

II. Website

- A. Is your website successful at being an information resource?
- B. Is your website successful at being a marketing tool?
- C. Is your website mobile friendly?
- D. Is your website easy to navigate?
- E. Do you have videos on your website?
- F. Do you have a blog? Is it current?
- G. Do you have a lead-capture strategy?
- H. Do you have a content offer (ebook, video) to capture leads?
- I. Do you invest in pay-per-click ads?
- J. Group discussion: best practices for using the school's website as a marketing tool.

III. Social media

A. Which social media platform(s) do you use?

- Facebook Instagram LinkedIn Snapchat TikTok
 X/Twitter YouTube Other _____

B. Which platform generates the most engagement?

C. Which platform generates the most leads?

D. What type of content do you post (images, videos, etc.)?

E. How often do you post?

F. Do you participate in paid ads on any platforms?

G. What barriers or pain points exist when creating content?

H. Table discussion: successful social media strategies.

I. Group discussion: best strategies for social media marketing.

Additional Resources

Buffer. "23 Social Media Sites to Consider for Your Brand in 2024."
<https://buffer.com/library/social-media-sites/>

Canva Design School. www.canva.com/designschool/

Canva Video Editor. www.canva.com/video-editor/

Finalsite. "8 Smart Marketing Strategies for Schools."
www.finalsite.com/blog/p/~board/b/post/smart-school-marketing-strategies

Hootsuite. "8-Step Guide to Using Instagram Ads [2024 Edition]."
<https://blog.hootsuite.com/instagram-ads-guide/>

Indeed. "What is Lead Capture? Definition, Importance and Creation."
www.indeed.com/career-advice/career-development/lead-capture

LinkedIn Learning: Social Media Marketing Courses:
www.linkedin.com/learning/topics/social-media-marketing

LinkedIn Learning. "Social Media Marketing Strategy: TikTok and Instagram Reels."
www.linkedin.com/learning/social-media-marketing-strategy-tiktok-and-instagram-reels/build-a-social-strategy-for-tiktok-and-reels

The How of Business podcast: Episode 512–Brand Films to Grow Your Business.
www.thehowofbusiness.com/512-maxwell-frost-brand-films/

Instructor Bios

Kristin Coverly, LMT, is a massage therapist, educator, and the director of professional education at ABMP. She loves creating continuing education courses, events, and resources to support massage therapists and bodyworkers as they enhance their lives and practices. Before ABMP, she was an instructor and administrator at the Boulder College of Massage Therapy and Cortiva Institute–Colorado. Learn more about ABMP CE at www.abmp.com/learn and connect with Kristin at ce@abmp.com.

Taffie Lewis is ABMP's director of membership outreach. She combines her personal growth background, her love of massage and bodywork education, and her experience in admissions at Ashmead College and Cortiva Institute–Colorado to be of support to massage programs across the country. She leads the team of ABMP school liaisons focused on providing resources to schools, instructors, and students. Learn more at www.abmp.com/educators and connect with Taffie at education@abmp.com.