

School marketing plan template for *international and private schools*

Illustrative example: an archetypal international school; not a real school or real figures.

The example rows on every tab describe an illustrative school: an archetypal British-curriculum international school with one campus, FS1 to Year 13, planning for the 2027-28 intake. It is not a real school, the figures are not real and they are not benchmarks.

What this is: a one-year marketing plan for an international or private school, built around admissions. Use it to agree goals, audiences, dates, channels, budget, KPIs and owners with your Head of School, Bursar or board.

Goals by year group How many new pupils do you need, and in which year groups? New places to fill = places available next year minus returning pupils. Agree the goals with the Head of School and the Bursar before planning anything else.

Campus	Year group	Places available next year	Returning pupils expected	New places to fill	New enrolment goal	Waiting list now	Priority	Notes
Main campus	FS1	40	0	40	36	0	High	Main entry point; early years open mornings
Main campus	FS2	44	34	10	10	0	Medium	Returning pupils move up from FS1
Main campus	Year 1	48	42	6	6	0	Medium	
Main campus	Year 2	48	45	3	3	3	Low	Waiting list covers the gap
Main campus	Year 3	48	40	8	8	0	Medium	
Main campus	Year 4	48	44	4	4	0	Low	
Main campus	Year 5	48	41	7	6	0	Medium	
Main campus	Year 6	48	45	3	3	0	Low	
Main campus	Year 7	72	44	28	24	0	High	Secondary entry point; a third class opens
Main campus	Year 8	72	62	10	8	0	Medium	
Main campus	Year 9	72	60	12	10	0	Medium	
Main campus	Year 10	72	58	14	8	0	Medium	Places depend on subject options
Main campus	Year 11	72	64	8	4	0	Low	Few joiners expected in an exam year
Main campus	Year 12	50	30	20	16	0	High	Sixth form entry point
Main campus	Year 13	50	28	22	2	0	Low	Few joiners expected in the final year

Audiences Which families are you trying to reach, where do they look and what do they need to know first? Segment by curriculum sought, nationality or community, language and family stage. Take the main groups from your own enquiry records.

Audience segment	Curriculum sought	Nationality or community	Language to use	Family stage	Year groups	Where they look	What they need to know first	Priority
Families relocating with an employer	British	Mixed; take the main groups from your enquiry records	English	Relocating to the city	FS2 to Year 9	Google search, school directories, employers' HR teams	Places by year group, fees, transport, start dates	High
Local families choosing an international curriculum	British	Host-country families	English and Arabic	Moving schools locally	Year 1 to Year 9	Google Maps, social media, friends and family, open mornings	Arabic and Islamic studies, fees, pathways after Year 13	High
Families starting school	Open to several	Mixed	English and Arabic	Starting school	FS1 to FS2	Nurseries, Google search, parent groups	Age of entry, class sizes, visit dates	High
Secondary joiners	British	Mixed	English	Moving to secondary	Year 7 to Year 9	Google search, school directories, current parents	Curriculum pathway, subject choices, pastoral care	Medium
Sixth form applicants	British	Mixed	English	Joining sixth form or high school	Year 12	Google search, university fairs, current pupils	Subject options, entry requirements, university guidance	High
Current families (siblings and re-enrolment)	British	Current families	English and Arabic	Current family	All	School app, email, parent events	Re-enrolment dates, fee changes, sibling places	High

Admissions calendar

When does each admissions moment happen, and what must be ready before it? Enter your own dates first, then check breaks and public holidays against the official source that applies to your school. Keep anything unconfirmed on Verify.

