

# A snapshot of K-12 marketing spending

In March 2010, Lipman Hearne and CASE conducted an online survey about marketing spending and tactics at colleges, universities, as well as a number of independent primary and secondary schools. Here's what we learned about the current state of marketing at 74 K-12 institutions.

## According to the Survey

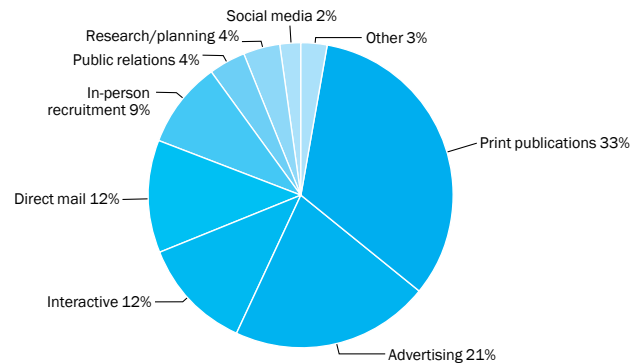
### Marketing/communications was often a collaborative effort:

- 45 percent of marketing dollars were spent at the unit level rather than by the central Marketing department.
- Activities frequently involving unit-level staff revolved around student recruitment (open houses, research, and hiring recruiters), alumni communication and engagement, and online social networking.
- Activities frequently involving outside partners revolved around print publications, print advertising, and cutting-edge interactive tactics.

### The efforts produced results:

- Marketing activities were most frequently reported to have positive effects on branding metrics (e.g., visibility). The majority of survey participants also reported positive effects on enrollment. However, fewer institutions reported positive impacts on alumni and other giving.

## Average Marketing Budget Allocation

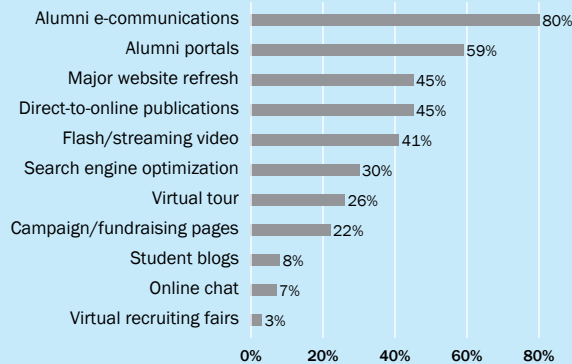


**\$200,000** The average marketing/communications budget in FY 09.

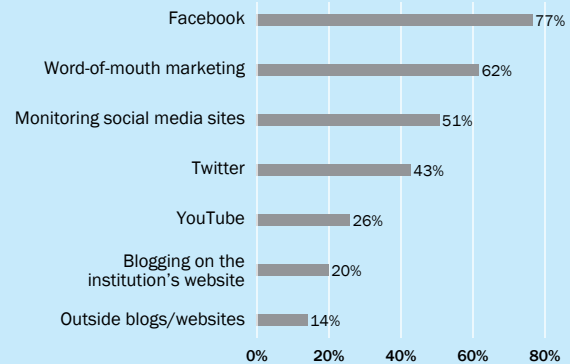
**2%** The average portion of an institution's operating budget allocated to marketing/communications.

**62%** The percentage of independent schools that were very committed to informing internal audiences about what's happening on and off campus.

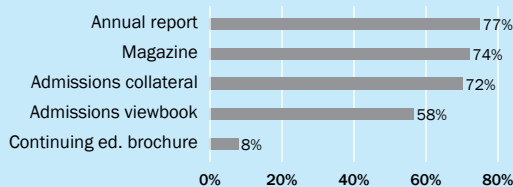
### Percent Using Interactive Tactics



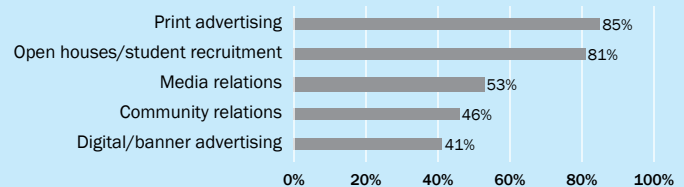
### Percent Using Social Media Tactics



### Percent Using Publication Tactics



### Percent Using Other Select Tactics



SOURCE: Marketing communication activities in FY 09