Vlogging has gained enormous popularity over the masses. A lot of people created video contents which were sometimes useful, sometimes not, sometimes funny and sometimes very embarrassing. These contents have tickled the minds of the viewers for quite sometimes that even ordinary people have become popular. One might wonder how come these common citizens made it good in vlogging and succeeded in it. And the better question would be, how can schools use vlogging as a means of advertising and marketing for enrolment?

Private schools have been using video commercials as marketing tools for attracting students to enroll. As it turns out, they are doing good with it. Public schools would use these as benchmarks in planning on making video presentations as marketing strategy for boosting enrolment rate.

Edutopia (2021) gave several suggestions on what to avoid in making school video presentations. Among the tips are focusing on the strong points of the school. This would have to show what the school is most proud of and can be very attractive to the client. But of course, being proud of a school achievement is just one factor, another to consider is how the general public would digest the contents of the school video marketing presentation. If the clients can see the relevance more so the benefits of enrolling to a specific school chances are they would just skip the video or swipe it left. Another tip would be to make it simple and easy to understand, more so keep it short and simple. A very long video tends to become boring to watch. A too light and not very substantial content results the same thing. There should be a balance of good content yet not too much just like an information explosion effect. The video will not be able to explain all in
one presentation. There can be continuations or sequels. This trick makes the viewers hooked up and look forward to seeing the next videos. In addition, the video should focus only at a limited objective. If it intends to showcase schools features then just stick to it. If it wants to display excellent school achievement, then it should be on a different presentation. Making each presentation varied makes it more interesting to watch. One very good aspect to play on is emotional feature of the school staff or clients. Here testimonials success story snippets can be very effective in luring the students to enroll. Video production is very crucial in making the school video marketing presentation get high rates of hits. Make sure that the audio is well balanced between the main voice of the speaker and the background sound effects. Video should be clear as well. Poor lighting or face angle can easily distract viewers and lose interest in watching the video till the end. Lastly, plan out how your video will be made. Have the end of the video in mind from the very beginning. This will give you a guide on what contents to include and approaches to utilize to make your video enticing to the viewers.

With these tips implemented properly, it can be a sure sign that the school will gain popularity and as a result boost enrolment rate.

References: