



Digital Empowerment Solution



Supporting your school

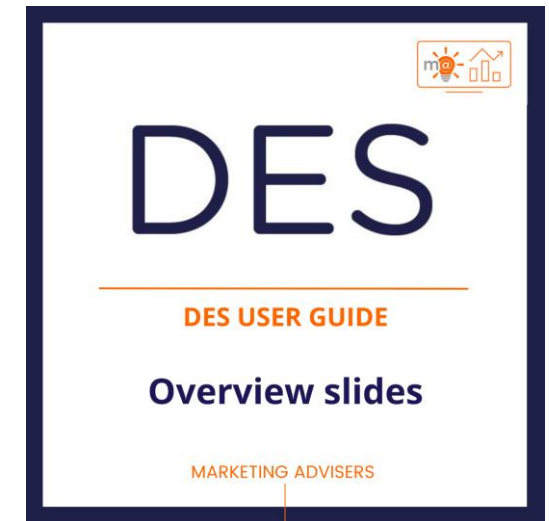
Overview of the DES platform with slides.

Welcome to DES

Digital Empowerment Solution

A personalised online dashboard tool to simplify the planning, posting, reviewing and the reporting of **social media, web/blogs, and online ads activity**.

Together with the **DES AI Engine, MA guidance, Google Reviews & News Alerts** to support schools and trusts.



Plan ➡ Activate ➡ Analyse ➡ Report ➡ Grow





Let **DES** support you...

Online support service & tools for keeping your digital activity and stats reporting in one place.

The **Digital Empowerment Solution (DES)** –

For planning, posting, reviewing and adjusting web, social media, online Ads with powerful analytic reporting.

With the **DES AI Engine**, as your assistant marketer.

DES by Marketing Advisers (MA) offers guidance, templates & content to support your campaigns, bringing consistency to help your organisation to **Shine even brighter**.

#GoDES

Digital Solution
Learn More



Key features to help support

- 1. SAVE TIME & BE MORE EFFICIENT**
One simple and intuitive platform to track all of your digital channels and to automatically publish content to all of your social media profiles. *Save 6 hours per week.**
- 2. EASY-TO-USE & COST EFFECTIVE**
A **user-friendly platform**, with intuitive navigation and a **simple calendar interface**. DES makes managing your digital communications **affordable and enables seamless teamwork**.
*40% less than a mainstream social media service.**
- 3. ACTIONABLE INSIGHTS & ANALYTICS**
Gain new insights, be data driven through **powerful analytics**, track your **website visitor data & social media output** to improve results. Set-up your **comparison school tracking**. Incorporate **online adverts** to reach & engage your audience.
- 4. GUIDANCE & TEMPLATES**
Use the **MA Templates and Guidance documents** to **support learning and strengthen** your campaign activity.
DES User Guides help you get the most from the service.
- 5. DES AI ENGINE & GOOGLE REVIEWS + NEWS**
DES AI Engine, the school marketer's assistant for support and guidance.
Google Reviews and **News Alerts** to help keep up-to-date with your reviews & latest UK school news online.

** Based on details presented at the 2024 AMCIS Conference.
Price comparison is based on the Hootsuite Professional level service (as at June '24).*



