

## Further Suggestions

No.	Marketing Name	Notes	Check
1	YouTube	YouTube is a fantastic resource for engaging children. Sometimes filtered in schools, many children have easy access to it at home. Try recording a short video and playing it during a school assembly.	✓
2	School Website	Can you add messages or reminders to your school website? Are parents expected to check it regularly? Posting a short reminder can be just the thing overstretched parents need to remember your looming 'Gadget Shop' sale.	✓
3	Facebook or Twitter	Does your school have a Facebook or Twitter account, used to keep parents in the loop? Until recently perhaps not, but many schools are now latching onto the social media revolution when trying to build strong home-school links.	✓
4	Newsletter	Does your school have a monthly whole school newsletter? What about a class newsletter? Ask the head teacher if they'd mind mentioning your event in the next edition.	✓
5	Pull a MARKETING STUNT	<p>The world of marketing is full of amazing stunts. Just look at T Mobile's flash mob in London's Liverpool Street train station.</p> <p>You could try:</p> <ul style="list-style-type: none"> <li>• A flash mob of your own.</li> <li>• Allowing a small group of pupils to ring parents, informing them of the upcoming event.</li> <li>• Asking local businesses to advertise for you, if you're in a small community.</li> <li>• Ask the school secretary to stick a sticker onto the jumper of every child entering the school (or even the visitors too).</li> <li>• When trying to get the children's attention, announce the word 'gadget', to which the children respond 'shop'. Never mind a marketing strategy, it's a great behaviour management technique. Try 'science/ rocks' or 'Maths/ It's grrrrrrreat!.</li> </ul>	✓