
5-MINUTE ONLINE MARKETING BRAINSTORM

Write down three or four words/phrases/sentences that describe how you want current and potential families to feel about your school.

1.

2.

3.

4.

For each word/phrase/sentence above, write down a program or story related to your school.

1.

2.

3.

4.

Now write down an online technology that can help you tell those stories more effectively.

1.

2.

3.

4.