

# SPEAKING THE 'PARENT LANGUAGE'

---

**Adapting Your School  
Marketing Strategy for  
New-age Parents**



# CONTENT

<b>Preface</b>	<b>1</b>
<b>Who is The New Parent Generation?</b>	<b>2 - 4</b>
<b>What Does The Millennial Parent Look For In Schools?</b>	<b>5 - 16</b>
Holistic Education	
Success Stories	
Public Opinion	
Quality of Teachers	
Digital School Experience	
Admission and Fee Structure	
Other Factors	
<b>Parents 'Then' &amp; 'Now'</b>	<b>17</b>
<b>How Can Your School Speak the Parent Language?</b>	<b>18 - 30</b>
Recognizing Your Strongest Advocates	
Identifying the Right Channels of Communication	
Communicating the Right Message	
<b>Speaking the Parent Language - Checklist</b>	<b>31</b>

# PREFACE

## Dear Educator,

A school today, is not just a name or a legacy alone. It is an experience that must meet the many expectations of students and their parents. It is a bit easier to understand what students want and need. However, understanding the present-day parent calls for a shift from the traditional approach; and making a move towards being more open and accessible to them.

There has never been a generation that is more informed and hands-on about their children than this 'millennial' parent generation. They scout for the best school experience, by searching for ratings, reviews, and genuine testimonials. Over our many years of interaction and working with the parent community, we have understood that they are more than happy to commit to a particular school for their child's admission. However, there's a catch. It happens only when the school appeals to them in the language they understand and through platforms they can relate to.

This e-guide will help you speak the present-day parent language in all your communication and outreach efforts. The insights and learnings shared will help you leverage your assets to your advantage. It will help you build your school's brand such that prospective parents can identify the value that your school can add - by way of outcomes that truly matter!



**Mr. Jaideep Gupta,**  
Founder & CEO, Univariety

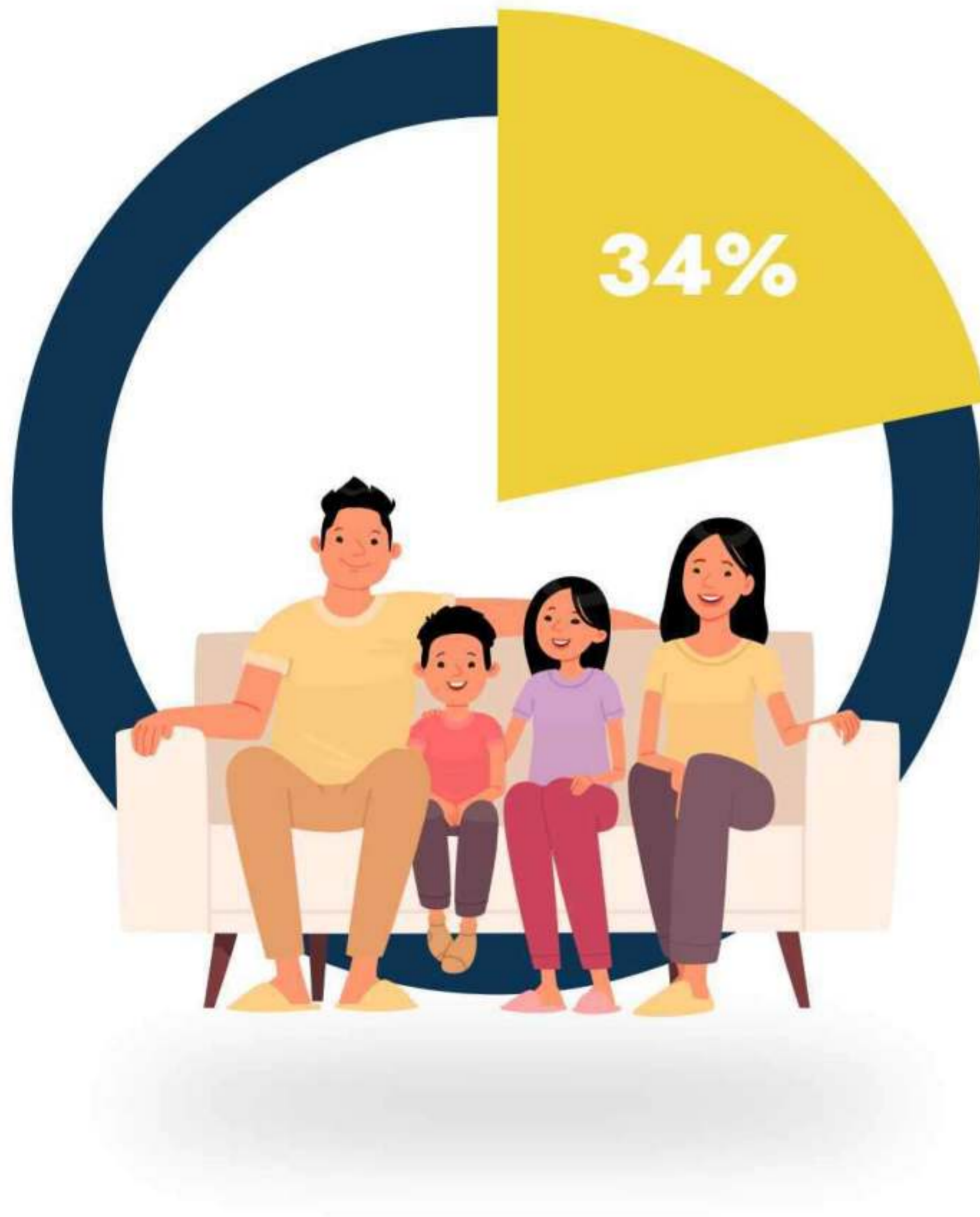


# WHO IS THE NEW PARENT GENERATION



## Recognizing the new parent generation is easy - think 'Millennial'!

Millennials have been deemed as "young" for so long that it's easy to forget that currently:



**34% (440 Million)** of India's population falls under the age group of 25 - 40. This is the young parent generation who are sending their children to your school!

