# Why Georgia Charter Schools Need to Prioritize Marketing in 2025

MARKETING WHITE PAPER

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## Executive Summary

Charter schools in Georgia are growing rapidly, reflecting a shift in parent preferences toward more personalized, mission-driven education. Yet many schools struggle to tell their story in a way that attracts and retains families. Charter schools play a critical role in providing innovative, community-responsive education—often serving high-need populations and offering models that traditional public schools cannot. However, they are still frequently misunderstood or overlooked by the broader public.

This white paper outlines why marketing is essential for Georgia Charter Schools in 2025 and beyond, explores common pitfalls schools face, and presents real-world examples from some of our clients. We also throw in a quick checklist to help you and your team evaluate how you are doing with your current marketing efforts.

TK Consulting & Design™

# Charter School Marketing

QUESTIONNAIRE

*Use this questionnaire as a quick way to determine whether your charter school's digital marketing has the basics covered.*

| Yes | No | |
|---|---|---|
| ☐ | ☐ | Have we clearly defined what makes our school unique? |
| ☐ | ☐ | Do we have updated branding that reflects our mission and values? |
| ☐ | ☐ | Are we regularly sharing stories, images, and successes from our school community? |
| ☐ | ☐ | Is our website mobile-friendly, informative, and easy to navigate? |
| ☐ | ☐ | Are we using social media to connect with current and prospective families? |
| ☐ | ☐ | Do we collect and use testimonials from parents, students, and staff? |
| ☐ | ☐ | Have we developed a year-round content calendar for marketing? |
| ☐ | ☐ | Do we have a policy and/or process in place to monitor access to ensure the school doesn't lose access to important information during staff change over? |
| ☐ | ☐ | Do we have professional, up-to-date photos and videos of our school in action? |
| ☐ | ☐ | Are we tracking engagement on all of our digital marketing platforms to understand how our strategy is working together and what's most effective? |
| ☐ | ☐ | Have we partnered with experts who understand both education and effective marketing? |

If you answered "no" to more than three of these questions, it may be time to invest in strategic marketing support.

# The Marketing Imperative for Georgia's Charter Schools in 2025

CHARTER SCHOOLS
**+3,800 students**
+5.9%

TRADITIONAL PUBLIC SCHOOLS
**-22,000 students**
-1.2%

**96**

Public Charter Schools in Georgia, as of the 2023–2024 school year

**64.5K**

Students served through Public Charter Schools in Georgia, as of the 2023–2024 school year

**2.25%**

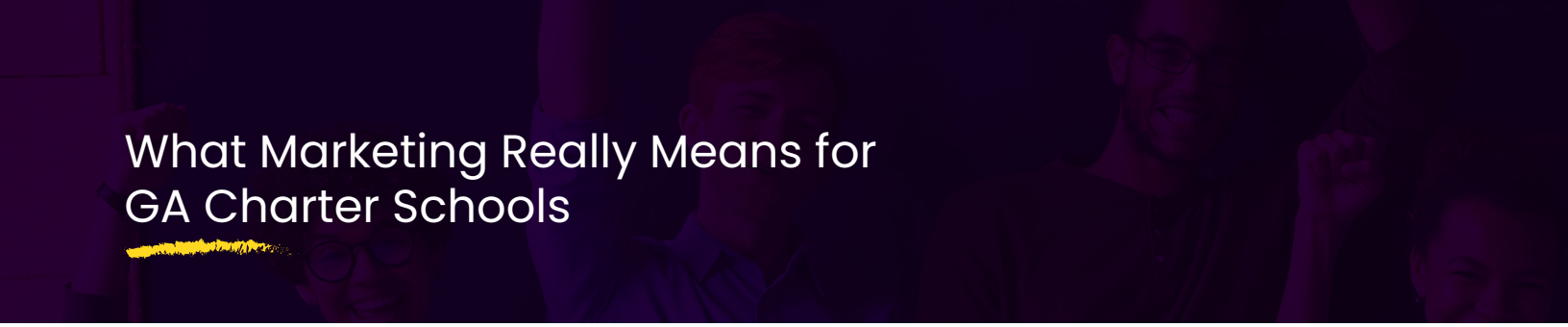
Decrease in GA birth rate from 2022 to 2024

In Georgia's evolving educational environment, charter schools are experiencing notable growth, distinguishing themselves as vital alternatives within the public education system. Between the 2019-2020 and 2022-2023 school years, charter school enrollment in Georgia increased by nearly 6%, adding approximately 3,800 students. In contrast, traditional public schools saw a decline of over 1%, equating to more than 22,000 students during the same period.

