10 School Marketing Myths

Some of these I believed myself when I ran a school

Myth	The truth	What to do instead
Good results market themselves	Parents can't choose what they can't find	Share results where parents look: Google, Instagram, website
Word of mouth is enough	Parents still check Google before visiting	Turn word of mouth into Google reviews
Instagram is only for big schools	Small schools look more personal online	Post real moments 3 times a week
Marketing means ads	Most of it is reviews, photos and quick replies	Fix the free basics before paying for ads
We'll start before admissions	Trust takes months to build	Start 4–6 months before admissions open
Parents only care about fees	They care about value, safety and their child's happiness	Lead with the child, then the fee
A fancy website is enough	Parents need fast, clear and mobile-friendly	Fix speed, fees page and WhatsApp button
Posting daily is necessary	Consistency matters more than volume	3 good posts a week
Teachers shouldn't be on social media	Teachers are your most trusted faces	Teacher spotlights, with permission
Marketing is the admin's job	It needs the principal's voice	Principal posts or appears once a week

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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