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Top 9 Trends in Private School Marketing (+ Ideas and Tips)

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[Top 9 Trends in Private School Marketing \(+ Ideas and Tips\)](#)



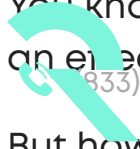
By Intelligent Relations Team

November 10, 2023

[Author's Page](#)

So, you know you've got one of the best private schools and you're actively trying to boost enrollment.

You know that having a strong marketing plan in place is an effective way to



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But how do you make your school stand out when you're faced with immense competition? How do you attract potential students amid rising tuition costs and changing demographics?

The answer isn't always straightforward.

That's because the most effective private school marketing strategies are always changing. New technologies and methods emerge each year, making it hard to keep up.

The good news is that we've compiled all of the most relevant ideas and trends in private school marketing in one place. These ideas can help you build a positive name for your institution, reach your target audience, and much more.

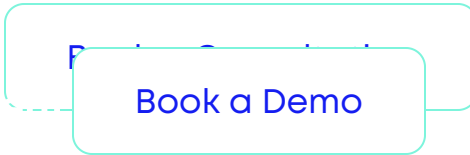
So, have a look at our top 9 trends in private school marketing and see how they can boost your strategy.

Want to boost your private school marketing strategy?

Let us help. Book a free consultation with one of our PR and marketing experts. We will take a look at your current strategies to see where they could benefit from a refresh.



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Top 9 Trends in Private School Marketing 2024

- Public Relations
- Thought Leadership
- SEO Marketing
- Mobile First
- Relatable Content
- Social Media
- User-Generated Content
- Virtual Visits
- Video Content

1. Public Relations Helps Private Schools Build a Positive Reputation

Why do private schools need good PR?

Because they must instill trust and confidence among current and prospective parents.

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And this can be accomplished through effective media outreach, community engagement, and transparency. That's why PR is one of the most important trends in private school marketing.

To build a positive image, highlight the achievements of your school's alumni. This will help strengthen connections with the community and demonstrate the value of your education.

Also, engage in community service and partnerships with local businesses. You can also participate in educational events. This helps enhance your school's reputation as a socially responsible institution.

Build relationships with journalists and media outlets most relevant to you. Share these initiatives with the people who are most likely to be interested in your school.

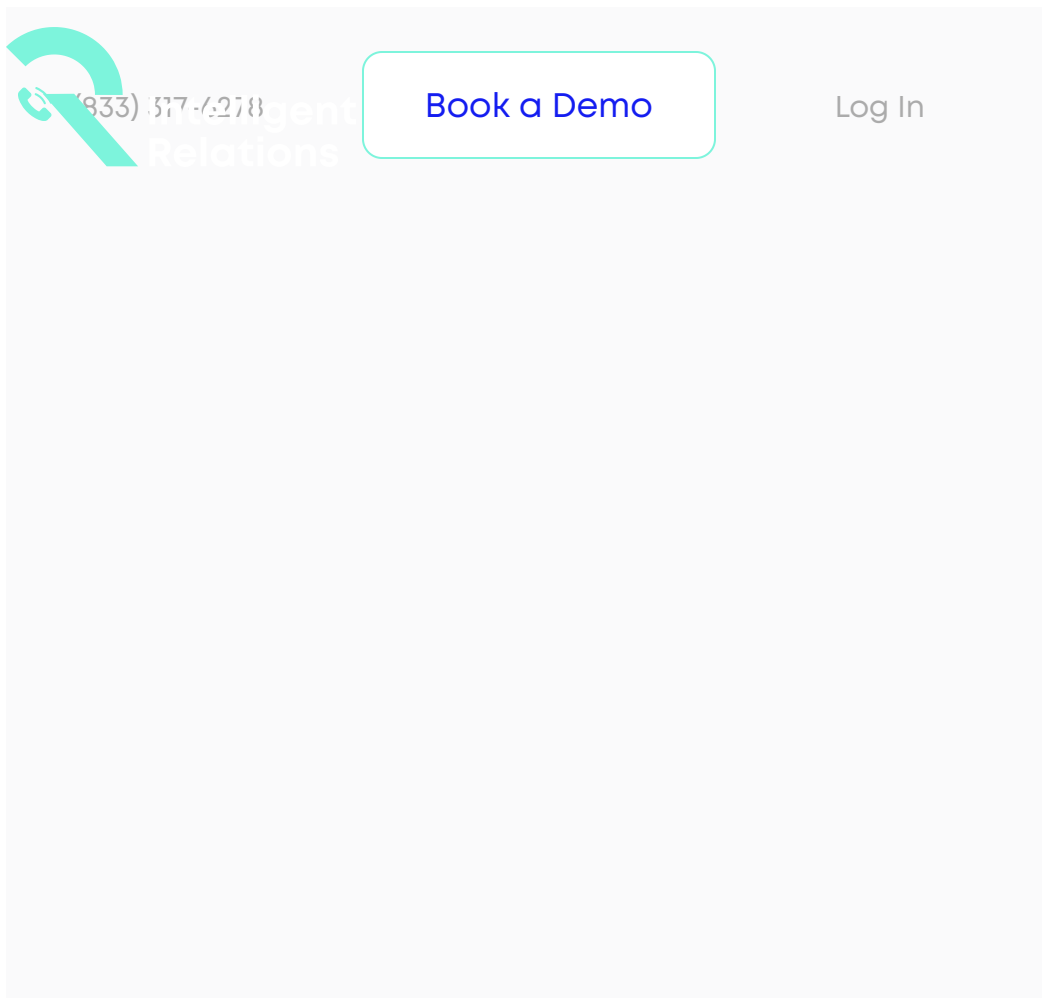
Here are a few reasons why PR is one of the most important trends in private school marketing:

