

School Marketing

The pressure to compete for students is high, and engaging with parents and review boards ever more important. Our varied photography, video and marketing solutions from website images to social media content and hallway displays are a great way to demonstrate your School's values and show your best side.

Enquire today! ▶

DISCOUNTED MARKETING SOLUTIONS FOR OUR PARTNERS

If your School brings us on board as your Annual portrait photography provider, you can benefit from our discount marketing solution offers. From using your commission and our fundraising solutions to help cover your marketing costs, to reduced priced photoshoots during our off-season periods and even freebies throughout the year!

Some solutions are only available to our partners, too!

So why not enquire for more details ▶

"You've really captured some lovely shots of our school, children and staff. Thank you for all of your hard work. We're really looking forward to sharing these on our website and with our parents." - Primary School, Aylesbury

Our solutions are perfect for any school and include:

- ✓ Professional quality photos
- ✓ High production value video
- ✓ Displays and large format printing
- ✓ Copywriting support
- ✓ Social media marketing support



School marketing photography

Marketing your School is more important now than ever, and your website is the window to your unique proposition. With a well-planned photoshoot to document what makes your School different, plus showing examples of your students enjoying their time with you, you can highlight what's important to your prospective parents with ease. And of course, we excel in bringing smiles to your school website too!

We'll ensure images are suitable not only for your website, but also ready for use on your social media marketing channels and print-ready for adverts, leaflets and prospectus use!

Book a discovery call today ▶



School marketing videos

Online video content is now more important than ever for your marketing success. Google search results prioritises great video content, and channels like YouTube allow for easy access for prospective parents to see how your school can offer the best for their children.

Our approach for online video content is a collaborative process which allows us to fully understand what messages you wish to communicate. With a focus on student feedback and a personal, friendly feel, new parents will soon feel right at home with your School before even their first visit!

Whether it's an overview of your school, or a walkthrough of your facilities, we've got you covered.

Not only that, we can use your footage to increase your marketing reach, with shorter video snippets perfect for social media use, to split your message into bite-size chunks, perfect for the fast-moving world we now live in!

Let us show you a sample ▶



School displays

Photographs on your website is all well and good, but what about the many visitors and parents who visit your School on a daily basis? Our photographs are always provided at high enough quality to be able to print stunning wall displays to mount in your reception area and throughout your hallways.

They are a great way to showing your setting in action, as well as highlighting those values your School must display. From simple images to artworked designs to incorporate slogans, values and more, just speak to us about your vision and we can help!

Options include canvases, wall decals and so much more – we can even fully rebrand your School with wall art and window transfers. With our fantastic print partners, no job is too big!

Discuss your ideas with us ▶

Staffboards

Who said Staffboards need to be boring? Yes of course, you can buy a corporate-style acrylic board and drop your headshots in. Or let us create a design that has character and reflects your School.

From branded backgrounds with adhesive staff shots to move around and replace at will, to incorporating some fun facts about your teachers, or even quotes from parents. New fresh ideas will make your staff appear more approachable and fun!



Let us up your staffboard game! ▶



Creative Portrait displays

Your School has a speciality which is important for you to promote well. Music? Sports? Acting? Perhaps yours is the School renowned for the best Rugby team in the county? We'll help you to really celebrate with creative portraits of your team – perfect not only for your marketing collateral and advertising, but also stunning photos your students and their parents will LOVE – so an additional fundraising opportunity which could perhaps help fund the shoot! Think outside the box and discuss your ideas with us. We'll make your School's Speciality stand out.

Chat to us today ▶

Review Quote Boards

Why ask for reviews if you're not going to share them far and wide? Our Quoteboards are a fab way to bring your best reviews to life in your reception. Combined with beautiful photos of the children and staff, Prospective families will read how great you are from the words of other parents. What better way to promote yourself than letting others do it for you?

Call us for a quote! ▶



Bringing your marketing alive!

The advent of Augmented Reality has allowed forward thinking Schools to really up their marketing game!

Everyone has a mobile phone in their pocket, so why not maximise this opportunity to bring your promotional images alive with our new solution. Simply hold your phone towards one of your fab marketing photos to spark your promotional video. It's a great way to bring your videos to more people through leaflets and promotional banners.

Imagine being able to talk to your prospective parents, instead of simply showing one or two static images on a leaflet? We can make it happen!

TRY IT HERE!

1. Scan the QR code
2. Download the App
3. With the App open, scan the QR code again
4. Now with the App open, hold your phone towards the image, to see the associated video!

This photo launches your video!

Scan to download the Moving Memories App



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Leavers and Events

The savvy School will look at every opportunity and event to market their school and extend their reach. We can help...

