ISKL / CAMPAIGN CONCEPT

Helping families choose a school with confidence

A proposed admissions journey connecting family questions, curriculum guidance and a meaningful next step: a school visit.

STATUS: Campaign concept. No implementation results claimed.

The opportunity

School selection asks parents to make several decisions at once: understand unfamiliar curricula, evaluate fit for their child, and decide whether a visit is worth their time. This concept gives each question a useful next step.

My contribution

Campaign strategy, audience-led content planning, landing-page concepts and a proposed measurement approach.

The journey

Awareness: help people frame their decision.
Consideration: provide a useful planning or comparison resource.
Decision: make the next action clear and practical.

What this edition includes

The public strategy, proposed execution approach and three supplied landing-page mockups. Internal budgets, analytics, historical performance, detailed persona records and confidential business commentary are excluded.

Portfolio concept only. Mockups contain illustrative copy and placeholders. Facts, dates, offers and testimonials require verification before any implementation.

AUDIENCE & CONTENT

Start with the decision.

Relocating families

Answer practical questions about settling in, school comparisons and what to ask before visiting.

Families new to international education

Explain curriculum choices in plain language and help parents evaluate fit for their child.

Families comparing schools

Support a fair comparison of learning approaches, support, pathways and the visit experience.

Illustrative content priorities

Awareness

Questions to ask any school; understanding international education; preparing for a move.

Consideration

Comparing IB, British and American approaches; language support; choosing a suitable pathway.

Decision

What to ask on a school visit; application preparation; choosing a campus or virtual visit.

Content topics are proposed editorial directions. Any operational or destination-specific facts would be checked against current authoritative information before publication.

EXECUTION & MEASUREMENT

Build a pilot you can learn from.

01 / Design decision

Organize content around three family situations: relocating, exploring international education for the first time, and comparing schools.

02 / Design decision

Connect awareness articles to a practical checklist, then offer a curriculum guide for families who need a deeper comparison.

03 / Design decision

Keep useful advice available without an email address. Offer optional follow-up with clear consent and a direct visit path for families who are ready.

04 / Design decision

Make the decision page practical: visit formats, what happens next, application steps and answers to common questions.

Proposed follow-up

Deliver the requested guide, then help families compare options and invite them to an appropriate visit. Keep marketing consent distinct from resource delivery.

What I would measure

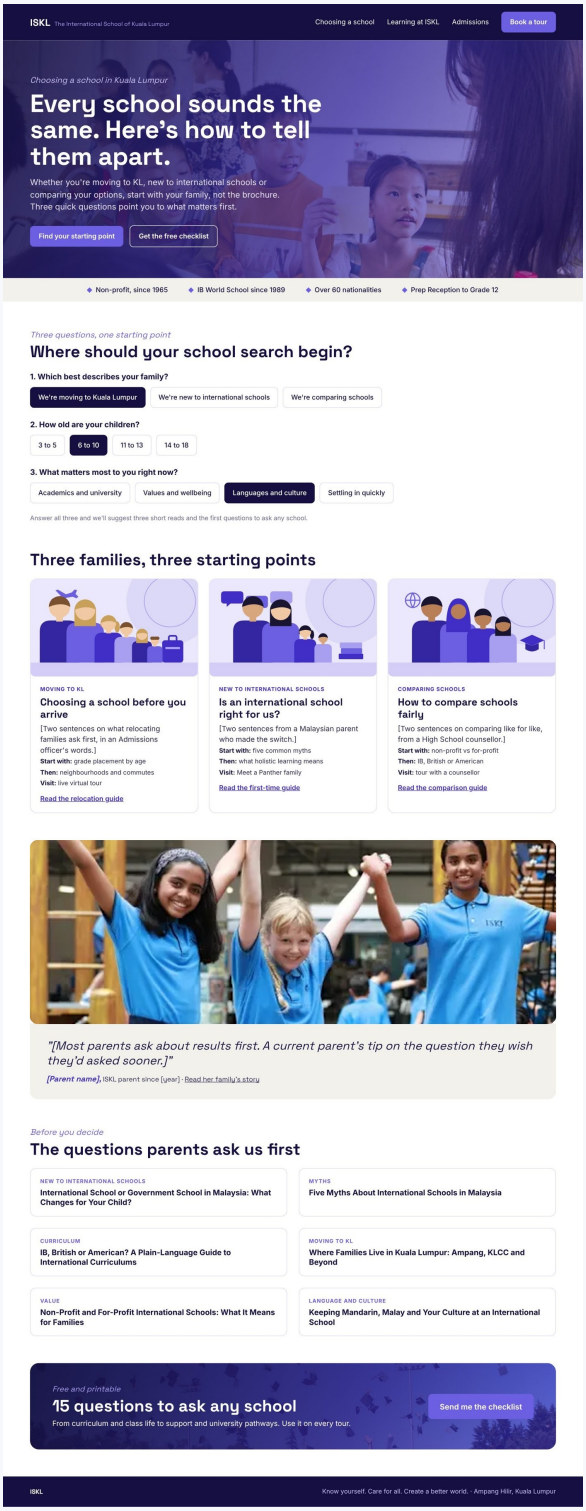
I would connect content engagement and guide requests to qualified inquiries, attended visits and completed applications. Reporting by family segment and acquisition source would help distinguish interest from genuine admissions intent. Targets would be set after establishing a current baseline.

Pilot sequence: verify facts and baseline; refresh or prepare priority content; launch a limited test; review lead quality and downstream actions before expanding. No results or forecasts are represented as achieved outcomes.

01 / AWARENESS

Start with the family

A short selector and supporting articles help parents identify the questions that matter for their situation.