Enhanced Trust: PR for private schools can enhance their reputation and credibility, fostering trust among parents and the community.

Crisis Mitigation: Effective PR can help you navigate crises and manage your image.

Community Collaborations: PR can help facilitate collaborations with local businesses and organizations. This helps expand your school's network and resources.

This example from [The MacDuffie School's Facebook](#) channel is an example of how to build positive PR:



Pro Tip: Develop a well-thought-out crisis management plan. This includes media training for staff, clear communication protocols, and a strategy for addressing issues transparently.

For more information on how to use PR for your marketing efforts, see our guide: [How to Write an Effective PR Plan \[Tips + Examples\]](#)

2. Thought Leadership Showcases Your Private School's Expertise

Why is thought leadership one of the most important trends in private school marketing?
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It's all about positioning your institution as a forward-thinking and influential entity.

If you're an expert in private education, you can be a thought leader. In fact, one survey found that [68% of people](#) consider experts in their field to be thought leaders.

Want to leverage thought leadership for your private school?

Consistently publish insightful content to position your school as an industry authority. That can include blogs, articles, white papers, and videos on private education trends.

You should also encourage your educators and leadership team to participate in educational conferences, webinars, and public speaking engagements. Here, they can share their expertise.

These are just a few key reasons why thought leadership is one of the leading trends in private school marketing:

Industry Leadership: Establishing thought leadership in education positions your private school as an industry leader. This helps attract families seeking innovative and cutting-edge educational approaches.

Increased Visibility and Influence: Thought leadership can lead to speaking opportunities and media coverage. This increases your school's visibility and influence.


Loyal Following: Thought leadership can help you create a loyal following of parents and educators who look for guidance and expertise.

In the example below, Jane Adler writes about the [advantages of private schools](#) and quotes several directors from Chicago private schools. Getting quoted in articles and the media is one thought leadership technique you can follow:



Pro Tip: Thought leadership is about original insights and content. But it's also about collaboration. Work with other educational institutions, experts, or researchers on projects and research. This can help showcase your school's commitment to advancing the education sector.

Not sure how to get started on thought leadership? Read more here: [***Thought Leadership Strategy: 14 Steps to Balancing Authority and Authenticity \(+ Examples\)***](#)



5. SEO Can Boost Your Private School Website to the Top

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About [68% of all online experiences](#) begin with search engines. That's where the power of SEO marketing comes in as one of the top trends in private school marketing. The purpose of SEO marketing is to boost your private school's rankings in search engines.

SEO marketing involves finding targeted keywords, writing authoritative content, earning links, and keeping your website healthy. It can also include local SEO, which helps you show up in local searches – e.g., “private schools near me.”

To get started with SEO, first conduct thorough keyword research. Identify the most relevant and high-traffic keywords that relate to private education or your school. Then plan content for your website that is optimized for these keywords.

What does that mean?

It means you'll want to create high-quality, informative, and engaging content. Your content should aim to attract search engine traffic, keep visitors on your site, and encourage sharing.

You should explore whatever keyword topic you've chosen thoroughly in the content. Make sure you're answering all reader questions and providing added value content.

Here's what makes SEO marketing one of the top trends in private school marketing.

