

ACTIVE LANGUAGE LEARNING

MARKETING SECTION

2025

January 2025

This is a live document with continuous necessary updating where required.

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Marketing Policy

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Marketing at Active Language Learning

Promoting Quality, Culture & Community Since 1989

Our Marketing Philosophy

Marketing at Active Language Learning is about **sharing our story**: an independent, family-run Irish language school offering **face-to-face, immersive English experiences** in an upmarket coastal town that blends tradition, quality, and community. We focus on **building long-term relationships** with partners, agents, and students, not just selling courses.

Target Markets

- **Non-English-speaking countries**, especially in Europe, South America, and Asia
- **Agents and educational consultants** working with juniors and adult learners
- **Study-abroad partners** and institutions seeking quality-assured programmes
- **Returning students** and word-of-mouth referrals

Marketing Activities

1. Agent & Partner Engagement

We maintain strong global relationships through:

- One-on-one partner support
- Co-branded marketing materials (Online)
- Familiarisation (FAM) trips and school tours
- Regular newsletters and performance reviews

2. Trade Fairs & International Events

- Attendance at **60% of major high-end language study trade fairs** annually
- Representation through **ELE-Ireland** and other quality-endorsed networks
- Participation in **student recruitment missions** and educator expos

3. Digital Presence

- Modern, mobile-friendly **website** with course details, policies, and FAQs
- Active use of **social media** (Instagram, Facebook, LinkedIn) to showcase:
 1. Student life
 2. Cultural events
 3. School updates and offers
 4. Use of **SEO and content marketing** to increase visibility

4. Print Material

In line with our Green Initiative Police Active Language Learning has adopted a digital presence where possible on all marketing publications

5. Word of Mouth & Alumni

Encouraging returning students and referrals through:

- Alumni engagement
- Agent loyalty
- Student satisfaction-driven testimonials

6. Accreditation as a Marketing Tool

We proudly promote our credentials:

- **EAQUALS-accredited** for excellence in language education
- **TrustEd transition-ready**, demonstrating continuous quality assurance
- Recognised **PeopleCert exam centre**
- Founding member of **ELE-Ireland**, boosting international trust

7. Community-Based Marketing

We promote not just our school, but our **local economy** and culture:

- Highlighting our **100% in-house provision** - no online-only delivery
- Emphasising how our business **supports local families, services, and tourism**
- Featuring host family stories, local business partnerships, and Irish cultural elements

8. Future Focus Areas

- Expand digital campaigns in **emerging markets**
- Promote **seasonal and specialist programmes** (e.g. English + Culture, Mini-Stay Weeks)
- Develop **agent training portals** and **student referral incentives**
- Strengthen **data-driven marketing** via CRM and analytics tools

2. Overview of Learner Recruitment

Active Language Learning (ALL) employs multiple strategies to recruit students, leveraging and consolidating its 35-year history and established reputation as a trusted language school. The following methods contribute to attracting a diverse range of learners:

Agency Partnerships

- Long-standing relationships with reputable agencies have been cultivated over many years.
- Agents refer students who trust the school's quality, resulting in a consistent flow of learners.

Fairs and Exhibitions

- Marketing team members attend both physical and virtual fairs, locally and internationally.
- These events provide opportunities to connect with potential students and agents.
- Annual budgets are allocated by the Board of Directors to support travel and participation in these recruitment activities.

Word of Mouth

- Satisfied students often recommend ALL to friends, family, and colleagues.
- Positive testimonials and personal endorsements significantly contribute to new enrolments.

Familiarisation (Fam) Trips

- Hosting and participating in sector-specific familiarisation trips helps showcase ALL's facilities and learning environment.
- These trips build trust and rapport with prospective students, agents, and educational consultants.

Walk-Ins

- Many local learners, particularly au pairs, discover ALL by passing its visible street-level signage.
- On-the-spot inquiries and immediate enrolments are common in the part-time evening programs.

Renewals

- A significant portion of the student body comprises returning learners.
- Current students extending their courses or those transferring from other ELT (English Language Teaching) providers contribute to a stable enrolment base.

ELE Ireland

- Membership in ELE Ireland (a network of quality-focused schools) has opened a pathway to a new profile of students.
- The association's emphasis on quality and student-centered values aligns with ALL's mission, attracting learners who seek a reputable and supportive study environment.

By employing this multifaceted recruitment strategy, ALL sustains a dynamic, diverse student population and enhances its standing as a trusted language education provider.

3. The Pre-Course Experience

Active Language Learning (ALL) recognises that the period between enrolling in a course and starting classes is critical for learners' peace of mind and overall satisfaction. Many students have questions and concerns as they prepare to study in a new country—ranging from the structure of their chosen course and the school environment to host family accommodations and visa requirements.

