HOW VIDEO MARKETING CAN BOOST YOUR SCHOOL’S ENROLLMENT RATE

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With the onset of the pandemic, most of the means and ways of communicating with the general masses would be through video presentations aired over the television or the internet. Sure, this strategy has been in to practice even pre-pandemic times. Whenever one would open the television and watch a favorite tv series, the 30-minute air time of the program is bombarded with tons and tons of commercial advertisements. This is how the commercial industry makes a lot of buyers and consumers of products. Tourism industry, having resorts and hotels and other tourist spots has used video marketing ever since and have attracted a lot of clients. Since this strategy has been proven to be very effective with the commercial and tourism sector, why not try it with education as well. There have been numerous private schools who have paid a huge sum of money just to have their school advertised. And they seem to be effective in doing so. This can be observed among public school students both in the elementary and secondary. Upon reaching moving up ceremonies or graduation rites, these students tend to see their next academic feat in a private school. Even after career guidance programs presenting what the public schools have to offer, and even discussing the benefits of staying in a public school, still students see the private schools as a dream to achieve. Why so? This is because some private schools are very good in presenting their schools features in a commercial way. Here they flaunt very good uniforms, top of the edge facilities and even great learning opportunities. There are even those who would show that learning is so much easy and fun if enrolled at them rather than in public schools. If ever that the public school could also present their school features the way that private schools do, well I’d bet we’d give these private schools a run for their money. All the
school needs to do is be able to show not just the good features but the best instead. If the school is able to sustain a high student success rate, then it will be a great factor why student would opt to enroll at public schools. It is a bit heartbreaking during the pandemic that most of the parents resorted to enrolling their children to public schools saying that private schools won’t be able to offer high quality education during lock down and that students will be stuck learning on their own using modules. What’s the difference with public school then? It will be practical to enroll in to public schools during pandemic and return to private once the viral outbreak is over. This undermines the capabilities of public schools to provide good quality education services. It seems as if public schools are just second choices, options to choose from and not a priority on the list of academic institutions. This notion can be changed if ever that schools are able to show how good the teachers are and how great learning can be in public schools. Public school staff should show that learning is also fun, easy and enjoyable in public schools. And the misconception on public schools can be averted if ever that the school is able to promote itself in any means possible, and video marketing can come very handy.

References:
