A Child’s Eye View
A video experience tailored for Social Media

What is it for: A video experience tailored for Social Media, designed to be viral and to be shared

How: The Child’s Eye View is filmed, literally, from the perspective of a child moving through a school. While seeming to be free flowing the movement is highly choreographed, giving a prospective parent a 360 degree view of a school in under 60 seconds.

What is the purpose: You get to highlight key features of your school to parents with a highly engaging video tailored specifically for social media. Parents take a sub 60 second tour of the school from a ‘Child’s Eye View’. Parents gain an almost immediate understanding of the flavour of your school...

Who will see it? Your target audience. The Child’s Eye View is promoted on WSA.com’s social media network including our 40,000 Facebook followers. Using in-built FB marketing tools we can further expand that number to reach literally thousands of potential new parents for your school. Your school may also share the video on your social media channels...

Results: New leads, higher engagement levels with existing parents, raise the feel good factor about your school
A Day in the Life
Your school brought to life on the Web

What is it: A longer form video that goes into greater depth as to "why your school?", what defines it, makes it unique and what it offers that no others do.

How: As far as possible we go beyond to the look and feel of a school, how a parent and child feel as they walk through the main entrance gates and into the school. To do this we conduct interviews for the video with the principal, owner, teachers, students and parents, across key locations within the school.

What’s the purpose: To attract new students to the school, to convince parents why your school, to showcase what is best about your school.

Who will see it? The WhichSchoolAdvisor.com Day of the Life video is automatically positioned in our review of your school, is put on our FB pages, and can be provided to you for your Web site - with and without the WSA branding. In this way it can be treated as an “official” school video.

Note: As part of the Day in the Life video we also offer a sub 60 second video cut for your school for social media.

For advertising information and opportunities contact Maureen at maureenmcdonald@whichschooladvisor.com