

# Database Marketing For Private Christian Schools

www.ElmoCopy.com



**1 Remember You are developing relationships**  
You 'll need to to take the long view and personally reach out with your marketing efforts

**2 Purchase software that's easy to learn**  
Check out several different packages and make sure you use the free trial to test them

**3 Assemble your data and keep details**  
Activities, awards, addresses , extended families etc.

**4 Use the database to make contact**  
Contact students and former students about various events .

**5 Use the demographics**  
Find out if there are any similarities between your students and their families. Is there a market your school could service?

Connect Over and Over Again!



School updates using email



Send newsletters and announcements

Let former students know you haven't forgotten them

Uncover hidden needs and desires of your target market

Market to past and future families