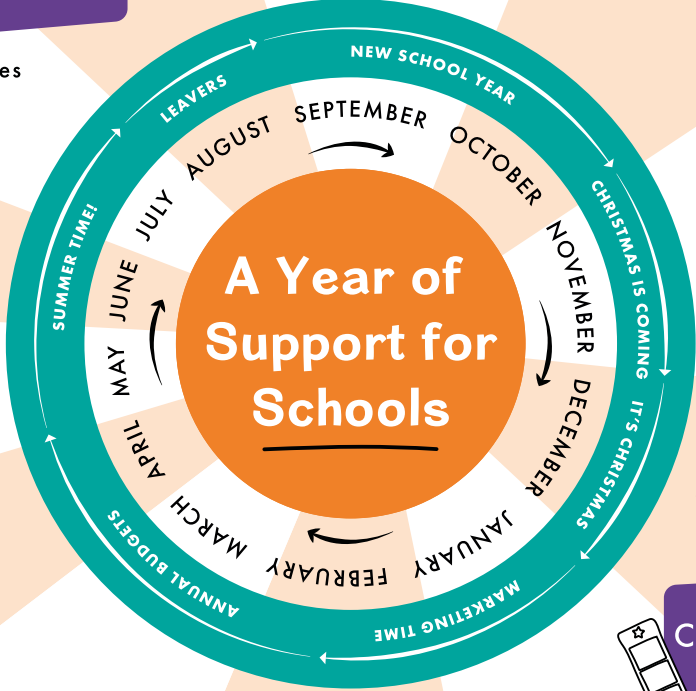
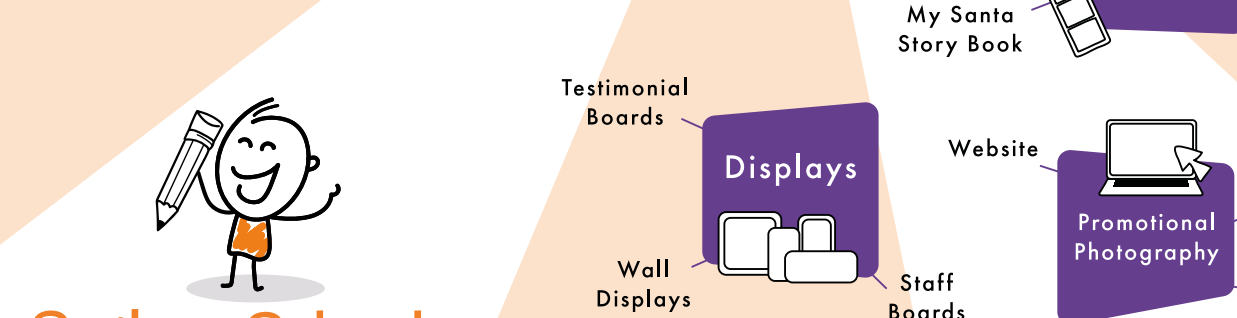
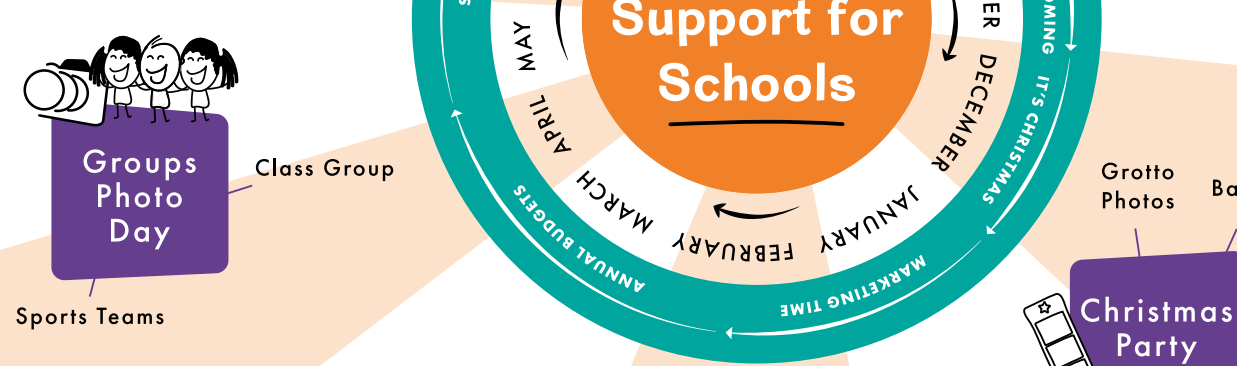
School leavers will live in their branded Hoodies for months, and children will carry their book bags in and out daily – so make sure yours are high enough quality to last!

School plays and nativities are a fab demonstration of the fun children will have every day, so don't keep it a secret! Video it, share photos in local press and on social media.

We've loads of great ideas to maximise every marketing opportunity with a well-planned photoshoot, video shoot, or merchandise.

Get in touch today ▶

It's not just photos, look how we can help you deliver great memories throughout the whole year!



Why are we different?

- ☺ We capture the real personality and spirit of every child we photograph
- ☺ Office administrators get our full support in organising and promoting your photo day
- ☺ We deliver the fastest turnaround of proof orders forms
- ☺ Easy online ordering: first orders dispatched within 48 hours!
- ☺ Earlybird discount for parents ordering online, with free delivery to School
- ☺ Parents can mix their own packs with up to 30% discount – no more paying for unwanted prints!
- ☺ Direct order helpline reduces your administration time
- ☺ All backed by our 'No Smile Left Behind Guarantee'
- ☺ First class, fun marketing photography and video content for your website, marketing and wall displays.
- ☺ And loads of fundraising solutions to help your PTA raise funds for your School
- ☺ Safety first - we're fully insured, DBS checked and Covid Secure



Our 'No Smile Left Behind' Guarantee

Smiles At School is all about bringing smiles to the faces of children, their families and school staff too! We love what we do and we aim to delight with fantastic photography, quality products and fast delivery. That's why our 'No Smile Left Behind' Guarantee means you can be confident you've chosen the right company for your photography, marketing and fundraising, and will be left with a beaming smile!

[Click here to read more about our Guarantee](#) ►

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