

Marketing Strategy



Gordon
School

Executive Summary

Purpose:

To position Gordon School as the top educational choice for families seeking academic excellence, deep Jewish values, and a warm, connected community — from infancy through day school.

Key Objectives:

- Increase enrollment through values-driven storytelling and digital visibility
- Strengthen emotional connection with families by solving real pain points
- Differentiate Gordon as more than a school — a foundation for life

What Sets Gordon Apart:

- Lifelong friendships and children who love to learn
- Small classes, big heart: individualized attention and emotional growth
- Integrated Jewish and secular curriculum in a nurturing environment
- A vibrant, inclusive community where every family feels seen and supported

Marketing Focus Areas:

- Clear, human-centered messaging rooted in parent needs
- Joyful, real-life visuals of classroom, culture, and community
- Digital and grassroots outreach — from social media to word-of-mouth

The Outcome:

Families will experience Gordon as a place where their children are not only educated — but loved, inspired, and set on a meaningful path for life.

Marketing Strategy

Goal:

Position Gordon School as the premier choice for families seeking more than just academics – a nurturing, academically strong, and community-rich experience from infancy through day school based in Jewish values and traditions.

Our Why:

Today's families are overwhelmed and yearning for connection, meaning, and trust. Gordon offers:

- The gift of lifelong friendships
- Children who genuinely love to learn
- A nurturing, joyful space rooted in Jewish values

We solve modern pain points:

- Impersonal school environments
- Lack of values-based education
- Children disengaged from learning
- Interfaith families seeking inclusion

Strategy Tactics:

- Storytelling through social media & email
- Website overhaul to reflect mission and warmth
- Real, joyful visuals and community moments
- Targeted digital advertising (Meta, Google)
- Ambassador program to drive word-of-mouth



Audience Demographics

Primary Segments

- Parents ages 28–48 (Millennial & Gen X)
- Dual-income professionals in Coconut Grove, Coral Gables, Brickell, Brickell Key, Key Biscayne, Downtown
- Jewish and interfaith families
- Values-driven, community-seeking households
- Motivated by academic excellence, emotional safety and belonging

Secondary

- Grandparents
- Alumni
- Donors
- Dual language
- Location
- Extended hours
- Child care over breaks

Customer Profiles

Profile 1: Dual-Income Professional Jewish Families

Household Type: Married couples with 2-3 young children

Occupation: Lawyers, doctors, tech or finance professionals

Values: Strong academics, Jewish identity, warm community

Needs: Flexible childhood care, academic rigor, safety, community

Profile 2: Urban Affluent Families

Household Type: High-earning professionals, often in high-rise condos

Occupation: Executives, entrepreneurs, finance

Values: Innovation, diversity, prestige

Needs: Central location, high academic standards, a modern approach to Jewish life

Motivators: Brand reputation, unique enrichment programs, ease of commute

Profile 3: Established Multigenerational Families

Household Type: Larger family homes, often with multiple generations involved

Occupation: Established professionals or business owners

Values: Tradition, stability, long-term school investment

Needs: Strong school community, sibling-friendly environment, inclusive Jewish experience

Motivators: Trusted community name, consistent values from ECC through day school

Profile 4: Jewish Heritage Seekers

Household Type: Working-class or first-gen families seeking upward mobility

Occupation: Healthcare, small business, education

Values: Cultural identity, upward opportunity, quality of life

Needs: Scholarship support, inclusive Jewish environment, values-based education

Motivators: Accessible tuition, strong community, emotional development

Profile 5: Relocating Young Families (New to Miami)

Household Type: Young parents with toddlers or infants

Occupation: Remote workers, relocating professionals

Values: Connection, school-as-community, adaptability

Needs: Welcoming community, quality early childhood program, local friendships

Motivators: Social integration, community events, school's warmth and intimacy

Profile 6: Tikvah Family

Parents deeply invested in developmental success

Children on the autism spectrum

Needs & Interests:

Inclusive classrooms

Self contained asd setting with small class sizes

Peer community for both children and parents

Smaller ratios to provide personalized and individualized instruction to meet the needs academically, socially, behaviorally, independently.

Market Analysis

Target ZIP Codes & Demographics Overview

ZIP Code	Neighborhood/City	Median HH Income	Avg HH Income	Notes
33129	Coconut Grove	\$102,969	\$125,967	High % of 2-4 person families, affluent
33131	Brickell/Downtown Miami	\$143,114	\$205,119	Young professionals, growing families
33133	Coral Gables East	\$92,734	\$165,894	Historic homes, high-value residents
33134	Coral Gables	\$92,009	\$147,773	Strong cultural and educational roots
33145	Coral Gate/Miami	\$70,592	Not disclosed	Middle-income, mostly Hispanic families
33146	Coral Gables (South)	\$124,712	\$203,140	Prime location for private school access
33149	Key Biscayne	\$169,792	\$264,439	Very affluent, international population