# MEET THE MILLENNIAL PARENT



## Age

35

## Education

Bachelor's degree

## Occupation

Corporate Manager

## Background

- Grew up in a post-globalisation world
- Believes in free exchange of ideas
- Looks for transparency & credibility

**Goal** Become an entrepreneur

**Bio** "A full-time parent, working a 9 - 5 job"

**Quote** "I am a millennial. The internet is my reference book."

## Digital Life

- Mobile phone is lifeline
- Spends 2.5 hours every day on Social Media
- Part of at least 5 WhatsApp groups
- Sends at least 5 memes/day
- Reads reviews & rating before making a purchase

## Parent Life

- Follows social media influencers for parental advice
- Spends 7 hours/week helping kids with school work
- Looks at 5 - 6 schools for admission
- Browses through every page of a school's website
- Looks for testimonials and reviews by other parents

# WHAT DOES THE MILLENNIAL PARENT LOOK FOR IN SCHOOLS?





# 1 Holistic Education

'Training Students of Today into Citizens of Tomorrow'



"We are moving from an economy and a society built on the logical, linear, computer-like capabilities of the Information Age to an economy and a society built on the inventive, empathic, big-picture capabilities of what's rising in its place, the Conceptual Age.

The future belongs to a very different kind of person with a very different kind of mind-creators and empathizers, pattern recognizers, and meaning makers."

**Daniel Pink**

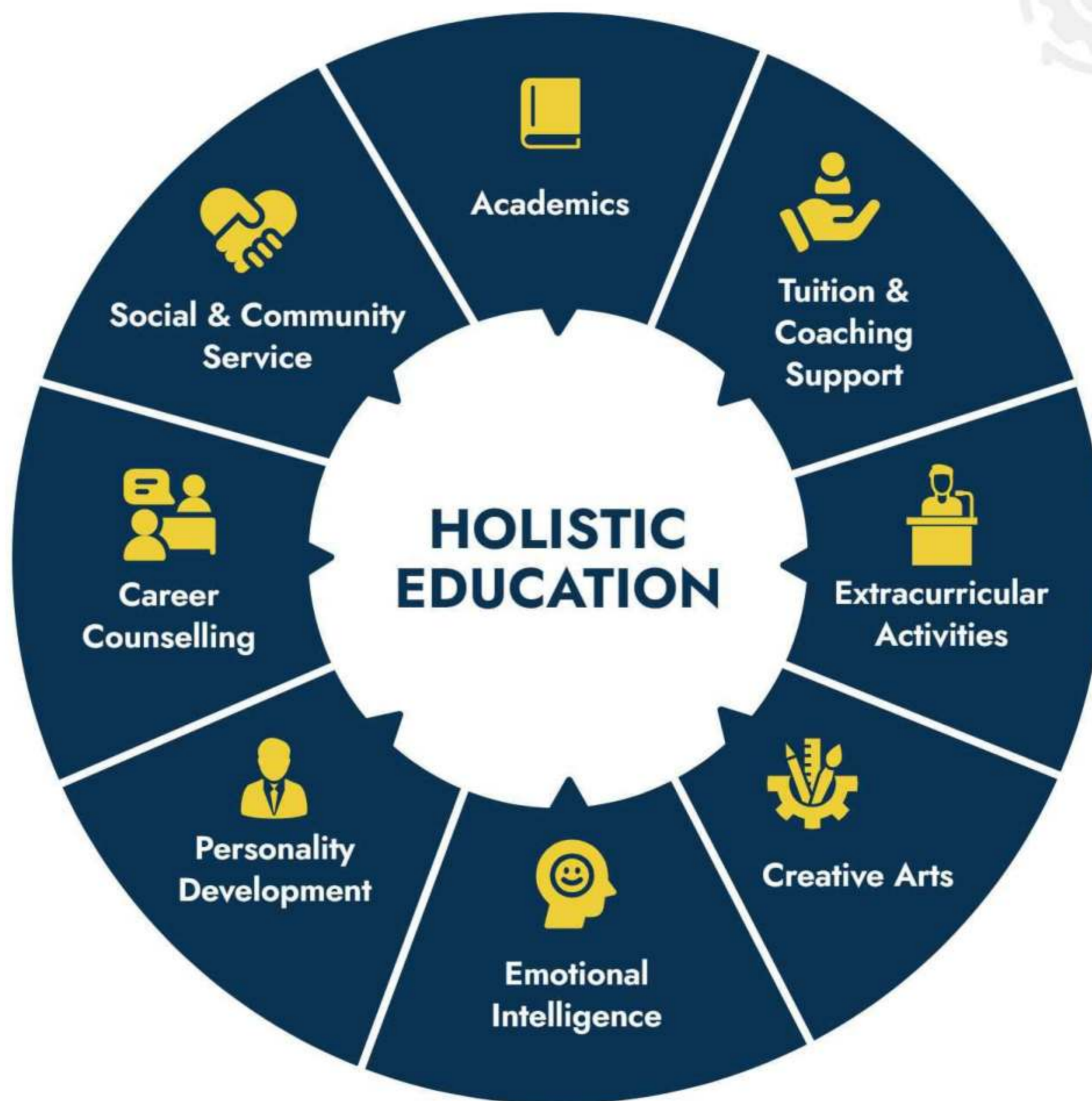
**'A Whole New Mind'**

(Author of 'Drive - The Surprising Truth About What Motivates Us')





Parents today understand that the education of their children isn't limited to the numbers reflected on their mark sheets. They prefer a holistic education for their children that encourages creativity, innovation, emotional intelligence alongside excellence in academics.



## Success Stories

### 'Journey of a Student'

In December 2021, Parag Agarwal was announced as the CEO of Twitter. Suddenly, everyone wanted to know everything about his career journey.