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#GoDES

Digital Solution
Learn More



Username or Email

Password

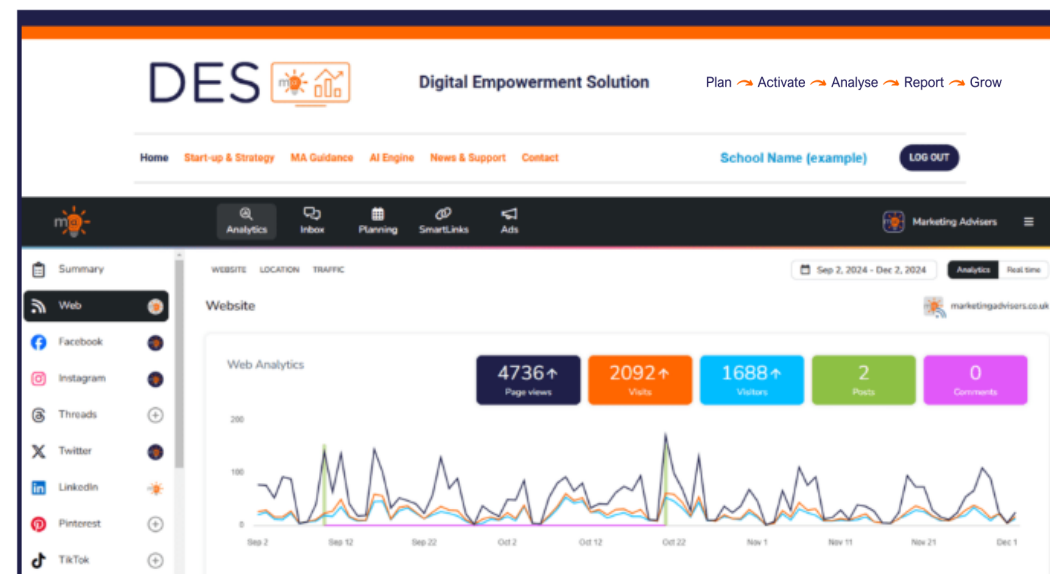
☐ Show password

☐ Remember Me

Log In

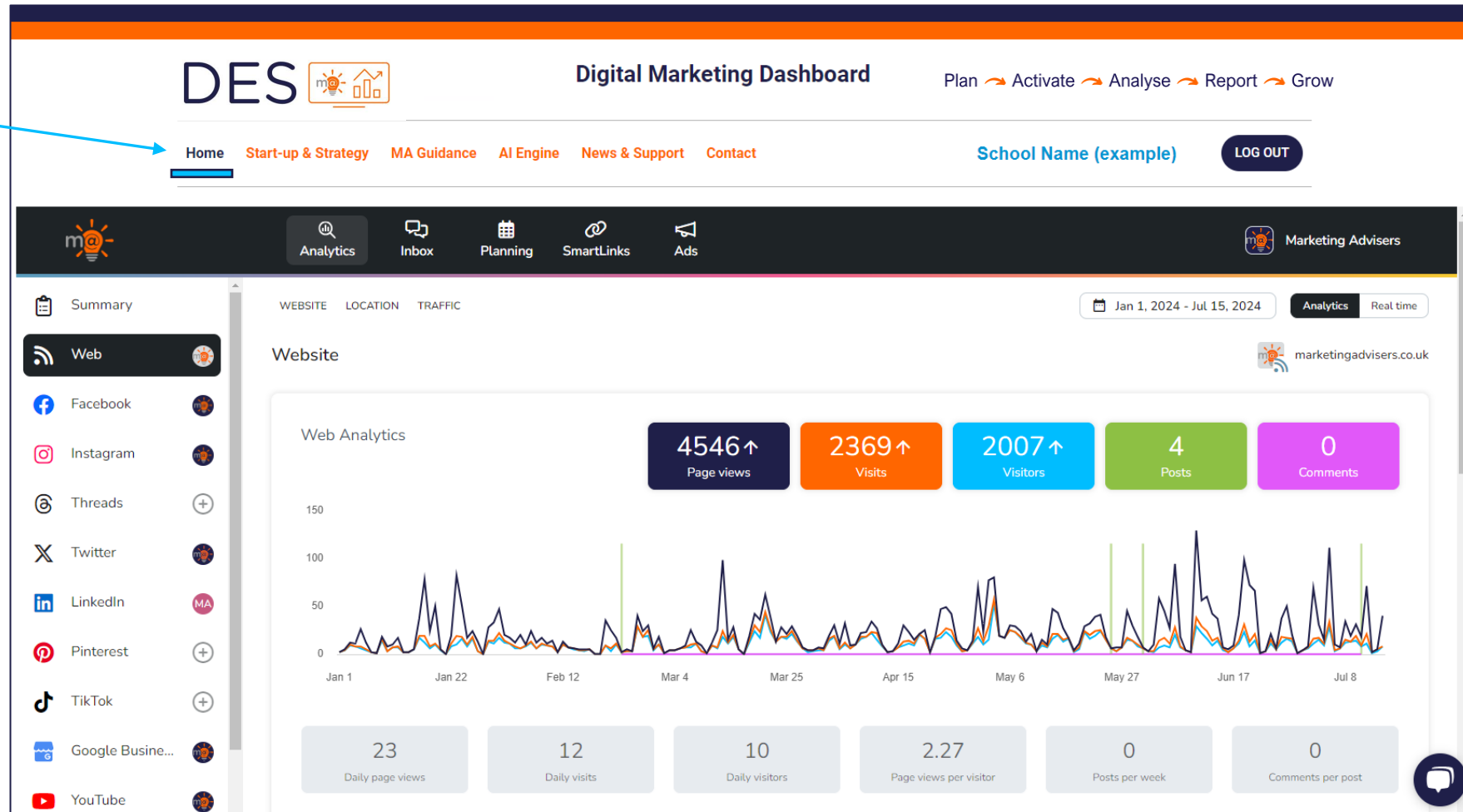
[Forgot Password?](#)