Market Competitors

Competitive Landscape: Top Private Schools in the Area

ECC Competitors

School	Affiliation	Age Range	Highlights	Notes for Gordon Positioning
KLA Academy	Secular (Reggio)	Infants–5th Grade	Reggio Emilia philosophy, inquiry-	Compete on ratios + Jewish identity
Margaux School (Temple Judea)	Jewish (Reform)	18 mo–Pre-K	Reggio-inspired, synagogue	Gordon offers lower ratios, inclusion
Brickell International Academy	Secular (Intl)	Infants–Pre-K	Bilingual, IB-inspired ECC, central Brickell	Gordon can market values +
Gulliver Prep	Secular	3 yrs–12th Grade	Elite academics, extensive resources,	Position Gordon as warmer, lower ratios
Lehrman Community Day School	Jewish (Pluralistic)	2 yrs–5th Grade	Integrated Jewish & general studies,	Gordon can emphasize inclusive +
Key Point Academy	Secular	ECC	STEAM curriculum, Coral Gables location	Gordon can highlight Jewish identity +
La Prima Casa Montessori	Secular (Montessori)	6 mo–5th Grade	Montessori, bilingual immersion, multiple	Compete on unique values + low ratios
The Cushman School	Secular	ECC–HS	Progressive education, special	Gordon can leverage Tikvah specialization
Alexander Montessori	Secular (Montessori)	18 mo–5th Grade	Traditional Montessori method,	Compete on community +
Aguamarina Preschool	Secular (Bilingual)	Infants–5th Grade	Spanish immersion, arts and culture	Gordon can highlight dual identity + Jewish
Temple Beth Am ECC	Jewish (Reform)	Toddlers–Pre-K	Synagogue-based, Coral Gables location	Gordon can stand out with inclusion
Coconut Grove Montessori	Secular (Montessori)	Toddler–Elem	Bilingual, nature focus	Gordon can compete on Jewish + social
The Growing Place	Secular	ECC–Elem	STREAM-based, small classes	Gordon can stand out with cultural
Banyan Day School	Secular	Toddler–K	Bilingual, affordable	Gordon as premium experience

Day School Competitors

School	Affiliation	Grades	Enrollment	Student-Teacher Ratio	Tuition Range	Differentiator
Gordon School	Jewish, inclusive	Nursery–5 + Tikvah	~164	~6:1	~\$14.7K–\$34K	Small, highly personal.
Lehrman Community Day School	Jewish (Pluralistic)	PK/K–5	~300–400	~12:1–17:1	~\$26,650	Core knowledge curriculum
Rambam Day School	Jewish (Reform)	Pre-K–5	Smaller	—	~\$8.7K–\$28.9K	Judaic arts/STEM with
Miami Country Day	Secular	Pre-K–12	~1,280	8–24	~\$40K–\$52K	Blue Ribbon, very
The Cushman School	Secular	Pre-K–12	~850	—	~\$21K–\$38K	Historical institutions
Riviera Schools	Secular	PK–12	~785	~9:1	~\$28K+	Mid-sized, inclusive
Ransom everglades	Secular	6th-12	1168	10:1	\$54,820	
KLA	Secular (Reggio)	Infants–5th Grade		~1:4 (Infants), ~1:6 (Preschool)	\$14,000 – \$19,000	Compete on ratios + Jewish
Gulliver Prep (Primary School) (Pinecrest)		PK–8th grade		~1:9	\$24,000 – \$30,000	Top-tier facilities,

Market Competitors

Competitive Landscape: Tikvah

<https://miami.jewishabilities.org/school-options/>

Key Differentiators:

- Integrated Learning Model – Tikvah students are part of the Gordon community, joining peers in Judaic celebrations, arts, physical education, and other specials, while receiving individualized instruction and therapy.
- Expert Staff – Our team includes certified special educators, therapists, and behavior specialists who collaborate closely with classroom teachers.
- Low Ratios Across the Board – Whether in general education or Tikvah classrooms, students benefit from exceptionally low student-to-teacher ratios that ensure individualized attention.
- Cost Transparency & Value – Our tuition reflects not just academic excellence and small class sizes, but also access to specialized services that would otherwise require multiple outside providers – often at higher combined costs.
- Commitment to Inclusion – Tikvah allows neurodiverse students to access a Jewish education and fully participate in community life, something not widely available in the local market.

Scheck Hillel Community Day School

Offers the Keshet Program, supporting students with various exceptionalities, including Autism. Not solely autism-focused, but includes special education within its framework.

JEMS Academy (North Miami Beach)

Provides individualized Jewish education in a therapeutic environment for children with special needs (ages ~4–13).

Crystal Academy (Coral Gables)

A non-sectarian, therapeutic private school using ABA and Verbal Behavior techniques, serving children from ~age 5 to adolescence, including those with autism, ADHD, and other developmental delays.

Victory Center (at Michael-Ann Russell JCC, Aventura)

A non-profit learning center providing intensive ABA-based therapy for learners from elementary through young adulthood, focusing on language, social, and life skills.

Brand Context

Why We're Different:

- Continuity from infant to Day School
- Small class sizes, individualized attention
- Academics + Jewish values
- Tight-knit community- centric with events and programs that connect families
- Over 40 years of history with forward vision
- Inclusiveness: exposed to students of all types, gifted, on the spectrum = accepting
- Multicultural (Jewish +)

Tikvah Center

While other schools may match our tuition and class sizes, none offer the same depth of inclusion, specialized support, and Jewish learning for all children. The Tikvah Center doesn't just make us unique — it makes us a place where every child can thrive.

