

Student Recruitment Marketing Plan

For Empowerment International School



1. Branding & Messaging

Slogan: "Empowering Minds, Shaping Futures"

Core Values: Quality Education, Global Perspective, Holistic Development, Cultural Awareness.

Key Messages:

- A world-class education with an international curriculum.
 - Focus on critical thinking, leadership, and innovation.
 - Safe, inclusive, and nurturing learning environment.
 - Experienced local and international faculty.
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2. Target Audience

- **Kindergarten:** Parents of children (ages 4-5) in Sulaymaniyah seeking the best educational place to nurture and prepare their children for life and learning.
 - **Primary:** Parents of children (ages 6–18) in Sulaymaniyah seeking high-quality education.
 - **Secondary:** Expatriate families, professionals, and returning diaspora looking for an international-standard school.
 - **Tertiary:** Students transferring from other schools for better opportunities.
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3. Marketing Channels & Strategies

A. Digital Marketing

1. **Website & SEO:**

- Professional, multilingual website (English, Kurdish).
- Virtual tours, testimonials, and clear admission process.
- SEO optimization for keywords like "*Best International School in Sulaymaniyah.*"

2. **Social Media Campaigns:**

- **Facebook & Instagram:** Ads, student success stories, live Q&A sessions.
- **YouTube:** School tours, teacher introductions, event highlights.
- **LinkedIn:** Targeting professionals and expats.

3. **Google Ads & Facebook Ads:**

- Targeted ads for parents searching for schools in Sulaymaniyah.

4. **Email Marketing:**

- Newsletters with school updates, open house invites, and scholarship opportunities.

B. Offline Marketing

1. **Open House Events & School Tours:**

- Invite parents for campus visits with interactive sessions.

2. **Local Partnerships:**

- Collaborate with businesses, embassies, and NGOs for referrals.

3. **Print Media:**

- Brochures in malls, clinics, and community centers.
- Newspaper ads in *Kurdistani Nwe, Hawlati, etc.*

4. **Billboards & Banners:**

- High-traffic areas like **Sulaymaniyah City Center, Malli Kurdistan, etc.**

5. **Radio & TV Interviews:**

- Feature school achievements on local channels (KurdSat, NRT).

C. Community Engagement

1. **Workshops & Seminars:**

- Free parenting or student skill-development sessions.

2. **Sponsorships & School Fairs:**

- Participate in education expos in Kurdistan.

3. **Referral Program:**

- Discounts or rewards for parents who refer new students.

4. Unique Selling Points (USPs)

- ✓ **International Curriculum** (e.g., Cambridge, IB, or blended programs).
 - ✓ **Multilingual Education** (English, Kurdish, Arabic, plus optional languages).
 - ✓ **Modern Facilities** (STEM labs, sports, arts, and tech integration).
 - ✓ **Scholarships & Financial Aid** for deserving students.
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5. Budget & Timeline

Activity	Estimated Cost (USD)	Timeline
Social Media Ads	500–1,000	Ongoing
Website SEO	300–800	First 3 months
Print Materials	200–500	Month 1
Open House Events	500–1,500	Quarterly
Radio/TV Ads	1,000–3,000	Peak admission season

6. Measuring Success

- **Enrollment rates** (monthly/quarterly tracking).
 - **Website traffic & inquiry forms.**
 - **Social media engagement & lead conversions.**
 - **Parent feedback & referrals.**
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— Empowerment International School | Sulaymaniyah, Kurdistan