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Improved Online Visibility: SEO marketing can improve your school's online visibility. This makes it easier for parents to find and research your school.

Targeted Keywords and Demographics: SEO helps target specific keywords and demographics. This ensures that your content reaches the right audience.

Increased Website Traffic: SEO strategies can increase website traffic. This can result in a higher number of inquiries and applications.

Local SEO is about showing up in local keyword searches:

Private Schools

Private Schools Near Me

Private Schools in Chicago

Chicago Private Schools

Private Schools in Illinois

To tap into local SEO, claim your [Google My Business account](#) and fill it out to completion. Make sure that your name, address, and phone number (NAP information) are consistent and available across all channels. That includes:

Your Website

Google My Business

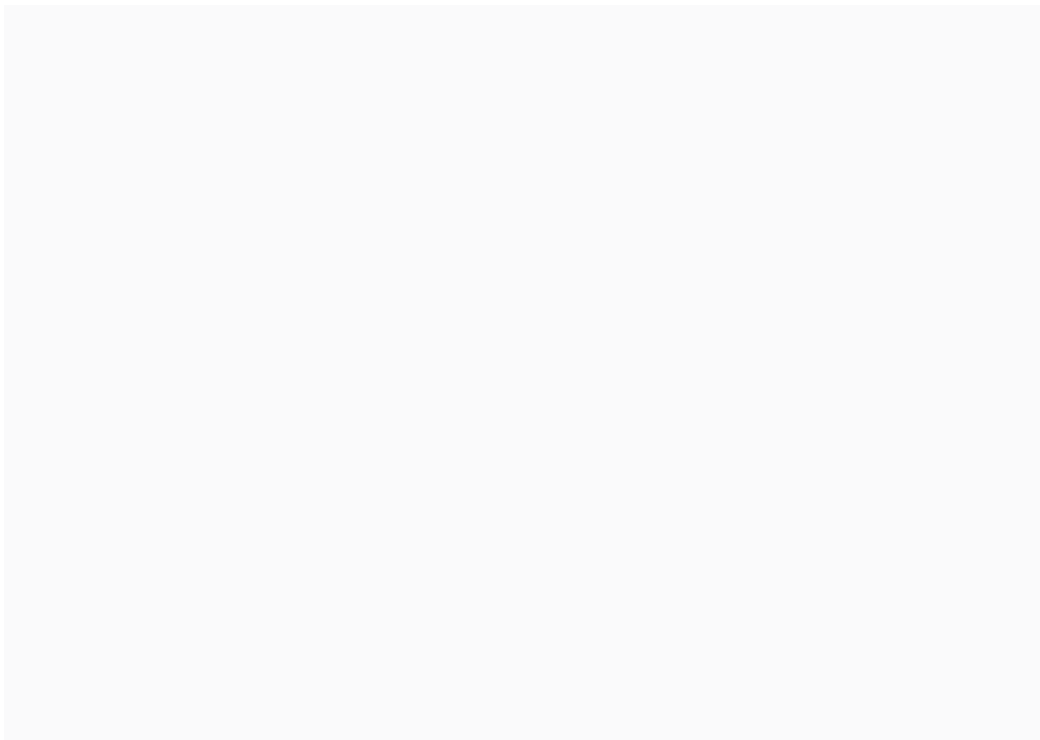
Social Media Channels

External Online Directories

External Digital Media

Here's an example of how three private schools ranked for the local SEO query "private schools in [city]" based on a search made by a parent. [Log In](#)


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Pro Tip: Optimize your website for mobile devices and ensure that it loads quickly. You can do this by using responsive design, compressing images, minimizing HTTP requests, and leveraging browser caching. Google prioritizes mobile-friendly sites in search rankings.

Want to really double down on SEO marketing? Not sure where to start? Learn more here: [9 Essential Search Engine Marketing Trends for 2024 \(+ Tips and Examples\)](#)

4. Mobile First is a Preferred Way for



Students and Parents to Access Private School Websites

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Most parents today prefer mobile-friendly websites for private schools. About [40% of students and parents](#) prefer to use mobile devices when visiting school portals. This makes mobile first one of the most innovative trends in private school marketing.

For starters, you can't do mobile marketing well if your website doesn't have a responsive web design. Ensure that your website adapts to various screen sizes and devices.

Next, focus on mobile-first content. Craft concise and easily scannable content that caters to on-the-go mobile users. For example, use legible headlines, subheadings, and bullet points that convey important information quickly. Also, include simple call-to-action buttons and forms.