- ✓ Where did he study?
- ✓ What did he study?
- ✓ How did he reach the topmost position in one of the top tech companies?

The question that grips most parents during school admission is, "What will my child's journey be like from here on?" Stories like Parag's, show parents a glimpse of a possible future for their own child.

## PARAG AGRAWAL

 School Atomic Energy Central School

 Curriculum CBSE

 Batch 2001

● College Joined IIT, Bombay  
(B. Tech in Computer Science)

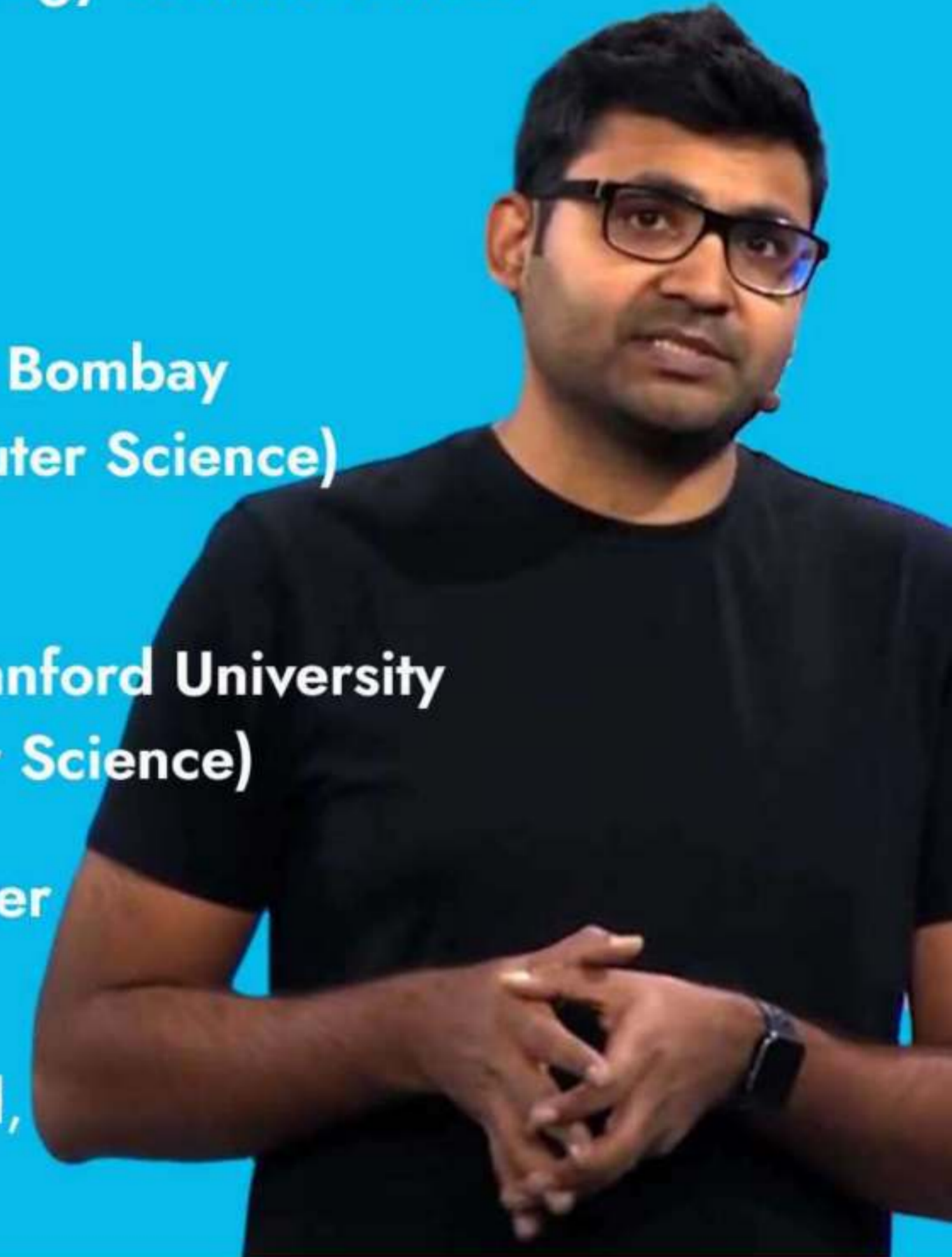
● Batch 2005

● Post-graduation Stanford University  
(PhD in Computer Science)

● 2021 - CEO, Twitter

● Current Status

Still a Brilliant Mind,  
Not a Musk-e-teer





# How Parents Envision Their Child's Profile in The Future?

## SCHOOL LIFE

- Extra-curricular Activities
- Board Exam Scores
- Entrance Exam Scores
- Top College Offers



## COLLEGE LIFE

- Alma Mater
- Research Publications
- GPA/Honours Degrees
- Awards and Accolades



## DISTINGUISHED CAREER

- Career Growth
- Designation/Job Position
- Salary Figure
- Giving-back to Community




