



Advancement and Leadership
Services for Catholic Education

Session EM 106

***Word of Mouth Marketing: Five
Ideas To Get People Talking About
Your School***

PowerPoint Presentation

***The National Enrollment Management
Conference for Catholic Schools***

Partners in Mission
Advancement and Enrollment Services for Catholic Education

Word of Mouth Marketing: Five ideas to get people talking about your school

Kevin Loftus, Director of Admissions
Xaverian Brothers High School

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Defining Word Of Mouth Marketing

Word of Mouth: "The verbal communication between consumers regarding products and services" (Johan Arndt, 1987)

Word of Mouth Marketing: A company intentionally creating an opportunity to get people talking.

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By the Numbers

- 88% of consumers most trust recommendations from people they know above all forms of advertising. (Nielsen, 2021)
- 67% of the sales of consumer good are based upon word of mouth (McKinsey, 2003)
- 64% of marketing executives indicated that they believe word of mouth is the most effective form of marketing. However, only 6% say they have mastered it. (Forbes, 2014)
- 70% of Xaverian applicants heard about the school through a friend, neighbor, or coworker. (XBHS survey, 2023)

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Education In 2023

Teachers are calling it quits amid rising school violence, burnout and stagnating salaries.

Virginia bus driver shortages continue, but determining how bad they are is complicated.

Despite its track record, science budget payoffs of at least \$30 position.

St. Paul Public Schools survey shows 72% of high school staff have withdrawn, experienced science.

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Where Does Word Of Mouth Happen?

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Where Does Word Of Mouth Happen?

- It's ok to ask!
 - Inquiry form
 - Application form
 - Over the phone
 - Focus groups
 - Year-end survey
- Sources can change from year to year.
- Word of mouth is happening whether you're involved or not.

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Get The Conversation Started!
Five ideas to get people talking about your school

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"Ask Me About" Lawn Signs

Xaverian Brothers High School
September 20, 2022

Grab a sign, grab a doughnut! Today from 2:00 to 3:00 p.m. the Xaverian admissions team will be in the parking lot handing out open house lawn signs. This is a great way to help spread the good word about Xaverian to future Hawks in your neighborhood, and in exchange we'll toss you a doughnut!

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Branded Swag

Johnson MS
Miss the game last night? Here's the recap from the JMS Morning News!

@XBHS @Xaverian_Hawks (this guy coming your way next year)

Xaverian Hawks X BROTHERS STRONG

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Parent Volunteer Calls

2023 Accepted Student Congratulation Calls

Dear Parent Volunteers: Part of what makes Xaverian so unique is the warm and welcoming atmosphere that helps shape our school community. These phone calls to newly accepted families have become a great tradition in recent years, and we thank you for helping us keep this tradition alive!

Please Note:

- Please try to complete your calls by Monday, March 20.
- The best time to make your calls is generally 3-6 p.m.
- Record any notes/questions in the shared google spreadsheet.
- The Middle School accepted student night is scheduled for Thursday, March 30 at 6 pm.
- The Grade 9 accepted student night is scheduled for Wednesday, April 5 at 6 pm.
- The registration deadline for all grades is Tuesday, April 11 (this is a change from previous years).
- If you don't know the answer to a question, tell families to call our office directly at 781-801-1633.

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Special Events

Grandparents Day Ice Cream Social

Teacher Appreciation Breakfast



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New Student Social Posts

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Recap



- Word of Mouth: The verbal communication between consumers regarding products and services
- Word of Mouth Marketing: A company intentionally creating an opportunity to get people talking.
- The vast majority of families hear about schools through word of mouth.
- The current public school climate is an opportunity for Catholic schools.
- Identify your WOM targets - ask your families how they heard about you.
- Some WOM strategies are free, others will cost money. Both are worthwhile investments.

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Q&A

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