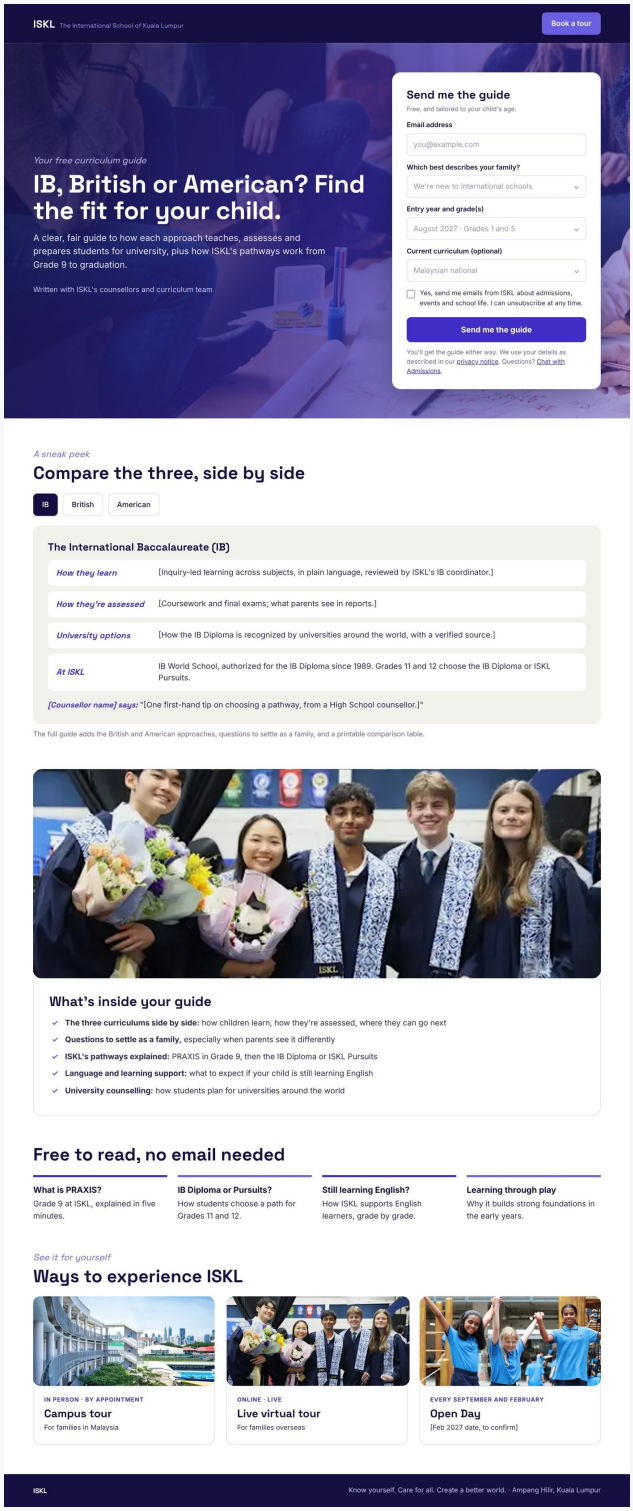
Open the full-size mockup online

Illustrative layout. Photography: ISKL website. Use the online image for closer inspection.

02 / CONSIDERATION

Make the comparison useful

A curriculum guide offers a deeper next step, supported by free advice and ways to experience the school.



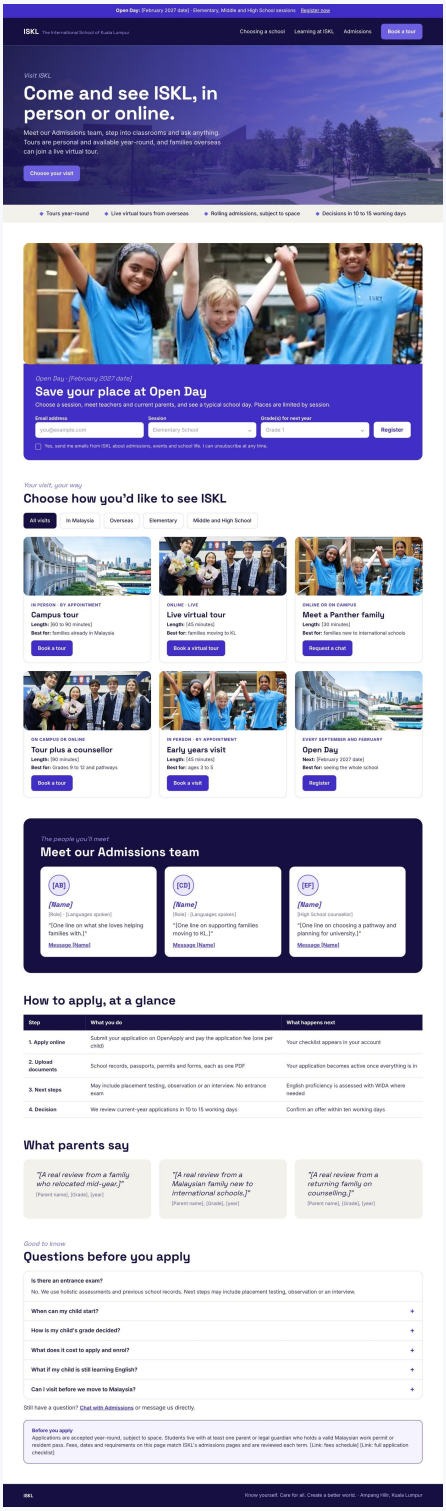
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03 / DECISION

Make a visit feel straightforward

Visit options, admissions steps and practical FAQs reduce uncertainty before a family makes contact.



Open the full-size mockup online

Illustrative layout. Photography: ISKL website. Use the online image for closer inspection.