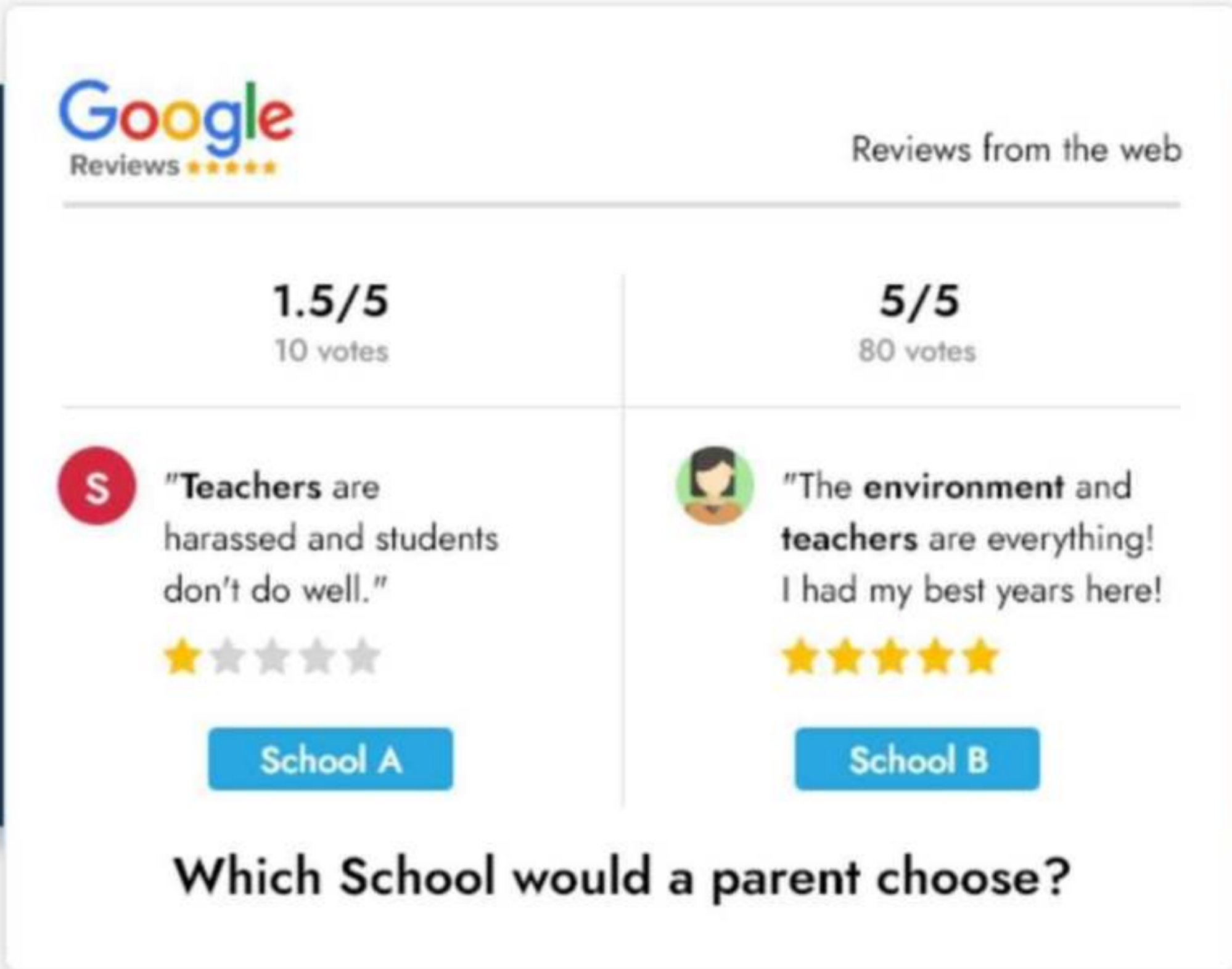


### 3 It's a Matter of Public Opinion



#### 'What Others Have to Say'

Seeking validation from others before making an important decision is a natural thing. Think of a prospective parent who is yet unsure about considering your school for their child's admission. Being the millennial generation, their first instinct will be to go online and search your school's name.

What they read online about your school, the Google reviews and ratings will be the deciding factor on whether they will consider your school seriously or not.

Google Reviews Reviews from the web

School A	School B
1.5/5 10 votes	5/5 80 votes
 "Teachers are harassed and students don't do well." ★☆☆☆☆	 "The environment and teachers are everything! I had my best years here!" ★★★★★
School A	School B

Which School would a parent choose?



# How Do Millennial Parents Seek Information About Your School?



**Socializing with Other Parents**



**Newspaper, Magazines, Advertisements, etc.**



**Google Reviews & Ratings**



**Testimonials of Students, Parents, & Alumni**



**Social Media Trends and Chatter**

## Quality of Teachers

### 'Finding Miss McDonald'

"I had a teacher at (south London high school) Chestnut Grove, who taught me English. That was Miss McDonald... She got me really into English literature. Like, I've always been obsessed with English and obviously now I write lyrics... She was so cool. So engaging. She really made us care, and we knew that she cared about us."

**Adele**

Watch Video 





In a school, students interact with teachers on a daily basis more than any other school staff member. They make the greatest impact on a student's holistic educational development. Teachers are also the first point of contact for parents for anything related to their child's education.

### What parents look for in their children's teachers

- ✓ Qualification & Experience
- ✓ Special training in education, child psychology, cognitive and behavioural science, etc.
- ✓ Versatility in teaching methods
- ✓ Adaptability towards new-age learning

## What Parents Want to Know?



**25:1**

Student - Teacher Ratio



**52%**

Faculty with Advanced Degree



**11** Years

Median Faculty Training Experience

## 5 Digital School Experience

In the past decade, technology has brought in a paradigm shift in the education industry. Every aspect of a school's interaction with students and their parents as well as the teaching and learning process has gone digital. From filing documents during admission to fee payment, eLearning to virtual classrooms; parents today prefer having a digital solution for everything.

Why? Convenience!

Today, parents look for schools that use technology to make their interactions easy and hassle-free.



### Digital Learning Solutions That Parents Want

- ✓ E-learning
- ✓ Videos & Podcasts
- ✓ Game-based Learning
- ✓ Virtual Classrooms
- ✓ Digital Mentoring & Career Guidance Sessions

### Digital School Experiences That Parents Want

- ✓ Online Admission & Fee Payment
- ✓ Virtual Parent-Teacher Interaction
- ✓ Mobile-Friendly ERP System for Information Updates
- ✓ Virtual Webinars & Workshops
- ✓ Virtual Campus Tours





6

## Admission & Fee Structure

The fee structure has always been a deciding factor in parents' choice of school for their child's admission. While going through prospective schools parents have on their list, they have a fair idea of the expenses they can afford. Therefore, while discussing the admission process and fee structure with parents it is important to justify the numbers printed on your school brochure.

