



Parker
Photography
& Video

The Benefits Of Video Marketing In The Education Sector





In response to COVID-19, we know that many education based establishments are struggling to showcase their facilities to prospective students. This is due to many restrictions regarding safety in public and social distancing. As parents don't want to risk the health and safety of their families, they are avoiding attending social school events such as open days and curriculum taster days. This means that schools cannot effectively welcome prospective students and encourage parents that their child should attend in the coming school year.

As COVID-19 has resulted in restricted operations, we have adapted and innovated our services to provide COVID-19 regulated video marketing solutions. Our Videography services are perfectly suited to COVID-19 regulations as they can be produced with minimal contact and participants. This is a great adaptation for schools to make to relinquish the need for mass events that are difficult to regulate and maintain socially distanced.

We are working with schools to take their introduction process completely online in order to build a virtual showcase of the school's excellence. This enables schools to engage and encourage new enrolment from prospective students. Below is just a few examples of the virtual productions we have created for the schools we have worked with.

- Open Days
- Class Demonstrations
- Staff and Student Testimonials



The Benefits of Video Marketing

Widespread Audience

Let's look at this in a real-life situation. So, your school hall can fit approximately 200 people for an open day. With COVID-19 measures, this is more like 75-100 attendees. Now let's look at the capacity capabilities online - that's right, there aren't any. When you put all of your information online, you can reach a much larger amount of people and use less resources. By removing physical limitations, you can also target those who wouldn't have been able to access the information regardless of COVID-19 restrictions, at a time that suits them - this is great as storing information on a virtual platform means that information can be accessed at any time and be referred back to.

The Long Term Cutting Of Costs

Traditionally marketing methods within the education industry include glossy print media where the school's accolades are showcased. However, these quickly became outdated year on year so require additional budget. The benefit of video marketing is that the footage doesn't become outdated. This reduces the cost as you can pay one fee for marketing material that will be applicable for a longer period of time. The footage can also be edited or repurposed over time to introduce additional information. This however would be at a much lower cost as the amendments tend to be smaller and are easier and cheaper to make, opposed to producing a large amount of print media.



The Benefits of Video Marketing

Showcase The Values And Ethos Of The School

In traditional marketing efforts, it is typical for schools to opt for print media to showcase the ethos, values, and curriculum of the school. But, the capabilities of video make it much easier to show the passion of the staff at the school and how they demonstrates the core values and ethos. Rather than having prospective learners and parents reading about the school, you can engage them with a production. Video brings the capabilities to show emotion and character like no other form of media. This means that not only do you have a higher engagement rate, the prospective pupils will also feel connected to staff members before they even join the school.

Future-proofing operations

The effects of COVID-19 have caused many changes in the operations of industries globally. The schooling industry has been hit with closures and strict measures to help control the spread of COVID-19. The benefit of introducing video marketing at this point during the outbreak of COVID-19, is that you are future proofing operations as video marketing is not restricted by new measures. This means that you have a contingency in place and allocated budget to a platform that has no uncertainties during this un-predictable time. This ensures that no budget is being wasted in trial and error attempts to recover after COVID-19.



The Impact Of Video Marketing

Let's take a look at some marketing statistics to see how people interact and respond to video online and see how this is relevant to the education industry.

90% Of People Say That Video Helps In Their Decision Process

In most businesses, the decision process is whether to purchase a product or service, but in the education industry, it is the parent and child's decision on which school to attend. By including video on your site, it will increase the chance of prospective students applying over a competitor school in the same catchment that does not utilise video marketing.

80% of People Can Recall Video Content They Have Viewed In The Past Week

It is proven that visual stimulus engages the brain more than written text. In a recent study, it was shown that 80% of people could recall video content they had seen that week. This means that the memory of the video is more present in their mind. This aids in the decision process as prospective students and parents are still thinking about the values, ethos, and curriculum of the school, even after they have viewed the video.



92% Of People Say That They Are More Likely To Share Video Content Over Text Content

In business terms, your target market isn't as much the prospective pupils, but the parents, as they make the final decision and influence the child's preference. Statistics show that UK mums spend over 2 hours per day on social media. This is the ideal demographic to target for video marketing as it is an easily shareable form of content. One important factor for parents to consider when making school applications is keeping children with their friends. This presents a great opportunity for schools as one parent, is likely to share content with the parents of her child's friends- Then instead of gaining one child application, you could have a further 3 or more, without even having to share the video yourselves. Word of mouth is a great free value marketing tool - once a video is out there, it has an unlimited reach.

Authenticity of Emotion Leads To More Conversions

It is proven that video gains the highest emotional response from a viewer and encourages conversion - especially if the response is positive and 'happy'. By using video to showcase the positive ethos and values of the school, it will instil a 'happy' emotion within the parent/prospective student as the video presents the school in it's most commendable light. This demonstrates that reading a positive article about a school, is a less effective marketing strategy than video materials.



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How Will Your Staff Benefit From Video Marketing?

We know that within a school, the staff are just as important as the students. We have already explored the benefits to the school of video marketing – but what about how it benefits staff?

Time Saving

So, let's take a year of events, say you host 6 academic events a year such as open days and curriculum day. These events take a full day of staff's time, and then are repeated for different classes and year groups every year – with the exact same content. By using video, staff can record their 'events' in advance and then use them for every group year on year. This is a massive time saver for staff as they don't have to give up their personal time to teach at events.

Spot On Scripting

Teachers may be a pro at talking in-front of students, but events with parents can sometimes be daunting. With video, you can use a teleprompter to ensure a that a perfect performance is delivered every time. This removes any room for error, pre-event nerves, and any on the spot slip ups



Option Of Additional Resources

By using video, there is a great option for overlays and animated text to help aid explanation or to provide a better visual stimulus. This could also be great to showcase student work or a portfolio as it can be digitally inserted in post production.

Training Materials For New Staff

When new staff start in a school, it's but essential but time consuming to familiarise them with the core values and teachings of the school. If you have video resources pre-filmed for marketing or training purposes, these can be shown to new starters at the beginning of their journey at the school - this offers a time effective way to get new staff acclimated and integrated into the school.



What Parker Photography And Videography Can Offer You

Here at Parker Photography and Video, based in South London, we specialise in Videography and Photography for Schools, Universities, and Colleges across the UK. Daniel is a DBS and CRB enhanced certificate holder that specialises in working with those who feel anxious in front of the camera – the perfect coach to get the best performance out of staff and students. We don't stop filming until we have the perfect take that represents the best of your pupils and staff.

We aim to create video productions that are compelling, creative, and evoke the targeted emotion from the viewer. Whether it be filming a school trip, sporting fixture, or live event, Daniel will be able to create a non-disruptive, fly on the wall style documentary to showcase the school's achievements and successes. Our final productions have a quick turn around and are shot in high quality 4K video and audio so that they are future proof. We also provide an archiving service so that any productions can be updated and re-purposed post production – This way you always have value from our service. The possibilities don't just stop at one video, as our productions use fully licensed music so you can post your production on websites and socials to publicise your school.

At Parker Photography and Video, we value the individuality of each school we visit and fully integrate ourselves in the environment. We understand that every school has their own set of ethos and values. Our aim is to incorporate your school's core values and present them to the parents, carers, and learners through captivating videos. Another way we tailor the videos to your school, is by incorporating your logos and full branding – including stats, graphs, and text.

Contact Parker Photography & Videography – 07961 764 206