SCHOOL COMMUNICATIONS/MARKETING
NETWORK

Tuesday, May 13, 2025
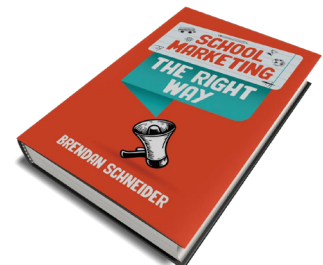9-10:30 a.m. – In Person

School Marketing the Right Way

With enrollment at K-12 schools becoming more and more competitive, effective marketing isn't just an option—it's a necessity. But how do you make your school stand out in a crowded marketplace?

"School Marketing the Right Way" by Brendan Schneider offers a comprehensive roadmap to transform your school's marketing efforts.

Join us on Tuesday, May 13 at the ESC of Northeast Ohio as we:
- Clarify your school's unique identity and purpose
- Identify and connect with your ideal prospective families
- Harness the power of digital marketing and AI for educational institutions
- Implement practical, actionable strategies that get results

Brendan Schneider is the founder and CEO of SchneiderB Media, a digital marketing agency helping schools increase inquiries through innovative strategies. A recognized leader in inbound marketing for schools and AI application in education marketing, Schneider developed the Fractional Digital Marketing program and SchoolMarketingCRM software. He also founded The MarCom Society, a community for Marketing and Communication Professionals in K-12 schools. With years of experience, Schneider combines cutting-edge digital marketing expertise with a passion for education, guiding schools to effectively engage their target audiences. His thought leadership in leveraging technology for school marketing has established him as a valuable resource in the field. Schneider's commitment to sharing knowledge and driving innovation continues to shape the landscape of educational marketing. He regularly speaks at conferences and contributes to industry publications, furthering the conversation on effective school marketing in the digital age.

EDUCATIONAL SERVICE CENTER
of Northeast Ohio

Advanced registration is appreciated for this in-person meeting.
www.escneo.org ▶ Professional Development ▶ Calendar of Events
For assistance, please contact Shonte' Smith at shonte.smith@escneo.org or 216-901-4229

For network information, please contact:
Charlene Paparizos, 216-524-3000, charlene.paparizos@escneo.org