MOB42

101

things your school should be doing for

Content Marketing

right now

why us

Military Schooler

SEARCH MILITARY SCHOOLER

What are you looking for

School List | Military School Articles | Search Tools | DOWNLOAD THE ULTIMATE GUIDE TO MILITARY SCHOOLS

ASK AN EXPERT
Personalized Recommendations

COMPARE SCHOOLS
Which is your perfect school?

SCHOOL CHOOSER
Narrow down your search

UPCOMING EVENTS
Meet schools in person

SCHOOL MAP
Map to all schools

what

social media

offsite/onsite

content

admissions

analytics

practical

all smarter together

- what is content marketing -

content marketing has been around longer than the terminology

marketing that is
useful and engaging

content not interruption

people are looking for content

increases:
traffic, lead generation,
sales, loyalty

long term organic strategy

cycle

create – publish

promote – analyze

repeat

people share cool stuff

think:
educate and entertain

families are conducting research

families are looking for insights

- content -

(you already do this)

have a publishing schedule

military school is hectic

use smart and involved people

marketing should curate

allows faculty to have
input on who attends

reward for contributing

your interests should align with target audience

mediocre content
mediocre results

don’t create just because
it’s what you do

be purposeful

don’t forget the students

they want to go to military school

show how & why

don’t just tell

distributing - creating

experiment

interactive content

emotional content

conversion content

relationship content

show staff & students

- social media -

the new word of mouth

would I tell my friends this?

what you share is
how they see you

interactive

two way street

entertain and educate
don’t sell

some parents share more

send them content

content your customers appreciate builds loyalty

each channel is different

voice, format, size

don’t double post

images

different images

repurpose content

use blog quotes

short videos

deep links

short text

#hashtags

verify accounts

streaming with interaction

associate parents with students

encourage parents to contribute

- admissions -

track EVERYTHING

digital profile

followup content

tailored content

segment mailing lists

reporting

- offsite -

school directories

they create content

additional search results

comparison tools

share content with publishers

RSS & JSON feeds

blacklists backlinks

track competition

visits, feeds, alerts, stats

descriptive url’s

- onsite -

purpose

gather information and convert

call-to-action

more than just one

not a dumping ground

whitespace, skimming, takeaways, mobile

video on each page

photos

change them

people

distinctive programs

consolidate blogs

landing pages

internal linking

internal distribution

show admissions team

pull from social media

click to call

next steps

learn more, visit, apply

transcribe video & audio

explain galleries

link to them

photo captions and alt text

count navigation steps

contact, boarding, mobile

special logging

errors, searches

a-b testing

no offsite gallery

opengraph

cookie life

?rel=0

partial conversions

301 redirects

use text

pdf’s are for downloading

- analytics -

improve & prove

new visits

returning visits

calls to action

conversions

partial and complete, attribution

social interactions

inbound links

?src=nmmi

content performance

author, topic, format, tag, category, conversions

unique page views

sources

google analytics

action for time spent on a page

google analytics dashboards

custom tools

- content ideas -

misconceptions

cadets explain military school

ask admissions

people = school

interview stakeholders

digital open house

cadets are a great resource

students can interview too

little successes

review testimonials

advice

parents, students

alumni successes

safety

classroom content

interviews afterwards

pain points

cadet experiences

responsibility, adapting

weekly wrap-up

five year video