

E2 Marketing Survey

Teacher #1

1. What is your definition of Marketing?

Promoting one's self, business or organization to others

2. What do you think is the best medium to market an organization? (TV, newspaper, fliers, one-on-one personal contact, etc.)

Although social media, websites, etc... are great ways to market, I still believe the BEST medium is word of mouth!

3. Regarding your answer to Question 2, why did you select that medium?

In my experience as a Real Estate Professional, I saw agents spend tons and tons of money on marketing themselves. Personally, I found the most success in referrals from previous clients. My husband currently works in sales and has yet to spend any time on a marketing campaign. He provides a great service to one coach, and in return that coach tells several friends, etc...

4. How important is Marketing to E2?

Of course it's important to educate the public about E2 because it is a new program. However, I think the most important marketing comes from those current participants sharing their experiences.

5. What have you done this school year to spread the word about upcoming E2 events?

WOW! I have done a TON of communicating. Maybe even a little communication overload. HA! Upcoming events have been sent to parents via daily one page newsletters, bi-monthly lengthier newsletters, REMIND 101 text messages, and general emails. Students have been made aware of upcoming events through these same emails and texts, but in addition to this they are given multiple reminders in class about upcoming events. 😊