### What Justifies Your School's Fee Structure in Parents' Eyes?

#### Transparency

Parents are more likely to agree to a higher amount if you discuss the programs your school offers and help them understand its benefits before admission than introducing such programs post-admission.

#### Real Outcomes as Your Marketing Message

Parents looking for a school for their child's admission are not just buying a product or a service – they are investing in their child's future. If you can show parents a glimpse of their child's future through your student and alumni success stories – that is all that's needed to justify the fee in parents' eyes.

#### Scholarships

Scholarship is usually discussed as a tool to empower the underprivileged. It is true. However, it is also a marker of merit and achievement. In a society that thrives on meritocracy, providing students with scholarships is as much a reward and recognition of their child's talent in the eye of parents as it is a tool for affordability.





# 7 Other Factors

### Infrastructure

- ✓ School building
- ✓ Classroom condition
- ✓ Sports ground

### Student Safety

- ✓ Physical
- ✓ Mental
- ✓ Emotional

### Accessibility

- ✓ Distance from home
- ✓ Transportation facility
- ✓ Student accommodation



# Parents 'Then' & 'Now'

NOW

THEN

90% in boards

Prestigious school

The school building is top-notch

Mrs Sharma was saying...

Holistic education

Mrs Sharma's son studied there and is now an IAS

Google Rating is 4.5

The parent testimonial seems genuine

# HOW CAN YOUR SCHOOL SPEAK THE PARENT LANGUAGE?

1  
**Recognize  
Your Strongest  
Advocates**



2  
**Identify the  
Right Channels of  
Communication**

3  
**Communicate  
the Right Message**



# Recognizing Your Strongest Advocates



Every organization has its group of loyal advocates whose voices ring louder in the crowd. For your school, these are the voices of your current students, their parents, teachers, and alumni.



## Students

Their achievements highlight the quality of education offered by your school currently



## Parents

Their words of approval build a sense of trust among prospective parents



## Teaching & Non-teaching Staff

Their training & actions communicate your school's values



## Alumni

Their success journeys help in building your school's brand

If you want to build your school's brand, you need to engage and leverage the power of your in-house influencers.

## 2

# Identifying the Right Channels of Communication



In a post-globalized, social media-driven world of today, how people consume and communicate information has expanded exponentially. To engage with millennial parents, your school needs to leverage the channels through which parents are get their information from.

## Online Channels



School Website



Social Media Accounts



Emails, newsletters, videos, etc.

## Offline Channels



Staff members - teachers, admission officers, front-desk executives



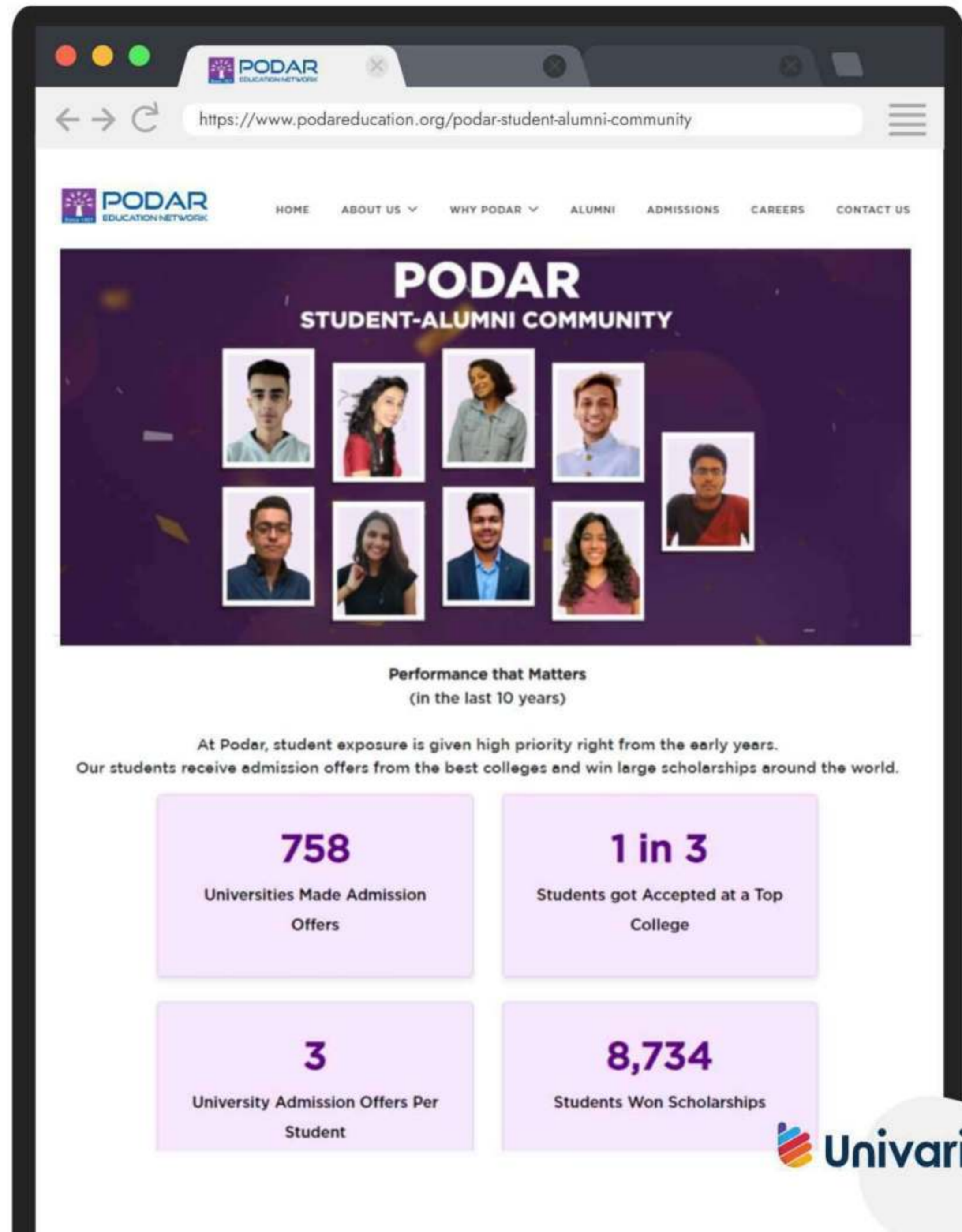
Brochures, billboards, advertisements, etc.