What We Offer:

- More than a school — a foundation for life
- Love of learning, identity, and belonging
- Opportunities for adults and kids and multigenerational.
- We are a Jewish school with synagogue and center all in one..



Key Messaging

Vision Statement:

The Gordon School is dedicated to helping children reach their highest potential through our nurturing, child-centered environment and program of academic excellence. We teach our children to cherish the wisdom and faith of Judaism and embrace its rich heritage.

Unique Selling Point:

Gordon is more than a school- it is a loving, Jewish rooted community where children thrive academically, emotionally and spiritually from their very first steps through adolescence. They develop life long connections that are incorporated with the Center.

Elevator Pitch:

- We are here for you
- Extended hours/days
- Community
- Future Planning
- Inclusive
- Safety
- Home away from home
- Flexible
- Academic coaching

Branding

Brand Values

- Kindness
- Community
- Jewish tradition
- Curiosity
- Joy
- Growth
- Inclusion

Brand Personality

- Warm
- Welcoming
- Trusted
- Spirited
- Engaging

Features

- Infant through Grade 8
- Play-based preschool
- General + Judaic studies
- Music, science, art, sports
- Holiday celebrations
- Outdoor learning spaces

Channels & Tactics

Email marketing

Nurture new interest into enrollment or deep engagement by building trust, showcasing the Gordon experience, and prompting action through thoughtful email sequences.

Use Daxko to create drip campaigns

Trigger: Event attendance or inquiry form submission
Sequence: 5 Emails Over 2 Weeks

Email Timing Focus Call-to-Action

1. Welcome & Thank You Immediately Thank them for interest/event attendance. Introduce Gordon’s values (academics + community + Jewish identity). Watch school video / Schedule a tour
2. Why Gordon? 2 days later share what makes Gordon special (e.g., joyful learning, lifelong friendships, nurturing teachers). Read parent testimonials
3. Meet Our Community 5 days later Highlight student/teacher spotlight or family story. Join a coffee chat / RSVP to next event
4. Program Deep Dive 7 days later Focus on relevant program (e.g., ECC philosophy, Project-Based Learning in Elementary). Download program brochure / Schedule call with Admissions
5. Next Steps 14 days later Summarize benefits, invite to enroll or tour. Include testimonials and a personal note. Apply Now / Schedule a follow-up

Community Outreach

At Gordon School, community outreach is at the heart of who we are. Through partnerships, service projects, and inclusive programming, we foster meaningful connections beyond our campus. Our Community Outreach Coordinator plays a vital role in this mission—building bridges with local organizations, supporting families in need, and ensuring Gordon remains an engaged, compassionate presence in the greater community

Paid Advertising

Drive high-quality inquiries and event attendance that lead to enrollment, using targeted, message-aligned ads across key platforms

Platform	Purpose	Targeting	KPI
School Guides (e.g. Niche, Private School Review)	Build trust + visibility where families search	Organic interest	Click-through rate, inquiry form fills
Google Search Ads	Capture high-intent search traffic (e.g., “best private school near me”)	Keyword-based	CTR, cost per lead, form submissions
Meta Ads (Facebook/Instagram)	Raise awareness + drive event sign-ups	Geo + demographic + interest targeting	Impressions, clicks, RSVPs

Social Media Branding

Visual Strategy

- Light, bright, real-life photos
- Warm, natural colors with pops of blue, yellow, green
- Show real moments: prayer, play, learning, friendship

Color palette



Content Categories

- 📷 Joyful moments in the classroom
- 📍 Jewish life and holidays
- 🎉 Events and celebrations
- 💬 Quotes from students, teachers, and parents
- 🧠 Learning in action
- 📅 July 17 Upcoming programs
- 📖 Curriculum highlights



Gordon and the Center

Gordon School is the primary entry point for many families into the Center for Jewish Life. By marketing Gordon, we are creating a halo effect that benefits the entire organization

Audience Cross Pollination

- Gordon campaigns (school guides, Google Ads, open house events) reach parents, grandparents, and extended family who may later engage in the Center's programs.
- Enrollment inquiries often convert into broader community participation — Shabbat dinners, holiday events, adult learning, and volunteer opportunities.

Strengthened Brand Identity

- Unified branding for Gordon and the Center creates a consistent look and message, making both instantly recognizable in the community.
- The success and reputation of Gordon enhance the Center's credibility as a place of excellence, warmth, and connection.

Community Foot Traffic

- School tour, performances, sports, and family programming bring people into the building, exposing them to other Center programs

Shared Marketing Channels

- Email lists, social followers and community networks overlap - campaigns for Gordon inevitably reach and remind people about other Center activities
- Cross promotions during Gordon Events (e.g., Shabbat Pasi3n, camps, enrichments, holidays) expand awareness of the Center

By investing in marketing for Gordon, we're not just filling classrooms - we're expanding the Center's reach, deepening relationships and creating a pipeline of steady members who connect with us far beyond school years.