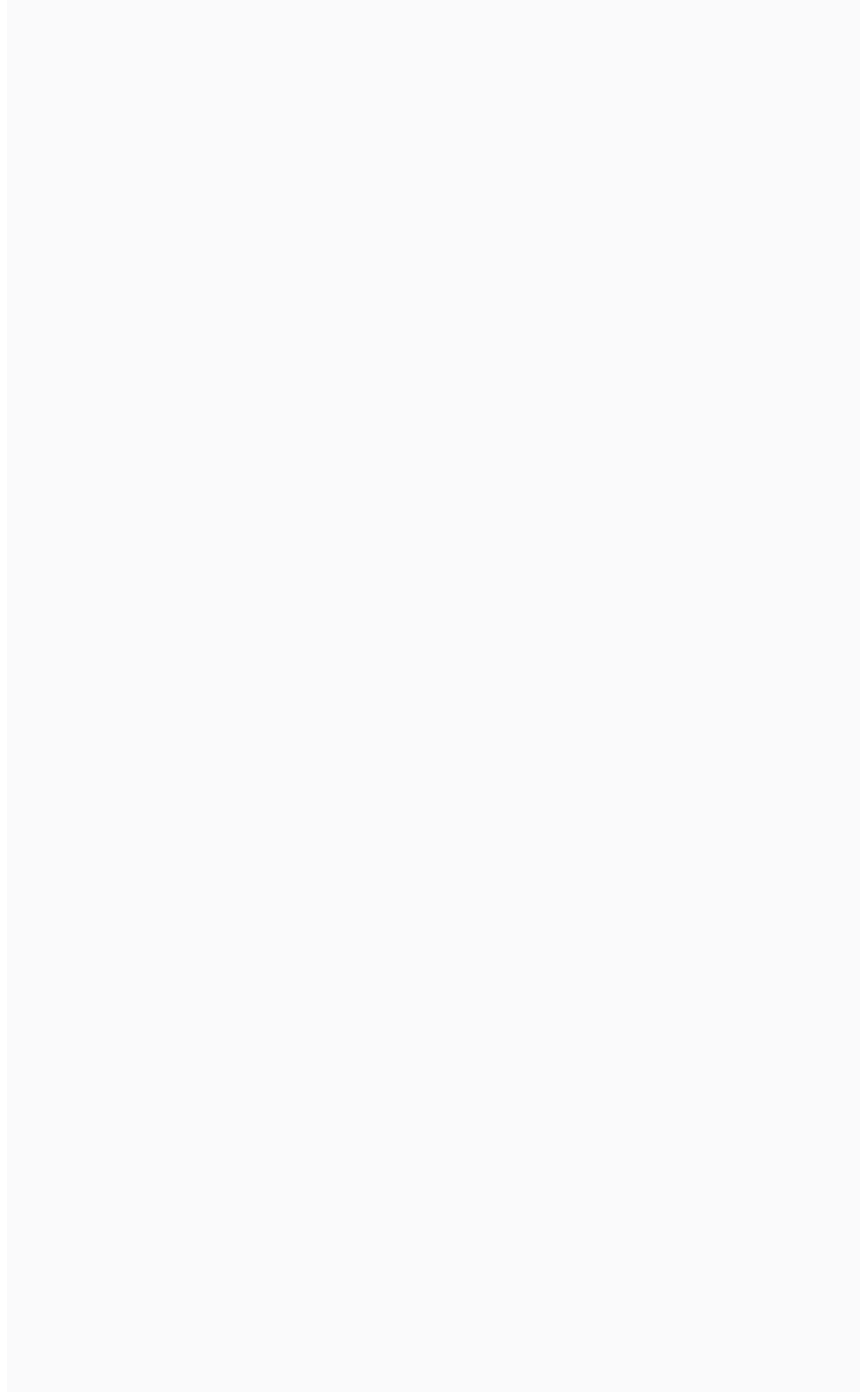
Why is mobile first one of the best trends in private school marketing? Consider these reasons:

Accessibility: A mobile-first approach ensures that your private school's website is accessible and user-friendly on mobile devices. This accommodates the preferences of busy parents and students.

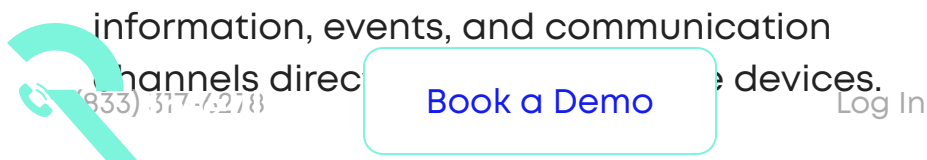
Improved Website Load Times: Mobile-first design can improve website load times. This provides a seamless experience and reduces bounce rates.

Better Engagement: Mobile first aligns with current Internet usage trends, where mobile devices play a

significant role. This makes it easier for parents to
engage with the [833\) 577-6278](tel:833-577-6278) [Book a Demo](#) [Log In](#)
The picture below is an example of how a mobile-friendly
private school website should appear:



Pro Tip: Consider developing a school app. Design it to allow parents to access important



Learn more about how to market your private school on mobile by reading our article: [8 Mobile Marketing Trends to Upgrade Your Strategy in 2024](#)

5. Content Should Relate to Potential Students and Parents

Relatable content is one of the most important trends in private school marketing.

How do you make relatable content?

Start by making sure your website contains content that addresses the specific needs, interests, and concerns of future and existing students and parents.

The goal is to encourage future students to consider private school enrollment. And to actively showcase how you are taking care of your current students.

When creating content that relates to your audience, you should understand their values, aspirations, and pain points. Your content should resonate with their specific needs and desires.

Use only authentic content that best highlights your school's experiences, challenges, and achievements. Make sure you also provide helpful content like FAQs and How-Tos.

Relatable content is one of the leading trends in private school marketing d



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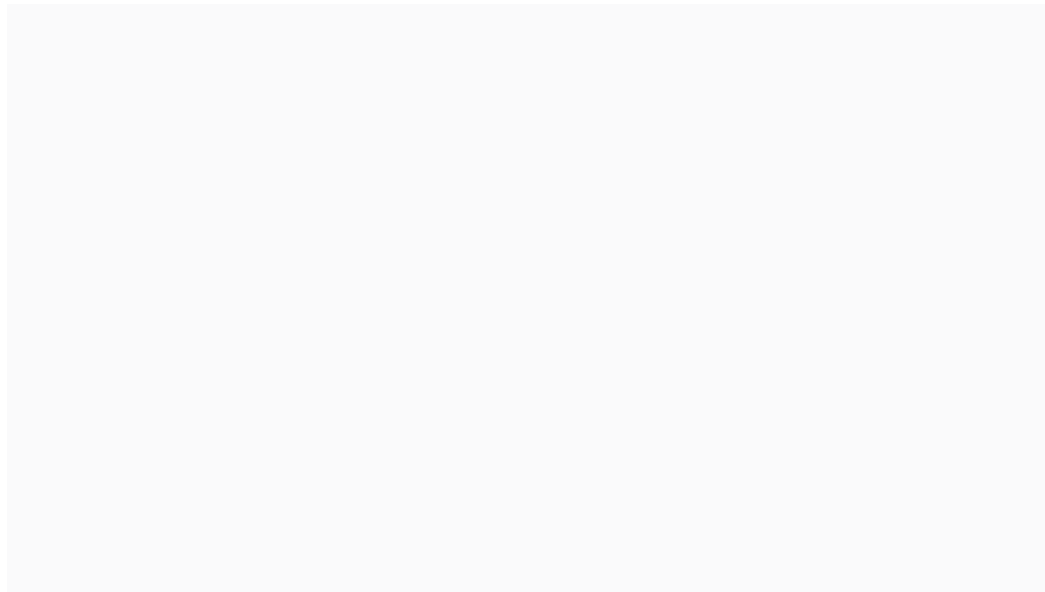
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Community involvement: Creating relatable content allows parents to connect emotionally with your school. This helps foster a sense of belonging and community.

Approachable Messaging: Relatable content makes your school’s messaging more approachable. This helps break down barriers that can sometimes exist in formal educational settings.

Showcasing Values and Culture: Relatable content can showcase your school’s values and culture. This helps attract families who share similar beliefs and aspirations.

Here is an example from [Williston Northampton School](#) that shows how content conveys campus life:



Pro Tip: Use storytelling techniques to convey the unique stories of students, educators, and the school’s history. Share stories of current students’ experiences, achievements, and



personal growth to give prospective students

an insight into what school is like.

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Want to learn more about how to leverage content marketing? We've got you covered! Check out our article: [7 Top Content Marketing Trends 2024 \[+ Tips and Tricks\]](#)

6. Social Media is Still a Preferred Channel for Private School Marketers

Social media is an excellent way to market your private school to prospective students and parents. Plus, it's a great way to interact with existing students, parents, and staff.