Customized school stationery - notebooks, journals, etc.

# Enhance Your School's Website

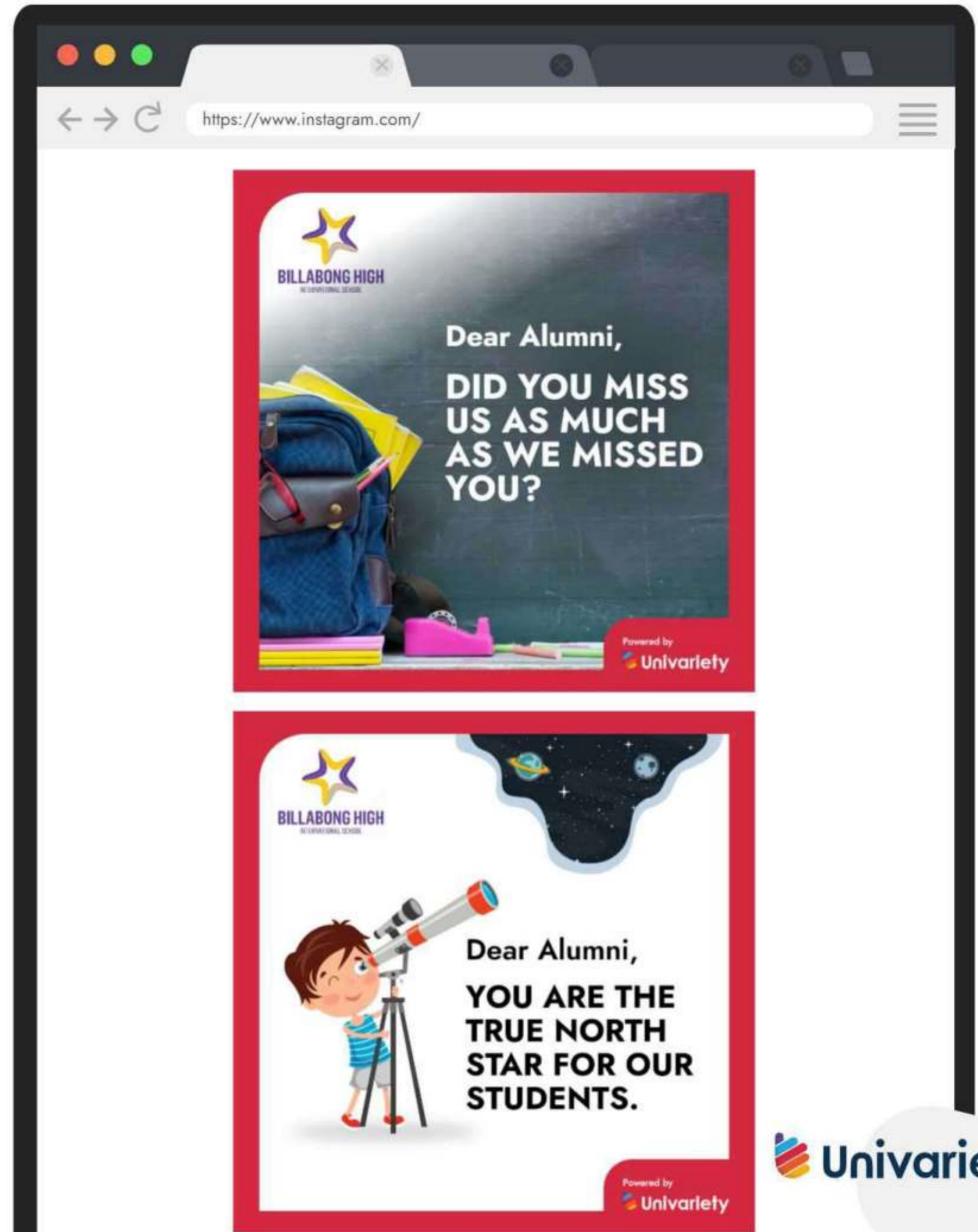
- ✓ Have an updated, mobile-friendly website that parents can explore
- ✓ Include all admission related information and answers to FAQs by parents
- ✓ Showcase your school's success stories
- ✓ Add sections for each group of advocates - students, parents, teachers, & alumni
- ✓ Include a chat-bot for parents to post their questions



2b

## Establish a Strong Social Media Presence

- ✓ Establish your presence in social media channels like Facebook, WhatsApp, Instagram, and YouTube
- ✓ Create community pages on Facebook and groups on WhatsApp where parents can network
- ✓ Upload alumni videos, webinars, and online workshops on social media
- ✓ Promote your school activities through Instagram





## 2c

# Train Your School Staff (Teaching & Non-Teaching)

- ✓ Train your teachers, admission officers, front desk executives, etc. to effectively communicate your school's success stories during their interaction with parents.

## 2d

# Create a Digital Marketing Funnel

- ✓ Create online ads and brochures for school marketing that highlight outcomes.
- ✓ Use emails for engagement campaigns, send newsletters to keep parents updated about your school's activities & successes.
- ✓ Invest in a system that allows you to track, measure, and analyze your communication with every stakeholder.



