

SCHOOL

BRANDING & MARKETING

Thinking School
Branding &
Marketing?

**THINK
EJM**

PREFERRED • ENDURING • STRONGHOLD

We Are No.1 in School Branding & Marketing

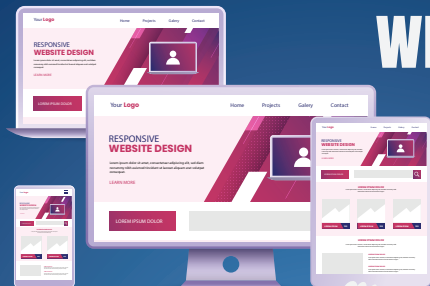
WHY IS SCHOOL/ EDUCATION BRANDING & MARKETING SO IMPORTANT?

Today's education landscape is very competitive and effective school branding & marketing enable schools to differentiate themselves, showcase their value, and utilise the opportunity to clearly communicate their educational philosophy.

School branding & marketing has real long-term benefits. Improved positive image and word-of-mouth referrals are two of the benefits. We also see positive community involvement as one of the real long-term benefits. An investment in branding & marketing leads to strengthened brand identity, leads to greater sense of pride and loyalty among current students, parents, and alumni. Such advocacy had proven to significantly influence others perception of the school. A commitment to branding & marketing of institutions not only boost/aid enrollment, it also position institutions as leaders in education, delivering on sustained success and growth.

School branding & marketing plays an important role in building student enrolment and engagement by effectively reaching target audiences. Effective school branding & marketing makes a big difference in image building and reputation. School branding & marketing is essential for the creation of a unique identity of any school and achieving a strong connection with prospective students, parents, and the broader education community.

School branding & marketing is not only about a logo or motto; it's about creating a consistent, compelling narrative that resonates with all stakeholders. Trust building and reputation building is best achieved through the construction of a strong school brand, ensuring that your school stands out in a crowded education marketplace.



**WE HAVE AN
EXTREMELY
AFFORDABLE**

WEBSITE & EMAIL PACKAGE FOR ALL SCHOOLS



**WE CAN HELP YOU
CREATE YOUR MUST-HAVE
ONLINE PRESENCE**

Digital platforms are here and schools cannot ignore it. Social media is a leveraged

opportunity for schools, which ties nicely with the must have website and email. A website, email and social media provide schools with the ability to enhance their visibility and attract prospective parents/families.

- Obtain a strong digital presence
- If you have a website, we can help you improve your online search rankings, build social media platforms and enable you to have a presence on social media.
- By offering advisory and consultations on the things that matter to you as it relates to your branding and marketing.

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WE DELIVER A WELL THOUGHT-OUT SCHOOL BRANDING & MARKETING STRATEGY



- 1 It builds credibility, encourages engagement, and increases the likelihood of parents considering the school as the best choice for their child's education.
- 2 It enables a unified look and message and a reinforcement of your school's identity. It fosters familiarity and trust.
- 3 Consistency across all communication channels.



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WHY CHOOSE EJM?

ABOUT US

We are the branding & marketing experts when it comes to schools/ education. In the company we have access to over 100 years (a century) of branding and marketing experience.

We offer the best consultation and advice on the things that matter to you as it relates to your branding and marketing.

We are able to support you with the development of a well-thought-out school branding & marketing strategy.

We have specialised expertise and experience to aid you in enabling your school's presence across all channels to become enhanced.

If it's a website, prospectus, new logo, wall graphics, printed materials etc, we can help with that. EJM seeks to create phenomenal products and services by working collaboratively with schools.

our co-creation efforts have achieved great job satisfaction for our clients in the areas of branding & marketing and together we work to make beautiful things happen; using the arts and creativity to design and develop quality branded products.

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WALL VINYL PRINTS

VIBRANT PRINTS

YOUR STYLE YOUR PRINT

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Learn **DO** Imagine **PREPARE**
Listen **FOCUS**
Reach
Engage
Share
Become
Teach



WALL VINYL PRINTS

INSPIRE THE ROOM

YOUR STYLE YOUR PRINT



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CONTACT US!



BRANDING@EJM.AGENCY

We are very much interested in partnering and supporting you to achieve your branding and marketing goals for your school. If you are interested in working with us, send us an email and we will be in touch.



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