

LEVNT Schools

2025 Marketing Plan Workshop

It's time for your annual review and reset for the marketing initiatives at your school.

Bianca Coleborn from School Marketing Manifesto will walk you through building out an actionable marketing plan so you have a clear roadmap for the year ahead.

By the end of the day, you'll have three to five clear strategic objectives for the next 12 months and a step-by-step plan to achieve them.

This strategic marketing workshop will take place in the Melbourne CBD (venue TBC) on Friday 9 May 2025. Bookings close Wednesday 30 April 2025.

Proposed Schedule

Session 1: Diagnosis

During this session, we'll review important enrolment data including Census figures, withdrawals, and lead data. We'll determine how we are tracking for enrolments and identify areas for improvement. We'll complete a quick SWOT Analysis, Situational Analysis, and Competitor Analysis.

Session 2: Strategy

Next, we'll look at strategic areas including our ideal audience and mapping the customer journey using the Strategic School Marketing Framework tools. By the end of this session, you'll have three to five strategic objectives mapped out that will become your scorecard for the year ahead.

Session 3: Tactics

Finally, we'll identify the tactical steps we need to take to achieve our strategic objectives. This will become your actionable plan for the year – a step-by-step checklist to help you reach your goals!

Returning Schools

For schools who attended the 2024 workshop, this is a chance for you to return to the work you've already done and refine it for the next 12–18 months.

Make sure you log into The Society and review the Library with all the templates.

Cost per school:
\$1,000+GST

New Schools

You'll receive access to The Society – an online community that houses a library of strategic marketing templates and discussions.

You will have a little bit of homework before the day to catch you up with the other schools attending.

Cost per school:
\$1,000+GST

How to book:

Click the button below to visit the School Marketing Manifesto booking page.

Upon receipt of the booking form, you'll be sent an invoice and further details on how to prepare to make sure you get the most out of the workshop.

BOOK YOUR SPOT