your curriculum. From analyzing artifacts and primary sources in our Primary Source Workshops to an examination of the role of music at sea with one of our chanteymen, Ship to Shore can work across subject divisions to provide a holistic educational experience.

Here are a few of our most popular themes, but we're happy to let you mix and match.

Life in a Seaport Town: Learn about living and working in a 19th-century coastal New England town. Hands-on explorations of specific professions (blacksmith, printer, etc.).

All in the Same Boat: An overview of the New England whaling industry in the 19th century. Tour includes a harpoon throw and an option to row whaleboats.

Cargos Around the World: Discover how cargoes and consumer goods moved from one side of the world to the other.

Immigration: Learn how people from around the world entered the United States during the 19th century. Includes a simulated arrival at an immigration station.

NEW Teambuilding: An exploration of the different kinds of teamwork, cooperation, and respect needed to sail a vessel. Activities include a cask raising and Breches Buoy, a 19th-century lifesaving drill similar to a modern zipline.

"Here at Brearley, the Class V [Grade 5] Mystic visit is a highly sought after overnight trip. The Class V Homeroom teachers and the Head of the Middle School always attend. We need to bring a 5th chaperone with us, and the faculty at our school always plan, scheme, finagle, and fight to claim the extra spot—no joke."

Jim McDonald, Grade 5 teacher, The Brearley School, New York, NY
Generosity is one of your most powerful marketing tools

If you do something extraordinary, your customers are going to talk about it, and that’s powerful

Backcountry.com

3. Relationships are Important
• Treat your teachers like VIPs

• Think special, exclusive, brand-focused, and free: Professional Development, Summer Soirée

• The Adventures of John Boudreau, Homeschool Concierge

3. Relationships are Important
The way teachers are receiving information is always changing, so your marketing must too.

This is uncomfortable for us to do, institutionally speaking.

Find Your Watermelon!

4. Always Experiment
• You can’t predict that—and that’s why experimenting is important

• Innovation doesn’t have to be 100% new. Don’t be afraid to borrow

• Keep the Watermelon Spirit alive

4. Always Experiment
• The Definition of Insanity

• Very few people buy a new product after being told about it once

• Organization is key. Always be the one to initiate follow-up

5. Be Polite, Be Persistent
• How did we do?

- Think about Education Marketing as a long-term commitment, not an emergency tool

- Approach Education Marketing in a consistent, strategic, modern way

Conclusion
• Questions?
• Brainstorming
• Troubleshooting

• Commandments review:
  1. Data is King
  2. Size Matters (When Writing)
  3. Relationships are Important
  4. Always Experiment
  5. Be Polite, Be Persistent

Wrap-Up
Books:
-Jab, Jab, Jab, Right Hook, Chuck Vaynerchuk
-Highly Recommended, Paul M. Rand

Web Resources:
-Know Your Own Bone by Colleen Dilenschneider, colleendilen.com
-“What an Exploding Watermelon Can Tell Us About Social Media,” Scott Kleinberg, Chicago Tribune
-Social Media Calisthenics, from M + R (available as a PDF)

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Further Resources