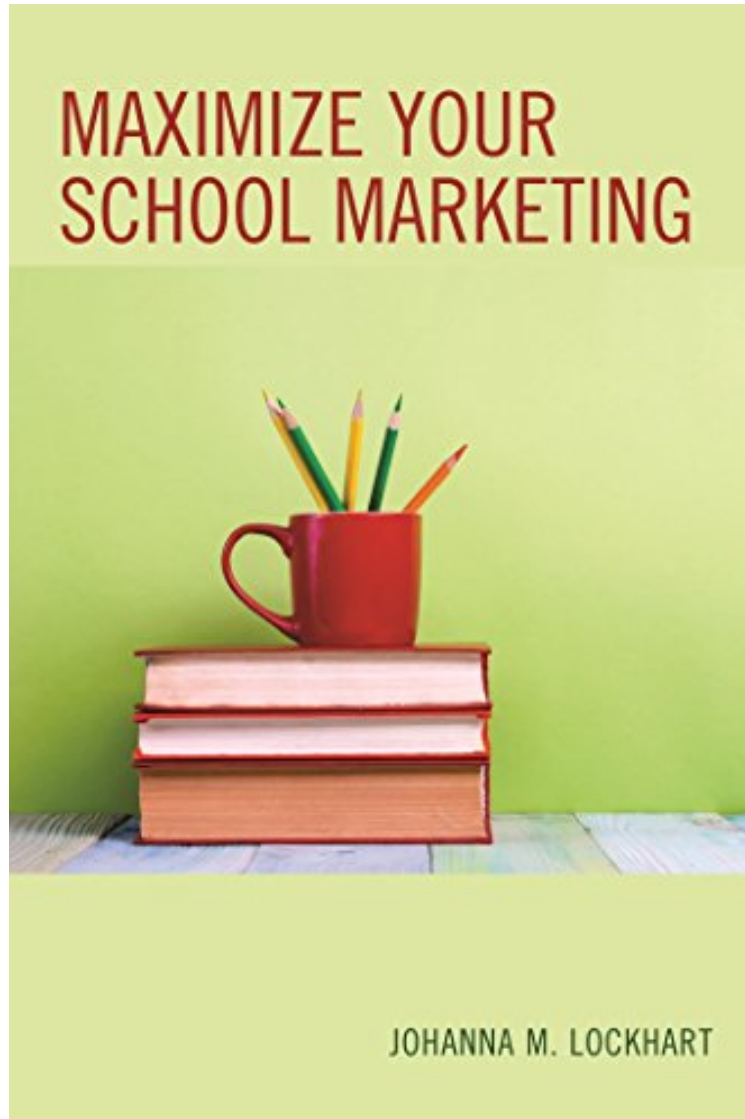


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Maximize Your School Marketing

Johanna M. Lockhart

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Johanna M. Lockhart : Maximize Your School Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Maximize Your School Marketing:

Maximize Your School Marketing offers school administrators effective ways to enhance their existing school marketing strategy using the essential elements of public relations, media relations, social media, community partnerships, and fundraising. Extensive examples and case studies serve to illustrate key information. Finally, three "real-liferdquo; school marketing success stories provide illustration, motivation, and inspiration. Throughout the

book, information is presented in concise, topic-related sections for easy reference with examples and illustrations to facilitate implementation of marketing, public relations, and communication strategies. The author relied heavily on personal marketing, communication, and public relations experience in both the private sector and public education.

About the Author Johanna Lockhart has more than 20 years of marketing experience in the private and public sectors. She has conducted school marketing workshops for 100s of school administrators and made marketing presentations at state and national levels.