

[Word of Mouth Marketing]

Students talk to their peers about their experience at your Centre and will often comment online about your Centre - both positively AND negatively. It's worth remembering that people are far more likely to share their complaints than their good experiences so it's important to get your good feedback out there. Never underestimate the value of word of mouth promotion! If your story is a good story - and NEAS sincerely hopes that it is - it is best told by current students to prospective students, parents and agents. This is why student testimonials are so important to include in your brochures, on your social media feeds and on websites. It is best practice to try to capture what students are saying about studying at your Centre. Make sure that you broadcast what's working well at your Centre in your promotional material - especially your achievements, goals, people, culture and values - What's your story?