It's no wonder social media is consistently one of the leading trends in private school marketing.

You may see educators use LinkedIn, Facebook, and Instagram to market their institutions, which is great. But one social media channel that is [gaining traction is TikTok](#). It's no longer used to post or access silly videos; it's now an effective tool for reaching your target audience.

To get started with social media, develop a well-planned content calendar that aligns with your school's marketing goals. Ensure consistency and relevance in your social media posts.

Select the channels where your target audience hangs out, and make sure you create content that is native for

each channel. TikTok, Instagram, Facebook, and LinkedIn should all have different content with different tones and formats.

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Once you post, you're not done. You should also actively engage with your followers. You can do this by responding to comments and messages. It also helps to create interactive posts such as polls, contests, and Q&A sessions.

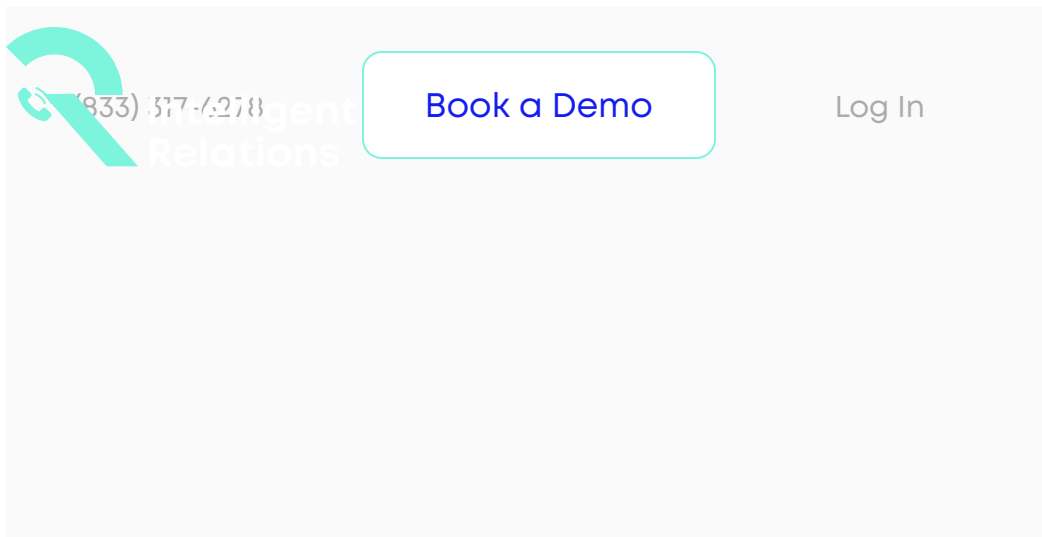
Why is social media one of the most current trends in private school marketing? Here are a few key reasons:

Interactive and Engaging Connections: Social media platforms offer an interactive and engaging way to connect with current and prospective parents.

Showcasing the Educational Experience: You can use social media to showcase your school's achievements, events, and student stories. This allows you to highlight the unique aspects of your school's educational experience.

Immediate Communication: Social media allows you to immediately communicate with your audience and provide feedback. By doing so, you can address concerns and inquiries promptly.

Here is an [example from Williston Northampton School](#) that demonstrates how private schools can take their marketing to TikTok:



Pro Tip: Try using targeted social media advertising to reach a broader audience. You can also use targeted ads to promote specific events, programs, or your school's accomplishments.

Need ideas on how to leverage social media? Check out our article: [*9 Top Social Media Marketing Trends Taking the World by Storm*](#)

7. User-Generated Content Shows What Others Think of Your Private School

User generated content (UGC) is now one of the most successful trends in private school marketing. But it isn't shared by your school. Instead, it's created and shared by students, parents, alumni, or other members of the school community.

In many cases, students and parents want to hear about the experiences of their private school. They will often look for reviews, and other UGC before making a decision. That's why UGC is so important.

But how can you boost your UGC?

Consider offering incentives to motivate parents, students, and alumni to share their experiences. An effective way to do this is through contests and recognition.

Additionally, you could implement a moderation system to maintain the quality and authenticity of UGC. Just remember, moderation isn't for silencing dissenting voices. It's for you to ensure that the UGC you're receiving comes from legitimate and honest sources.