Date	End date	Event or deadline	Type	Year groups	Ready before it	Owner	Status	Source or note
6 Oct 2026		Applications open for 2027-28 entry	Applications	All	Fees, availability and application pages updated	Registrar	Confirmed	School's own date
10 Nov 2026		Early years open morning	Open morning or tour	FS1 to FS2	Invitations sent to enquirers; booking page live	Head of Admissions	Confirmed	School's own date
17 Nov 2026		Secondary and sixth form open evening	Open morning or tour	Year 7 to Year 12	Subject guide printed; staff rota agreed	Head of Admissions	Planned	School's own date
1 Dec 2026	4 Feb 2027	Re-enrolment window for current families	Re-enrolment	All	Fee letter approved by the Bursar; reminders scheduled	Registrar	Planned	School's own dates
		Winter break	Break or holiday	All	Enquiry cover rota and email auto-reply agreed	Head of Admissions	Verify	Official source that applies to the school
26 Jan 2027		Primary open morning	Open morning or tour	Year 1 to Year 6	Invitations sent to all primary enquirers	Head of Admissions	Planned	School's own date
27 Jan 2027		Assessment day for Year 1 to Year 9 applicants	Assessment	Year 1 to Year 9	Assessment papers and letters to families ready	Registrar	Planned	School's own date
		Ramadan (dates depend on moon sighting)	Other	All	Event dates and office hours agreed for the month	Marketing Officer	Verify	Official announcements
		Eid al-Fitr holiday	Break or holiday	All	Enquiry cover rota and email auto-reply agreed	Head of Admissions	Verify	Official source; depends on moon sighting
23 Mar 2027		First-round offers for 2027-28 entry	Offers and acceptance	All	Offer letters and fee schedule approved by the Bursar	Registrar	Planned	School's own date
20 Apr 2027		Acceptance and deposit deadline, first round	Offers and acceptance	All	Reminder calls to families who have not replied	Registrar	Planned	School's own date
28 Apr 2027		Open morning for summer relocations	Open morning or tour	FS2 to Year 9	Relocation partners and employers' HR teams invited	Head of Admissions	Planned	School's own date
4 May 2027	30 Jun 2027	Summer relocation campaign	Campaign	FS2 to Year 9	Landing page, search ads and directory listings updated	Marketing Officer	Planned	School's own dates
		Eid al-Adha holiday	Break or holiday	All	Enquiry cover rota and email auto-reply agreed	Head of Admissions	Verify	Official source; depends on moon sighting

Channels

How will families find you, enquire and visit? Give every channel a row: the families it serves, the admissions stage it works on, the work, the timing, an owner, a budget line and one KPI to watch.

Channel	Type	Audience segments	Admissions stage	What we will do	When	Owner	Budget line	KPI to watch
School website admissions pages	Owned	All	Enquiry	Keep fees, availability, curriculum and the enquiry form current	All year; check monthly	Marketing Officer	Staff time	New enquiries
Google Business Profile for the campus	Listing	All	Visibility	Hours, photos and a tagged admissions link kept current; reply to reviews	Monthly	Marketing Officer	Staff time	Enquiries by source
School directories	Listing	Relocating families	Visibility	Name, curriculum, fees and contact details match the website	Each term	Marketing Officer	Directories and listings	Enquiries by source
Search ads	Paid	Relocating families; families starting school	Enquiry	Curriculum and year-group searches sent to the matching admissions page	Around open mornings and the summer campaign	Marketing Officer	Search advertising	Qualified enquiries
Social media	Owned	Local families; current families	Visibility	School life posts and open morning invitations in English and Arabic	Weekly	Marketing Officer	Content and photography	Enquiries by source
Email follow-up to enquirers	Owned	All enquirers	Visit	Reply, tour invitation, fees summary and a reminder before each visit	Automatic; reviewed monthly	Admissions Officer	Email and CRM tools	Enquiry to visit rate
Open mornings and tours	Event	All	Visit	Early years, primary, secondary and sixth form sessions; weekly tours	See the Admissions calendar tab	Head of Admissions	Events and open mornings	Visit to application rate
Current parent referrals	Referral	Current families	Visibility	Ask families to share open morning invitations; thank referrers	Before each open morning	Head of Admissions	Staff time	Enquiries by source
Relocation partners and employers' HR teams	Partner	Relocating families	Enquiry	Send a one-page admissions summary and availability each term	Each term	Head of Admissions	Print and materials	Enquiries by source
Re-enrolment letters and reminders	Owned	Current families	Re-enrolment	Letter, emails and reminder calls from opening to deadline	December to February	Registrar	Staff time	Re-enrolment rate

Budget

What will the plan cost, when is the money spent and who approves it? Agree the percentage split first and add amounts once the total is approved. The example split is illustrative, not a benchmark or a recommendation.

