



THE
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GROUP

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Case Study



Using Segmentation to Improve Marketing Effectiveness for Jewish Day School Enrollment in the Midwest



The Challenge

Shifting realities within the world of Jewish Day Schools – including high cost, millennials’ differing priorities, and the emergence of new/more appealing education options – continue to increase the challenges associated with recruiting and retaining students. Recognizing the importance of Day Schools to an enduring Jewish future, the Partnership for Excellence in Jewish Education (PEJE) [now part of Prizmah] wished to use its successful market segmentation approach to recruitment in assisting a group of Jewish Day Schools in a major Midwest market and improving their recruitment outcomes.

PEJE knew that without segment-specific information, a school’s ability to undertake segment-based marketing would be limited. To fill the information gap for these Jewish Day Schools, PEJE engaged The Melior Group to develop segment-specific information and marketing strategies to help grow enrollment at each school.

The Process

The Melior Group used in-depth interviews to obtain needed information from the various target market segments, The Melior Group explored key issues including:

- Educational needs/priorities and the school selection decision process;
- Experience with/attitude towards Jewish Day school enrollment;
- Factors encouraging/discouraging enrollment in Jewish Day School;
- Competitive environment in which the school operates; and
- Brand image of each school.

This information was then distilled into actionable recommendations to guide future recruitment efforts.

The Outcome

The research provided each school with specific information about its market, competitive positioning, and brand image. It also identified options for improving messaging, collaboration, and distinctive competencies in order to increase the appeal of Jewish Day School to the target markets identified by each school.

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