# Communicating The Right Message



Market Your School's Real Success Stories



Create Thought Leadership on Holistic Education



Build Credibility by Sharing Your Students & Parents Experiences

# Market Your School Real Success Stories

Most schools take the same route while marketing themselves - advertising the school's building, computer labs, a huge sports ground, a fleet of buses, etc.

The problem with this marketing strategy is that it talks about your school's **'inputs' (what facilities you have to offer)** to parents. While highlighting these facilities may look attractive, they don't set your school apart from the rest.

A more impactful and effective marketing strategy focuses on your school's **'outcomes' (how students have benefitted from the facilities you offer)**.

As a parent, which school would you choose?

**Pilani OR Princeton**

MIT OR IIT  
SYMBIOSIS OR STANFORD

1242 OAKRIDGERS  
HAVE MADE IT TO THE  
WORLD'S TOP UNIVERSITIES.  
YOUR CHILD COULD BE NEXT.

First Indian universities or esteemed international colleges, the students of Oakridge have made it to some of the most prestigious academic institutions around the world. And preparing these bright children for such success, begins early in Oakridge's world-class environment.

Inspiring Greatness,  
from Pre-primary to Grade XII.

© 79933 59933 @ www.oakridge.in  
Bengaluru | Hyderabad | Visakhapatnam | Mohali

(A Day cum Residential School)  
Affiliated to CISCE - New Delhi

**2021  
ADMISSIONS  
NOW OPEN!**

THE INDIAN HERITAGE SCHOOL  
Bungal, Dalhousie Road,  
Pathankot-145001 (Punjab).

**9646426564**

**EDUCATION WITH A HOLISTIC APPROACH**

\*Separate centrally air conditioned Hostels for Boys & Girls.  
\*Fully equipped Laboratories.  
\*Nutritious Diet.  
\*Co-curricular activities.  
\*Smart Classrooms.  
\*Fully secured, on campus excellent faculty from across the country.

Admissions open for the Session 2020-21 for Classes KG-IX & XI  
Streams offered: Science, Commerce & Humanities.  
For queries pls contact  
# 9646426564  
visit: www.indianheritageschool.com  
follow us @ www.facebook.com/ihstpk  
e-mail: education@ihst@gmail.com

# YOUR SCHOOL'S REAL SUCCESS STORIES ARE YOUR STUDENT SUCCESS STORIES

Your school's Alumni are one of your strongest advocates and perhaps the most under-utilized ones. Their achievements, their career journey, their success stories is tied to your school's success.

So, leverage the power of your alumni and adopt their stories as part of your school marketing plan.



# 72%

PARENTS BELIEVE  
THE WORDS OF RECENT  
ALUMNI THAN A  
SCHOOL'S MARKETING  
MESSAGE.

# RYAN CONNECT

## - INDIA'S LARGEST ALUMNI EVENT

This year Ryan Group hosted its biggest online student-alumni networking event - 'Alumpics'.

15,000 high school students from across 100+ Ryan campuses had the opportunity to interact with notable alumni, who have created a niche for themselves in their respective fields.

Alumni from top universities like IIT-Madras, Monash University-Melbourne, SRCC-Delhi University, Christian Medical College, and more shared their transformation journeys.

The success stories of Ryan Alumni not only inspired current students, but also helped in establishing the brand of the school.



UNITED NEWS OF INDIA

Ryan Group Successfully Hosted India's Largest Student ...

Ryan Group Successfully Hosted India's Largest Student-Alumni Networking Event. 15,000 high school students and 8 unique alumni journeys. MUMBAI...

1 month ago



PR Newswire

Ryan Group to Host India's Largest Student - Alumni ...

As part of Ryan Connect, the school is hosting ALUMPICS, a mega-event for over 15,000 high school students. It is scheduled to take place...

1 month ago



Telegraph India

Ryan Group launches digital student-alumni community

In this event, about 15,000 high school students will join to listen to Ryan alumni's journey from school to reputed institutions like IIM,...

1 month ago





**3b**

# Create Thought Leadership on Holistic Education

A lot of schools throw words like holistic education, new-age learning, adaptive learning, etc. while interacting with prospective parents. Still, they fail to address the primary concern that parents have - How is this going to help their child?

To meet parents' expectations, it is not enough to just say you offer a holistic education plan but show them how it's done. Doing so will not only help you communicate the right message with parents, but will also help you brand yourself as a thought leader.



# THE PHILLIPS EXETER EXAMPLE

Phillips Exeter Academy is a prestigious school from New Hampshire that has created ripples in school education through a unique pedagogical style - The Harkness Method. It was developed by Edward Harkness in 1930 with a simple idea that 'Learning should be Democratic'.

Phillips Exeter has taken this pedagogical style and integrated it as part of their school's brand.

**MENU** PHILLIPS EXETER ACADEMY

**It's who we are**  
Harkness exists in every part of life at Exeter, not just academics. The confidence and connections you make at the table — the support you and your peers provide to each other — carry through into social, athletic, artistic and extracurricular pursuits.