This shift highlights a growing preference among families for the unique offerings of charter schools, such as specialized curricula and innovative teaching methods. **However, with increased interest comes heightened competition—not only among charter schools themselves but also with traditional public and private institutions. To navigate this competitive landscape, charter schools must prioritize strategic marketing to effectively communicate their value propositions and attract prospective students.**

Moreover, the demographic trends in Georgia, including declining birth rates and changing community compositions, necessitate proactive engagement strategies. Schools must not only showcase academic excellence but also build strong community relationships and brand recognition to sustain and grow their student populations.

This white paper delves into the critical role of marketing in the success of charter schools, drawing insights from our own client's experiences to provide actionable strategies for charter schools to enhance their outreach and enrollment efforts in 2025 and beyond.



# What Marketing Really Means for GA Charter Schools

**In Georgia's dynamic educational landscape, effective marketing transcends traditional advertising. It's about forging meaningful connections with families, articulating the unique value proposition of charter schools, and ensuring that communities are well-informed about the educational choices available to them.**

## THE AWARENESS GAP

Despite the growth of charter schools in Georgia, a significant number of parents remain unaware of what charter schools offer. A study by EdChoice revealed that among parents in states with charter schools, only about two-thirds correctly stated that their state allowed charter schools . This lack of awareness underscores the necessity for charter schools to proactively educate communities about their existence, mission, and benefits.

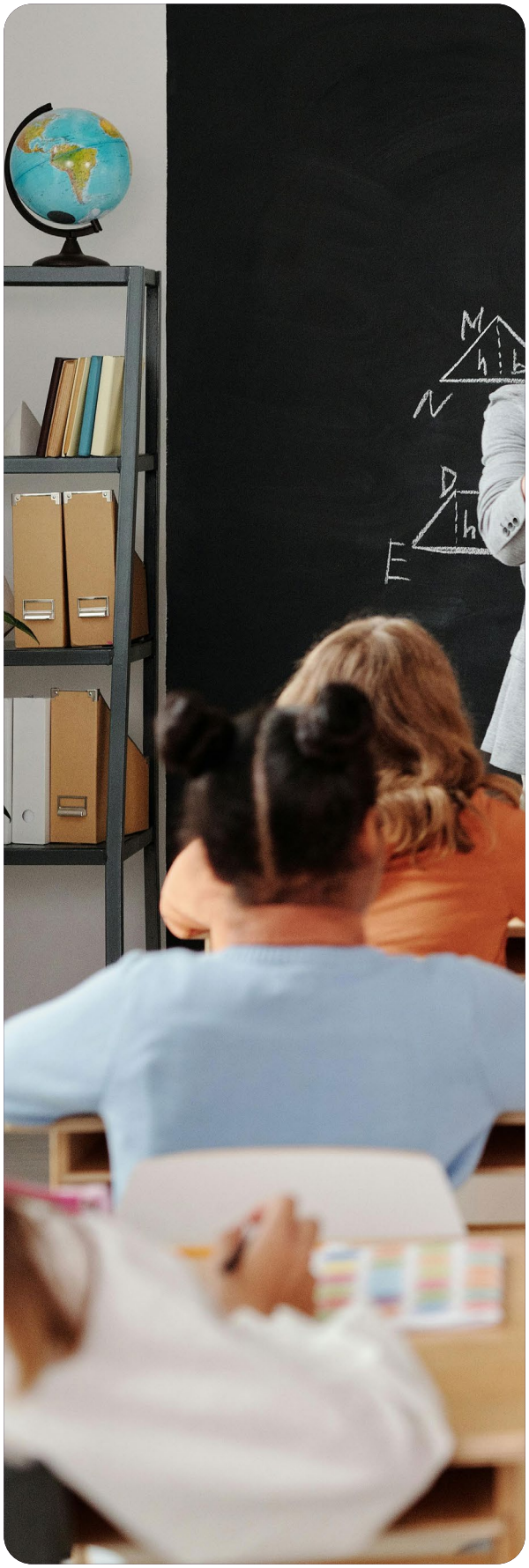
## KEY COMPONENTS OF EFFECTIVE CHARTER SCHOOL MARKETING

- EDUCATIONAL OUTREACH: Hosting informational sessions, open houses, and community events to educate families about charter school options and their unique offerings.
- DIGITAL PRESENCE: Maintaining an up-to-date, user-friendly website and active social media channels to disseminate information and engage with the community.
- STORYTELLING: Sharing success stories of students and alumni to illustrate the impact of the school's educational approach.
- COMMUNITY ENGAGEMENT: Building partnerships with local organizations and participating in community events to increase visibility and trust.
- TAILORED MESSAGING: Developing marketing materials that resonate with the specific needs and values of the local community.

