

Ajyal Al Falah School Marketing Policy

Policy	Ajyal Al Falah School Marketing and Promotion Policy	
Policy Number	MP/01/05/2025	
Author/Contact	Dr. Antoinette C. Brown Ms. Jenny Tacad	
Version	01	
Status	Approved	
Publication Date	February 2025	
Review Date	Amendments and updates are frequently made as per Ajyal/ AlephYa announcements	
Approved/Ratified by:	Director of Marketing AlephYa	Date: 19/6/2025
Distribution: Ajyal International School staff <u>PLEASE NOTE:</u> Current information should be viewed as the latest amendments.		

Version	Date	Comments	Author
01	February 2025	Created and reviewed	Dr. A Brown Ms J. Tacad
02	February 2026	Updated	AlephYa and Dr. A. Brown

1. Purpose

This policy aims to provide a comprehensive framework for the school's marketing and promotional activities. It is designed to ensure that all messaging is coherent and aligns with the school's vision, mission, and values, thereby safeguarding the school's reputation. Furthermore, this policy supports efforts to enhance enrollment numbers and foster meaningful connections within the community, ultimately contributing to a vibrant and engaged school environment.

2. Objectives

2.1 Enhance Public Image and Visibility:

Strategically improve the school's reputation within the community by actively engaging in local events, utilizing social media platforms, and collaborating with community organizations to foster a positive and recognizable presence.

- Referral policy with a suggested 5% offered on the 3rd term fees
- Early bird discount of 5% to new students registering in Ramadan
- Nursery road show – offering local nursery registrations a 5% discount
- Scholarship programs
- Corporate rates for selected entities

2.2 Promote School Values, Achievements, and Programs:

Highlight the school's core values and mission through storytelling and testimonials from students, parents, and staff. Create targeted campaigns and events that showcase academic achievements, extracurricular successes, and unique programs that set the school apart from others.

Make use of:

- On-site branding
- Google Business
- Installed pop-up
- Lead generation started
- printed registration supportive material; brochure, leaflet
- Search Engine Optimization (SEO) focuses on improving a website's visibility and ranking in organic search engine results.

2.3 Ensure Consistency and Professionalism in Marketing Materials:

Develop a comprehensive branding guide that outlines style, tone, and visual elements for all promotional materials. Regularly review and refresh content to reflect the school's commitment to excellence and professionalism, ensuring every communication aligns with the school's identity.

2.4 Support Student Recruitment and Retention Efforts:

Implement a proactive outreach strategy that involves hosting open houses, informational sessions, and virtual tours aimed at prospective students and families. Collaborate with current students and alumni to share their experiences, thereby fostering a welcoming environment that encourages student enrollment and long-term commitment to the school.

3. Scope

This policy is applicable to all departments within the school and all staff members who play a role in the development, review, approval, and dissemination of promotional materials across a variety of platforms, which include print publications, digital content, social media channels, and organized events. All staff must understand their responsibilities in ensuring that promotional materials uphold the school's values, maintain consistent messaging, and adhere to relevant guidelines and standards. This encompasses not only the creative process but also the strategic distribution of materials to maximize reach and engagement with our target audience.

4. Branding Guidelines

- All promotional materials and communications must adhere strictly to the official school branding guidelines, which include the mandatory use of the designated school logo, the school's color palette, and font styles.
- Any alterations or deviations from these branding elements, such as changes in color schemes, typography, or logo usage, must receive prior approval from both the principal and the marketing team to maintain brand integrity and consistency.
- It is essential to ensure that the school's name, as well as the company name AlphYa, will be accurately represented in all contexts and media formats. This includes using the full official name without abbreviations or modifications, ensuring uniformity across all print and digital platforms to uphold the school's identity.

5. Possible Advertising targets:

- LED signage night lighting
- Wayfinding (ongoing PRO in discussion with Municipality)
- Social/ digital advertising
- Google ads
- WhatsApp Business
- Update bilingual website
 - Increase targeted paid search to direct potential leads and employ tracking techniques to optimize plans
 - Employing CRM and HubSpot to enhance registration
 - Develop an SEO strategy to boost the school's website rankings
 - Listings: review current listings, update them, and get a premium account
 - Community activation
 - Review Mall activation options.
 - Community events inviting parents to schools, with ADEK approval

6. Resource possibilities

- Bilingual content development
- Agency
- Design
- Agency for CRM/ HubSpot

7. Communication Channels

Marketing and communication efforts may include:

- School website
- Social media platforms
- School newsletter and emails
- Flyers, brochures, banners
- Newspaper ads or press releases
- Participation in school fairs and events

8. Content Guidelines

- Content must be clear, accurate, and aligned with the school's mission and vision.
- Photos or videos featuring students must have signed parental consent.
- Negative or sensitive issues must not be published without proper clearance from school administration.

9. Roles and Responsibilities

Marketing and Admission Department: Responsible for the development, design, and approval of marketing content.

Principal: Must consult the Marketing Director at AlephYa before publishing or distributing any promotional materials.

10. Final approval Process

Approval Process

- All external communications and marketing materials must be reviewed and approved by the principal before being released to the public.

11. Monitoring and Review

This policy shall be reviewed annually or as needed to adapt to changes in the school's marketing strategy or communication tools.