Budget line	What it pays for	Share of budget	Amount	Currency	When it is spent	Owner	Approved by	Notes
Search advertising	Search campaigns around open mornings and the summer relocation campaign	30%			November, January, May to June	Marketing Officer	Bursar	
Social media advertising	Promoted open morning invitations	15%			Before each open morning	Marketing Officer	Bursar	
Events and open mornings	Refreshments, signage, printed admissions and subject guides	15%			November, January, April	Head of Admissions	Bursar	
Content and photography	Photos and short videos of school life, taken with parental consent	15%			October and March	Marketing Officer	Bursar	
Directories and listings	Paid directory profiles, where the school uses them	5%			At each renewal	Marketing Officer	Bursar	
Email and CRM tools	Tools for enquiry follow-up, if not already licensed	5%			Annual licence	Admissions Officer	Bursar	
Print and materials	Prospectus and one-page summaries for relocation partners	5%			Before each term	Marketing Officer	Bursar	
Contingency	Held back for opportunities or overruns	10%			Released by the Bursar	Bursar	Head of School	

KPIs

Which numbers show whether the plan is working? Each KPI has a definition and a data source. Set targets from your own last admissions cycle; the template gives no benchmark targets.

KPI	Definition	How to calculate	Where the number comes from	How often	Owner	Last cycle	Target this cycle	Notes
New enquiries	Families contacting the school about a place for the first time, by any route: form, email, phone, WhatsApp or in person. Count families, not messages.	Count per month	Admissions system or enquiry log	Weekly	Head of Admissions			
Qualified enquiries	Enquiries for a year group and start date the school can offer, from families who meet its admission criteria	Count per month	Admissions system or enquiry log	Weekly	Head of Admissions			Agree the definition before the cycle starts
First reply time	Time from an enquiry arriving to the first personal reply	Median hours per month	Enquiry timestamps	Weekly	Admissions Officer			Track weekends and breaks separately
Tours and visits	Families who attended a tour, open morning or open evening, in person or online	Count per month	Event and tour bookings	Monthly	Head of Admissions			
Enquiry to visit rate	Share of qualified enquiries that result in a visit	Visits divided by qualified enquiries, as a percentage	Admissions system	Monthly	Head of Admissions			
Applications	Applications submitted for a place	Count per month	Admissions system	Monthly	Registrar			
Visit to application rate	Share of visiting families who apply	Applications divided by visits, as a percentage	Admissions system	Monthly	Head of Admissions			
Offers made	Places offered for a year group and start date	Count per month	Admissions system	Monthly	Registrar			
New enrolments	Places confirmed on the school's terms, such as a signed contract or a paid deposit	Count by year group	Admissions system	Monthly	Registrar			Compare with the Goals by year group tab
Re-enrolment rate	Current pupils confirmed for next year as a share of those eligible to return	Confirmed divided by eligible, as a percentage	Registrar's records	Weekly	Registrar			Weekly during the re-enrolment window
Enquiries by source	Where each enquiry came from: search, maps, directory, social media, referral, event, partner or other	Count by source per month	The source question on the enquiry form, plus tagged links (utm_source, utm_medium, utm_campaign)	Monthly	Marketing Officer			Tag every campaign link
Cost per new enrolment	Marketing spend in the cycle divided by new enrolments	Spend divided by new enrolments	Budget tab and admissions system	Each term	Bursar			

Owners and review dates Who owns each part of the plan, when is it reviewed next, and what decision or help is needed? One owner per line, named by role. When a review date passes without a review, the plan has stopped being used.

