

## E2 Marketing Survey

### Teacher #2

1. What is your definition of Marketing?

My definition of marketing would be getting my "message" across to my target audience.

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

In schools, I would say that the best medium is one-on-one personal contact. In my former profession working in the golf industry, I would say that one-on-one is still good, though other forms (advertising in periodicals related to golf) would be a good medium. We tried many things to market our golf course, from web-based ads to ads on the radio and in movie theatres, and word of mouth (when people had positive experiences) was still the best way to go.

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

I like to hear of people's personal experiences, and I know that others do, too....

4. How important is Marketing to E2?

It is very important, particularly until we get "established." People in this community want their child to be happy, and challenged, and I think they could have this here if the message is out.

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

I have tried my best to do interactive, fun activities so that kids will tell their friends.