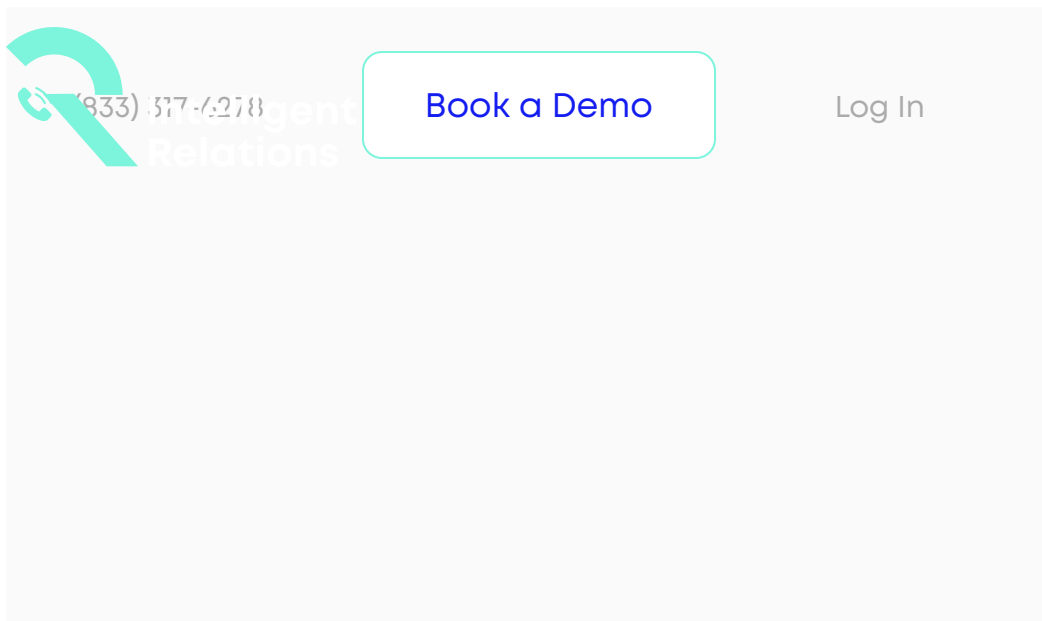
Here's why UGC is one of the most engaging trends in private school marketing:

Social Proof: User-generated content serves as authentic and influential social proof.

Community Engagement: UGC encourages community engagement and involvement. This helps foster a sense of belonging and pride among students, parents, and alumni.

Diverse Perspectives and Experiences: You can leverage UGC to showcase diverse perspectives and experiences about your private school. This helps broaden your appeal to families.

These [testimonials from St. Mary's School](#) are an example of what UGC looks like:



Pro Tip: Use UGC to tell compelling stories. These stories should highlight the real-life impact and positive experiences relating to your private school. Keep in mind that diversity in voices helps show a better range of experiences that your school offers.

8. Virtual Visits Can Showcase Your Private School's Best Features

The use of virtual technology became increasingly popular following the COVID-19 pandemic. Even as we transition back to normalcy, virtual campus tours are here to stay. That places them among the leading trends in private school marketing.

A great way to use virtual visits is to enhance them with interactive features to make the experience engaging.

These can include live Q&A sessions, 360-degree campus tours, and real-time

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Additionally, you should offer flexible scheduling for virtual visits to accommodate busy parents and students. This ensures that they can explore your school when it's most convenient.