**EXETER TODAY** [See All](#)  
**For new faculty, class is in session**

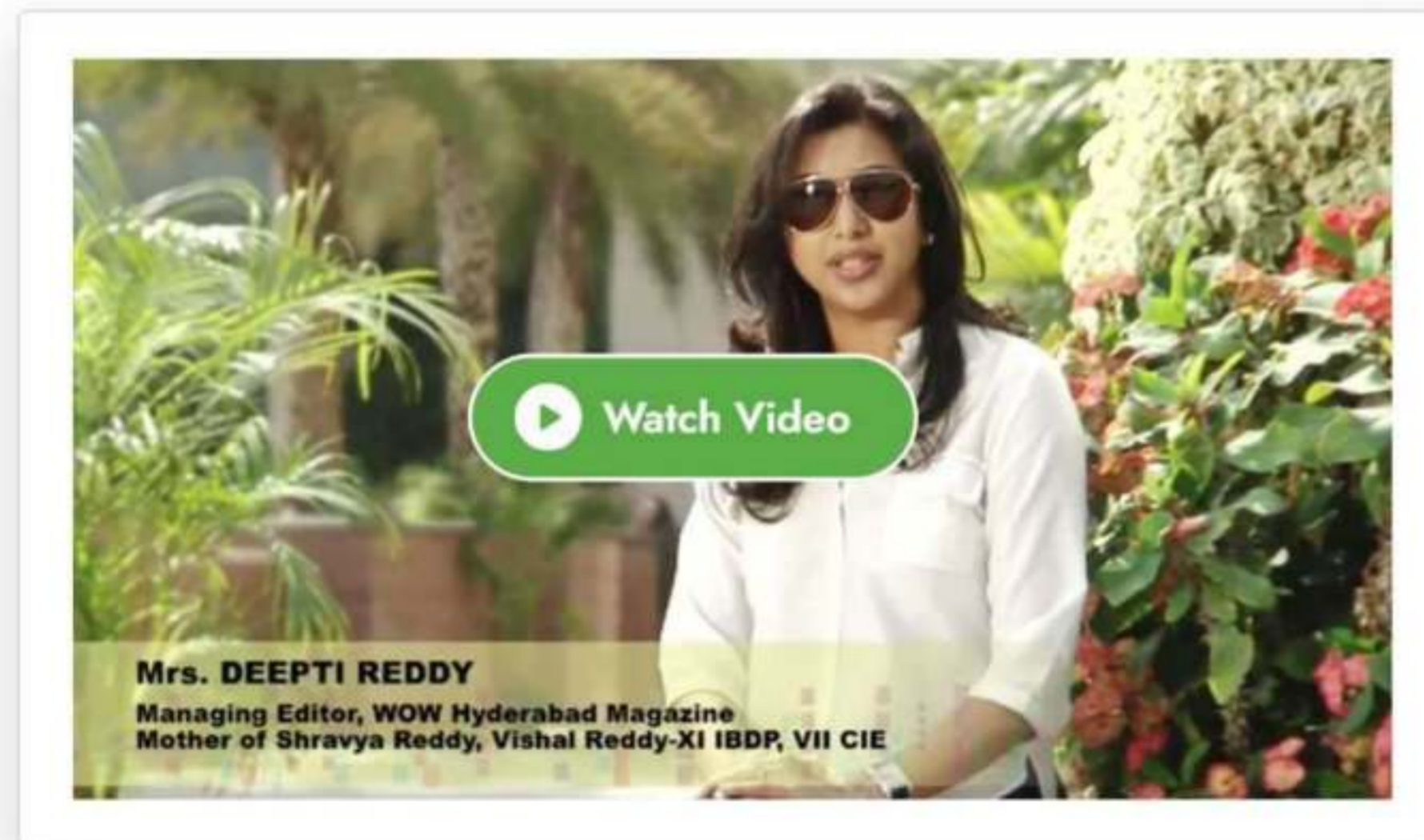
**EXETER PEOPLE** [See All](#)  
"I was blown away by the enthusiasm and love among students for their teachers."  
Anjali '20 and Meili '20

**“** Our differences are how we express our common humanity. Understanding that — valuing it — is what I think Harkness drives us toward.”  
*Principal Rawson*

## Build Credibility by Sharing Your Students & Parents Experiences

The experiences of your students and parents have the greatest impact on a prospective parent's decision while choosing a school for their child's admission. Sure, parents today can go online and dig-out every tidbit of information about your school. But, if you can share these experiences directly, parents will come to trust your school's brand more.

Sharing your students' and parents' experiences in your school marketing message builds legitimacy in the eyes of prospective parents.



Take a look at how Oakridge International School is building their school's brand through Parents' Testimonial Videos



Take a look at How Podar Education Network is using their Alumni's Testimonials for Marketing



# SPEAKING THE PARENT LANGUAGE CHECKLIST



## Website

- Do you have a mobile-friendly website?
- Do you have all admission related information on your website?
- Do you have dedicated sections for students, parents, teachers, and alumni on the website?
- Do you have a virtual campus tour video on your website?
- Do you have a chat-bot for parents to reach out to you with their queries?

## Social Media Presence

- Facebook    LinkedIn    Instagram    Twitter    WhatsApp
- Are you engaging with all your stakeholders effectively across all social media channels?

## Digital Marketing Engagement

- Are you sending regular engagement emails & newsletters to students, parents, & alumni?
- Are you conducting webinars, workshops for every stakeholder?
- Are you enabling interaction among all stakeholders?
- Do you have a system to track, measure, & analyse digital engagement with every stakeholder?

## Offline Marketing Engagement

- Are all your marketing brochures, advertisements, billboards, etc. communicating the right message?
- Have you trained your school staff on how to effectively convey your school's value & brand to parents?
- Have you customized your school stationery and inventory to display the school's brand message?

## Marketing Message

- Are you sharing your student and alumni success stories?
- Have you established yourself as a thought leader in pedagogy?
- Are you sharing your students' and parents' experiences?



## EMPOWERING SCHOOLS TO DELIVER OPTIMISED CAREER OUTCOMES

Univariety is India's most Comprehensive, Collaborative & Responsive Alumni Management & Career Guidance Ecosystem, headquartered in Hyderabad. With Info Edge (India) Private Limited as the key investor, Univariety is a proud addition to the company's robust portfolio. Keeping students as the focal point, Univariety works with Educational Institutions to drive distinguished outcomes. Univariety enables the best guidance for Students through technology and optimum utilization of the school's assets - its Alumni, to drive Student & School Successes.

**425+**

Schools Served

**9,50,000+**

Students & Parents Associated

**5,720**

Counsellors Empowered

**1,30,000+**

Engaged School Alumni

[Book a DEMO](#)