



Parker  
Photography  
& Video

# The Benefits Of Video Marketing In The Education Sector





In response to the pandemic, we know that many education based establishments are struggling to showcase their facilities to parents and 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 school social 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.

To assist schools at this time we have adapted and innovated our services to provide COVID-19 compliant video marketing solutions. Our Videography services are perfectly suited to the new regulations as they can be produced with minimal contact and participants. This is a great advancement for schools to make as it relinquishes the need for mass events that are difficult to regulate and maintain socially distanced.

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



# What We Can Create For You

- School Promotional Videos
- Case Study Videos
- Testimonial Videos
- Marketing Videos
- Head of Department Videos
- Open Day Videos
- Video Tours
- Social Media Videos
- Online Learning Content
- Talking Head Videos
- Teacher and Student Interviews
- Live Performance Capture
- Video Editing
- Teacher Recruitment Videos



# The Benefits of Video Marketing

## Widespread Audience

Let's look at this in a real-life situation. If a school hall can accommodate 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 audience 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 current restrictions, at a time that suits them - this is great as storing information on a virtual platform means that it can be accessed at any time and be referred back to.

## The Long Term Cutting Of Costs

Traditional marketing methods within the education sector have utilised glossy print media in order to showcase a school's facilities and accreditations. However, these become outdated every year and require additional expenditure to update. The benefit of video marketing is that the footage has a much longer lifespan so it remains current for longer.



# The Benefits of Video Marketing

## Showcase The Values And Ethos Of Your School

The power of video makes it much easier to show the passion of staff in a school and how they demonstrate the ethos and core values. Rather than having prospective learners and parents read about the school, you can engage them with a short film. Video offers schools the ability to show emotion and character like no other form of media. This means that you will have a higher rate of engagement and the prospective pupils and parents will also feel connected to staff members before they've even joined the school.

## Future-proofing operations

The effects of the pandemic has caused many organisations around the world to change how they operate and communicate to their target audience. The education sector has been hit with closures and strict guidelines to help control the spread of the virus. The benefit of introducing video marketing is that you are future-proofing your school's marketing strategy and investing in marketing that is not restricted by the new measures. This will ensure that your marketing budget isn't being wasted and deliver long term cost savings.



# The Impact Of Video Marketing

Let's take a look at some marketing statistics to see how people interact and respond to videos online.

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

When researching schools, parents and students generally base their decisions on the school that ticks all the boxes of their educational needs. We know from studies that video marketing can influence a viewer's decision making process. This means that your school will be at a distinct advantage over competing schools in your catchment area that don't utilise video marketing as part of their recruitment strategy.

## **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 that they had seen that week. Having video content that showcases your school's ethos, values and curriculum puts it firmly in the mind of a parent for a longer period of time.



## **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. So 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 increases the likelihood of conversion especially if the response is positive and happy. Using video to showcase the values of your school will help to instil a happy emotion within the parent and prospective student as the video will portray the school in it's most commendable light.



## How Will Your Staff Benefit From Video Marketing?

In a school environment, the staff are just as important as the students. We have already explored the benefits gained when a school utilises video marketing but what about the benefits to staff?

### Time Saving

Schools have a range of options to recruit students but the most effective method is Open and Curriculum days. These events take a full day of staff's time to execute and it's likely that it takes a day or more to plan. For many schools, these are conducted at the weekends and regularly involve working unsociable hours. There can also be a large element of repetition as staff are tasked with presenting the same or similar curriculum content to different year groups. By using video, staff can record their presentations in advance and use them for each group every year. The content can also be hosted on the school's website allowing it to be accessed at any time. This offers staff the ability to work more efficiently without the need of sacrificing their personal free time in order to present 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 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**

Using video offers schools the use of creative overlays and animated text to help aid explanation and provide a better visual stimulus. This could also be a great way to showcase student work or Ofsted performance statistics about your school.

## **Training Material For New Staff**

If you have video resources pre-filmed for training purposes these can be used as part of the induction process for new starters. This offers both a cost and time-effective way to get new staff acclimated and integrated into the school.



## What Parker Photography & Video Can Offer You

PP&V is a boutique Video Production company based in South London. We specialise in Videography for Schools, Universities, and Colleges across the UK. Daniel our videographer is a DBS CRB enhanced certificate holder that specialises in working with those who are new to filming or feel anxious in front of the camera. He's the perfect coach to get the best performance out of staff, students, parents, and carers. You can rest assured that the filming won't stop until we've captured the perfect performance that represents the very best of your school. We aim to create videos that are compelling and creative which evoke emotion from the viewer that makes them take action. At times we're asked whether there will be a disruption to learning by the presence of a videographer in the classroom. With our fly-on-the-wall documentary-style approach to filming, we can ensure that filming is non-disruptive to students and showcases the school's learning environment at its very best. We can capture the natural events of classroom life, or if you require a specific shot we can stage it to make it happen. It's not uncommon for video production companies to have long turnaround times to even reach the first draft stage. However, we can work quickly and often deliver our first drafts back to our clients in 7 days.



Feedback from our clients shows that they find this especially helpful if they've booked at short notice or have a tight deadline to meet. We have a great case study of this with Ravens Wood School in Bromley where we were commissioned to create 8 Head of department videos and 1 Marketing video for their Virtual Open Day with a deadline of 1 week. Once your film has been created we can offer an archiving service where we store the raw video clips and project files on our server.

This means that your video can be edited at a later date in the future and re-purposed on multiple platforms for a variety of different uses. This service will future proof your video and offer endless possibilities to have fresh content without the need to book more days of filming. We respect the individuality and ethos of each school that we work with. Before undertaking a new project, we have a consultation so that we can fully understand the environment of your school and how you want to be portrayed to your audience.

Our aim is to incorporate your school's core values and present them to the parents, carers, and learners through captivating and memorable short films. All our videos will be tailored to your school and incorporate your logo and full branding. This includes statistics, Ofsted reports, testimonials, graphs, and animated text. We can even use video clips and photographs that you may have already. To find out more about our School Videography service please call us on 07961 764206