Catholic *life*

Catholic Life Website
CatholicLife.diolc.org

Content Marketing

Powerful stories, recommended by pastors, for Catholic Life Magazine addressing the major issues that keep parents from enrolling their children in Catholic schools, as well as highlighting the successes and strengths of parish schools and students.

Estimated Quotes

Description	Price	Qty	Total
Postcard (9x6)	0.55	100	55.25
	0.38	250	95.12
	0.32	500	161.58
Tri-fold Brochure (11x8.5)	0.71	100	70.53
	0.57	250	141.42
	0.52	500	259.61
Bumper Stickers (6.25x3.125)	2.05	125	255.88
	1.09	250	272.59
	0.63	500	312.67
Yard Signs (12x16)	15.00	50	750.00
	9.00	100	900.00

Witness *the* Difference

Diocese of la crosse Catholic Schools marketing plan 2017-2018

Overview of the Marketing Plan

COMMON GOALS

• Increase enrollment in Catholic elementary and secondary schools.

• Improve student retention, especially from Pre-K/Kindergarten to elementary grades and elementary grades to middle school.

• Enhance the positive perception of Parish Catholic schools among current parents, prospective parents, and the larger community.

• Generate awareness of and support for Parish Catholic schools throughout the diocese.

Campaign Tactics

1. Targeted direct mail to families of Pre-schoolers, kindergarteners and elementary-aged children, registered at our parishes, who have immediate choices to make about their children's education.

2. A comprehensive content marketing strategy utilizing a broad spectrum of content (print, digital) about Catholic education, the success of Catholic schools, tools to evaluating educational choices, and other topical concerns for parents, as well as content of interest to children who seek to influence their parents' decisions.

3. Effective use of CATHOLIC LIFE magazine and various social media platforms to push content to targeted audiences, especially Facebook.

4. Grass roots advertising such as yard signs and bumper stickers

Bumper Stickers

Yard Sign

Postcard Series

VALUES

PRIORITIES

VICTORIES

POTENTIAL

FAITH

BELONGING

Brochure

Facebook ads and banners