Workstream	Owner	Supported by	Review rhythm	Next review	Status	Decision or help needed	Notes
Enquiry replies and follow-up	Head of Admissions	Admissions Officer	Weekly	6 Oct 2026	On track		
Admissions pages: fees, availability and forms	Marketing Officer	Registrar	Monthly	13 Oct 2026	On track		
Open mornings and tours	Head of Admissions	Marketing Officer	Before each event	27 Oct 2026	Not started	Confirm speakers for the early years open morning	
Search and social media campaigns	Marketing Officer	Head of Admissions	Every two weeks	13 Oct 2026	Not started	Approve campaign dates and the budget release	
Google Business Profile and directory checks	Marketing Officer	Registrar	Each term	12 Jan 2027	Not started		
Re-enrolment campaign	Registrar	Head of Admissions	Weekly	17 Nov 2026	Not started	Fee letter from the Bursar	Weekly during the re-enrolment window
Budget and spend	Bursar	Marketing Officer	Monthly	29 Oct 2026	On track		
Whole-plan review with the Head of School	Head of Admissions	Marketing Officer	Each term	8 Dec 2026	Not started	Agree targets for the next term	

Sources Where do your dates and methods come from? Record each official calendar or guidance page you rely on, with the date you checked it.

Source	Publisher	Link	Used for	Checked on
Regulations for International and Private Schools	Ministry of Education, Saudi Arabia	https://www.moe.gov.sa/en/education/generaleducation/Pages/Reg-priv-int-schools.aspx	How international and private schools in Saudi Arabia set semester and holiday dates	30 Sep 2026
Academic calendar (Arabic)	Ministry of Education, Saudi Arabia	https://www.moe.gov.sa/ar/education/generaleducation/pages/academiccalendar.aspx	The Ministry's approved academic calendar and holidays	30 Sep 2026
Academic Calendar for the Academic Years 2026-2028	Ministry of Education, United Arab Emirates	https://www.moe.gov.ae/en/guides/Pages/academic-calendar-2026-2028.aspx	Calendar for public and private schools in the UAE, 2026-27 to 2028-29	30 Sep 2026
Academic Calendar for Dubai's Private Schools	Knowledge and Human Development Authority (KHDA), Dubai	https://web.khda.gov.ae/en/resources/academic-calendar-dubai-private-schools	Dubai private schools, including schools whose year starts in April	30 Sep 2026
URL builders: Collect campaign data with custom URLs	Google Analytics Help	https://support.google.com/analytics/answer/10917952?hl=en	Tagging campaign links so enquiries can be counted by source	30 Sep 2026

Using the template

Work through the tabs in order: Goals by year group, Audiences, Admissions calendar, Channels, Budget, KPIs, and Owners and review dates. Each tab feeds the next. The Sources tab lists the official calendars and guidance the template refers to.

Year groups: rename the rows to match your school. The template works with FS1, FS2 and Year 1 to Year 13, or with Pre-K, KG1, KG2 and Grade 1 to Grade 12.

Several campuses: fill in the Campus column on the Goals by year group tab, or keep one copy of the file per campus and a summary copy for the group.

Dates: enter your school's own dates first (open mornings and tours, the application window, assessment days, offer and acceptance deadlines, the re-enrolment window). Check breaks and public holidays against the official source that applies to your school and set Status to Verify until each date is confirmed. Eid holidays depend on moon sighting.

Budget: agree the percentage split first and keep a contingency line. The shares should add up to 100%. Add amounts and currency once the total is approved.

KPIs: the template gives definitions, not targets. Set each target from your own last admissions cycle; another school's figures are not a benchmark for yours.

Owners: one owner per line, named by role. Replace the roles with the titles your school uses.

Review: check the KPIs every month with the admissions team and review the whole plan each term with the Head of School. Keep the Next review column on the Owners and review dates tab up to date.

Privacy: do not enter any pupil's or parent's personal information in this file. It is a planning document, not an admissions register.

How to use it, with a worked example: <https://digitalspaceco.com/schools/guides/marketing-plan-template>
Made by Digital Space Co. Version 2026-09. Free to use and adapt for your own school.