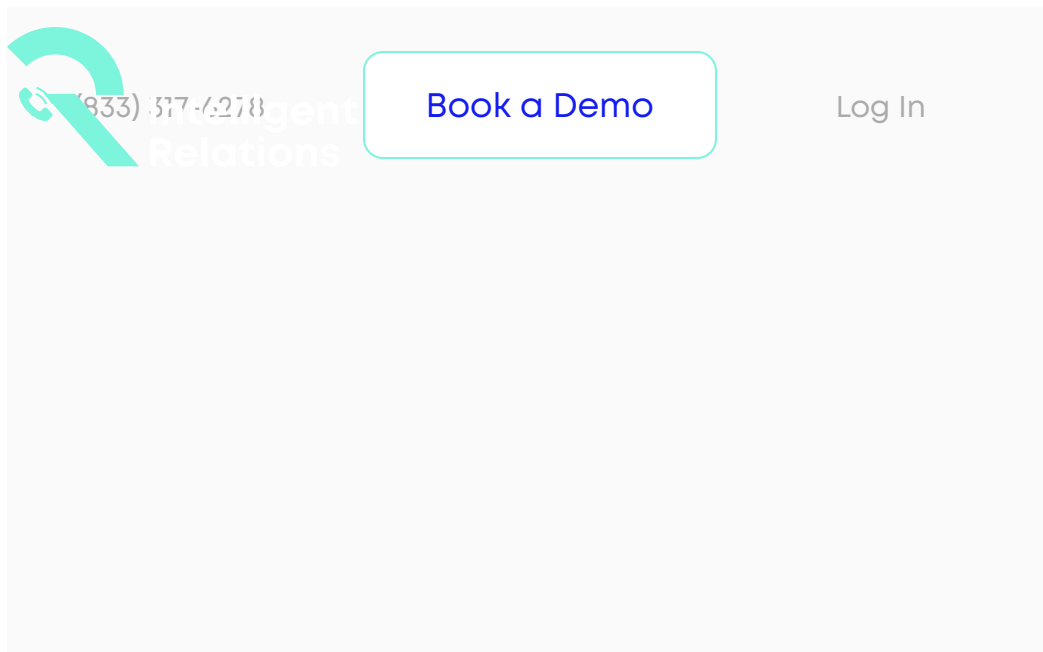
Here are some key reasons why virtual visits are among the most innovative trends in private school marketing:

Global Audience: Offering virtual visits makes private schools accessible to a global audience. This allows families from various locations to explore your campus and programs.

Safety and Convenience: It provides a safe and convenient option for parents to learn about your school. This is particularly helpful in times of health and safety concerns.

Immersive Experiences: Virtual visits allow you to create immersive and engaging online experiences. This helps you leave a lasting impression on potential applicants.

Here is an example of a private school [virtual visit from The Putney School](#):



Pro Tip: Don't just stop at the virtual visits. Follow up with personalized emails. Provide additional resources and answers to common questions to nurture prospective families' interest.

Want to learn about email marketing best practices? Then you'll want to check out our dedicated guide: [8 *Email Marketing Trends and Best Practices for 2024 \[+ Tips\]*](#)

9. Video Content is Still King When it Comes to Accessing Information

There's one thing that sets video apart from other types of content. It caters to today's shorter attention spans and the growing demand for easily accessible content.

About [83% of people](#) prefer instruction and information videos over text and [833\) 517-6278](#) makes it one of the top trends in private school marketing. [Log In](#)

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Plus, videos have the potential to go viral on social media.

Want to make video content work for your private school marketing efforts?

Try hosting webinars on educational topics. This provides valuable content while capturing leads for future enrollment.

Also, create video profiles of students and their accomplishments. This offers a compelling glimpse into the school's impact on individual development.

Here are some key factors that make video content one of the top trends in private school marketing:

Highly Engaging: Video content is highly engaging. It can convey your private school's values, culture, and educational approach in a visually compelling way.

Showcasing Your School Offerings: Video content can showcase student achievements, campus life, and faculty expertise. This provides a comprehensive view of the school.

Shareability: Video content is shareable and can reach a broad audience. This increases brand awareness and attracts prospective families.

This [YouTube video from The MacDuffie School](#) shows how to use video content to make your private school stand out to potential enrollees:

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Pro Tip: Develop a regular video content schedule to maintain audience engagement. Provide a reliable source of information and entertainment that your audience can consistently rely on.

Learn how to make video part of your marketing strategy with our article: [Top 10 Video Marketing Trends for 2024 \[+ Tips\]](#)

Key Takeaways

To thrive in today's private education marketing landscape, you must be adaptive. That includes adopting current marketing strategies and technologies to stay ahead of the curve. Keeping an ear to the ground on new trends in private school marketing is a great way to accomplish this.

Building and maintaining a strong online presence remains one of the top trends in private school

marketing. Using innovative content, social media, and SEO strategies can help you reach your target audience. It also helps maintain engagement along your existing audience.

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Plus, students and parents prefer a personalized and immersive approach to accessing private school information. Using virtual technology and student- and parent-focused content helps you establish a connection with your audience. Follow these trends and you're off to a great start.

Want some help applying these trends to your current PR and marketing mix? Let us help! Simply [book a free consultation](#) to get expert insight into how to boost private school marketing and PR efforts.

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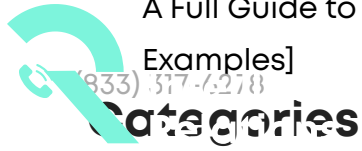
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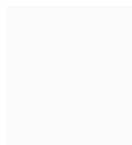
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