To address these needs, ALL's marketing team provides timely, relevant, and detailed information as soon as a course is purchased. This proactive communication aims to set clear expectations and reassure learners about every aspect of their upcoming experience in Ireland. As part of this effort, ALL has developed an ALL-Info Pack, a comprehensive resource designed to guide students through the pre-arrival phase, ensuring a smooth, confident transition into their new learning journey.

3.4 The Active Language Learning Brand

Branding is a key component of Active Language Learning's identity, helping the school stand out in a competitive educational landscape. Recognising the importance of a cohesive and recognisable brand image, the school undertook a rebranding initiative. In 2016, it introduced the "We Love ALL" logo, designed to complement the existing ALL logo. This new visual element is part of a broader strategy to unify the design of all marketing materials into a single, modern aesthetic. By doing so, ALL aims to strengthen brand awareness, create a consistent visual identity, and reinforce the school's core values and welcoming culture. Having reached the 35 year milestone a new logo was created to identify and acknowledge this achievement.

The schools affinations and accreditations are also prominently displayed on marketing material



4. Active Language Learning Website

The website www.all.ie belongs to Active Language Learning, an English Language Teaching (ELT) school based in Dún Laoghaire, Co. Dublin, Ireland. The site is typically structured to provide prospective and current students with information on:

- **Courses Offered:** Details of various English language programs, including General English courses, Examination Preparation (e.g., Cambridge, IELTS), Junior and Adult courses, as well as Short-Stay and Long-Stay programs.
- **Accommodation Options:** Information on host family stays, student residences, and other housing arrangements to help international students find comfortable and suitable living environments during their studies.
- **School Facilities and Location:** An overview of the school's physical facilities, learning resources, and the surrounding environment, often accompanied by photographs, virtual tours, or videos.
- **Cultural and Social Activities:** Listings of social, cultural, and recreational activities organised by the school—city tours, local excursions, conversational clubs, and events designed to enhance language learning and cultural immersion.
- **Student Support Services:** Guidance on visas, travel arrangements, insurance, and general student welfare, often including frequently asked questions and downloadable resources.
- **Contact and Registration:** Contact forms, email addresses, phone numbers, and detailed instructions on how to enrol. Prospective students can request additional information, apply directly online, or seek guidance on choosing the right course.

For students, educators, or partners looking for high-quality English language education and support in Ireland, the **Active Language Learning** website serves as the primary resource for course details, enrolment procedures, accommodation arrangements, and information about the local community and cultural experience.

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Partners Agreement Policy

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Partners Agreement Policy

Active Language Learning

1. Parties to the Agreement

Active Language Learning,
78/79 Upper Georges Street,
Dun Laoghaire,
Co. Dublin,
Ireland.

&

[Partner/Agency Name],
Agency Address].

2. Purpose of Agreement

To outline the terms under which the Agent will promote, recruit, and refer students to Active Language Learning in a way that aligns with the school's values, quality assurance, and compliance requirements.

3. Responsibilities of the Agent

The Agent agrees to:

- Represent Active Language Learning honestly and professionally.
- Provide accurate and up-to-date promotional materials (digital or printed) approved by the school.
- Assist students with application procedures and visa documentation.
- Ensure students receive clear pre-arrival information (accommodation, arrival procedures, code of conduct).
- Comply with GDPR and local data protection regulations.
- Abide by Irish and EU guidelines on ethical student recruitment.

4. Responsibilities of Active Language Learning

The School agrees to:

- Provide accurate marketing materials and regular updates.
- Notify the Agent of any changes to pricing, courses, or services.
- Support visa letters and confirmations where required.
- Pay agreed commission within 30 days of invoice receipt (see Section 6).

5. Commission & Payment Terms

- Commission is payable **only** on students who attend and pay in full.
- Standard commission rate: **[insert %]** on tuition fees (unless otherwise agreed).
- No commission is paid on accommodation, exam fees, registration, or material costs unless otherwise agreed in writing.
- Invoices should be submitted once the student has arrived and paid in full.

6. Agreement Term & Termination

- This agreement is valid for **12 months** from the signing date and is renewable by mutual agreement.
- Either party may terminate the agreement with **30 days' written notice**.
- Termination does not affect any obligations accrued before the date of termination.

7. Code of Conduct & Brand Protection

- Agents must not make false claims or misrepresent the school.
- Active Language Learning reserves the right to terminate the agreement if the agent:
 1. Recruits in unethical ways
 2. Damages the school's reputation
 3. Fails to protect students' interests
- Agents are expected to maintain the high-quality image of Active Language Learning, as an EAQUALS-accredited and TrustEd-transitioning Irish school.

8. Confidentiality

Both parties agree to keep all commercial terms and student data confidential and not disclose to third parties without written consent.

9. Sustainability & Ethical Practices

Active Language Learning encourages its partners to:

- Reduce use of printed materials where possible.
- Share digital brochures via QR codes or online platforms.
- Promote the school's sustainability efforts honestly and supportively.

10. Signatures

Active Language Learning

Name:

Title:

Date:

AGENT / PARTNER

Name:

Title:

Date: