



Talking to Leadership About Brand Strategy

Here are some notes to help you prepare for a productive and confident conversation with school leadership. **Before you begin, be sure they know you are not just talking about visuals or changing the logo.**

Frame It in Leadership Language

Talk about enrollment, reputation, alignment, and efficiency. These are the priorities. Show how brand strategy connects to what they already care about.

“A clear strategy helps us attract families who connect with our values and thrive here.”

“With unified messaging, we build trust across admissions, community, and staff.”

Name the Cost of Doing Nothing

Unclear identity has a real costs: confusion, drift, and wasted effort

“Our story feels different on every channel and emphasis changes weekly. That weakens trust.”

“Marketing feels reactive because we’re constantly responding, not leading with strategy.”

Start Small

Propose a simple, low-risk first step: a brand audit, a discovery session, or audience empathy workshops.

“We’re not talking about a full rebrand overnight. Let’s just take stock of where we are.”

Bring Proof, Not Just Passion

Use analogies and data to make your case.

“Imagine teaching without a curriculum. That’s what marketing feels like without brand strategy. Isolated efforts without lasting direction.”

Come in Prepared

While not school specific, The following are great sources about Brand Strategy:

[Brand Management Insights – Harvard Business Review](#)

[Mini Branding Case Studies \(MarketingSherpa\)](#)

[It’s Nice That - Visual Branding Examples](#)

[The Branding Journal – Global Branding Examples](#)