## THE ROLE OF MARKETING IN BRIDGING THE GAP

Marketing serves as a bridge between charter schools and the communities they serve. By effectively communicating their mission, successes, and the opportunities they provide, charter schools can:

- INCREASE ENROLLMENT: Attract families seeking alternative educational options that align with their children's needs.
- ENHANCE COMMUNITY SUPPORT: Build a network of advocates who understand and support the school's mission.
- SECURE FUNDING AND RESOURCES: Demonstrate value to stakeholders, which can lead to increased funding opportunities.
- PROMOTE EQUITY IN EDUCATION: Ensure that all families, regardless of background, are aware of and have access to diverse educational opportunities.



## Why Many Charter Schools Are Missing the Mark

**Despite the growing need for strategic marketing, many charter schools struggle to build campaigns that resonate and convert. The reason is not a lack of passion or excellence in education—it's a lack of marketing infrastructure and cross-disciplinary strategy.**

### EDUCATORS AT THE HELM, NOT MARKETERS

Most charter schools are founded and led by visionary educators—leaders who are deeply committed to academic outcomes, equity, and student development. But while their expertise lies in curriculum, instruction, and school culture, marketing often becomes an afterthought or an underfunded necessity. As a result:

- Schools may rely on word of mouth or outdated materials.
- Messaging often focuses on compliance (e.g., test scores, standards) rather than connection (e.g., values, culture, transformation).
- Visual branding and online presence can feel generic or disconnected from the energy of the school.

## LIMITATIONS OF EDUCATION-ONLY MARKETING MODELS

Many charter schools turn to agencies that specialize only in education. While these firms understand school systems, they often lack the broader creative strategies that drive engagement in today's fast-paced media environment. The result?

- REDUNDANT MESSAGING: Many charter school websites and brochures sound the same.
- MISSED CULTURAL NUANCE: Messaging lacks relevance for diverse communities.
- MINIMAL INNOVATION: Strategies don't borrow from the best practices in commercial, nonprofit, or grassroots marketing sectors.

## WHY FRESH EYES MATTER

Schools that invest in marketing partners with cross-industry experience—agencies that understand branding, storytelling, digital strategy, and cultural insight—gain a significant edge. These collaborators:

- Re-imagine how the school's mission is communicated.
- Leverage insights from consumer behavior, design thinking, and storytelling to capture attention.
- Bring the school's lived values to life through compelling visuals, community-centered campaigns, and parent-first language.

## THE OPPORTUNITY AHEAD

In 2025, the most successful charter schools will be those that move beyond traditional education marketing and embrace a holistic, human-centered approach. By partnering with agencies that bring fresh eyes and proven strategies across industries, charter schools can finally break through the noise—and build communities that not only enroll, but believe.

# What Charter Schools Can Learn about Marketing

1

## START WITH CLEAR POSITIONING

Your school is more than a set of test scores—it's a community, a mission, and a promise to families. Know what makes your school distinct and let that drive all marketing efforts. Clarity breeds connection.

2

## INVEST IN YEAR-ROUND, INTEGRATED MARKETING

One-time campaigns or seasonal pushes aren't enough. Marketing should be a consistent, evolving strategy that adapts to enrollment cycles, community needs, and internal growth.

3

## BRING IN FRESH EYES

Partnering with marketers who have experience across industries—beyond education—can bring new life to your message. Charter schools need more than boilerplate templates; they need storytelling, creativity, and innovation.

4

## EMPOWER YOUR INTERNAL AMBASSADORS

Staff, students, and parents can be your most powerful storytellers. Equip them with messaging, visuals, and tools to amplify your mission organically.

5

## USE DATA TO GUIDE AND REFINE

Pay attention to what's working. Track engagement across channels, analyze enrollment trends, and gather feedback from your community to improve over time.

## Marketing is Mission Work

**For charter schools, marketing isn't about selling—it's about belonging.** It's about helping families understand that your school was designed with them in mind. It's about equity, visibility, and voice. The schools that thrive in 2025 will be the ones that don't just teach well—but communicate well.

Marketing, done with intention and care, is an act of service. It empowers families to make informed decisions, elevates the work happening inside classrooms, and helps charter schools secure the support they need to grow and sustain their mission.

## Partnering for Impact: How TK Consulting & Design™ Supports Charter Schools

We understand that charter schools aren't just educational institutions—they are transformative spaces for growth, opportunity, and equity. But we also know that many charter schools lack the internal capacity or strategic support to communicate that transformation effectively.

That's where we come in.

We are a full-service, creative strategy agency with deep experience supporting charter schools across Georgia and beyond.

We don't just offer templates—we build tailored strategies grounded in research, data, and culture. Our approach blends our multi-disciplinary expertise with industry-leading marketing practices to give your school the tools it needs to grow and thrive.

Whether you're launching a new charter, expanding your reach, or refining your message, TK Consulting & Design™ can help you share your story—and amplify your impact.

Let's design your future together.

Scan Our QR Code to View
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