

E2 Marketing Survey

Teacher #3

1. What is your definition of Marketing?

Conveying the value of a good or service to the consumer or utilizer of the good or service.

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

Depends on the population you are marketing to. If it was for a small group like E2, small assemblies at the feeder schools using E2 students that attended those schools to make a connection. Postings on the county and NHMS websites to connect those that may be moving into the area. Fliers to real estate agents that sell in the area to help persuade buyers as well as possible students that are shopping for a house and focusing on schools.

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

Helps you targeted audience identify with a known entity, where there is uncertainty about going to middle school, joining E2 and like in general for a fifth grader

4. How important is Marketing to E2?

Extremely important, we seem to be missing a high number of highly qualified candidates.

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

Do not believe there was an opportunity to do so.