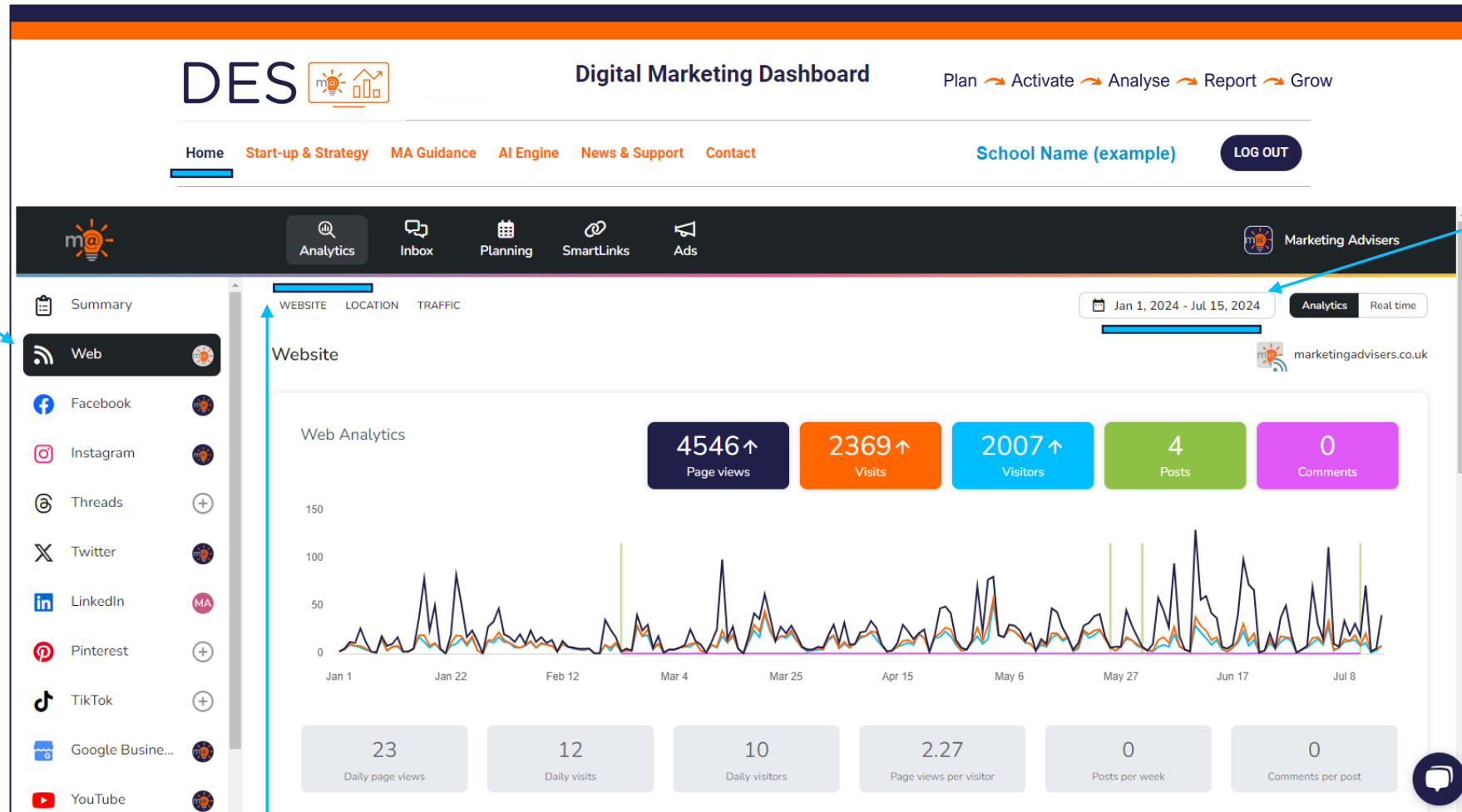
[Join Us](#)



Main Navigation Bar - example shows the dashboard defaulting on the **Home** page.

Home page will provide access to all the **planning & analytics** features





Web Tracking

This is currently selected, as indicated by the black box. This page displays all website visitor data.

Calendar

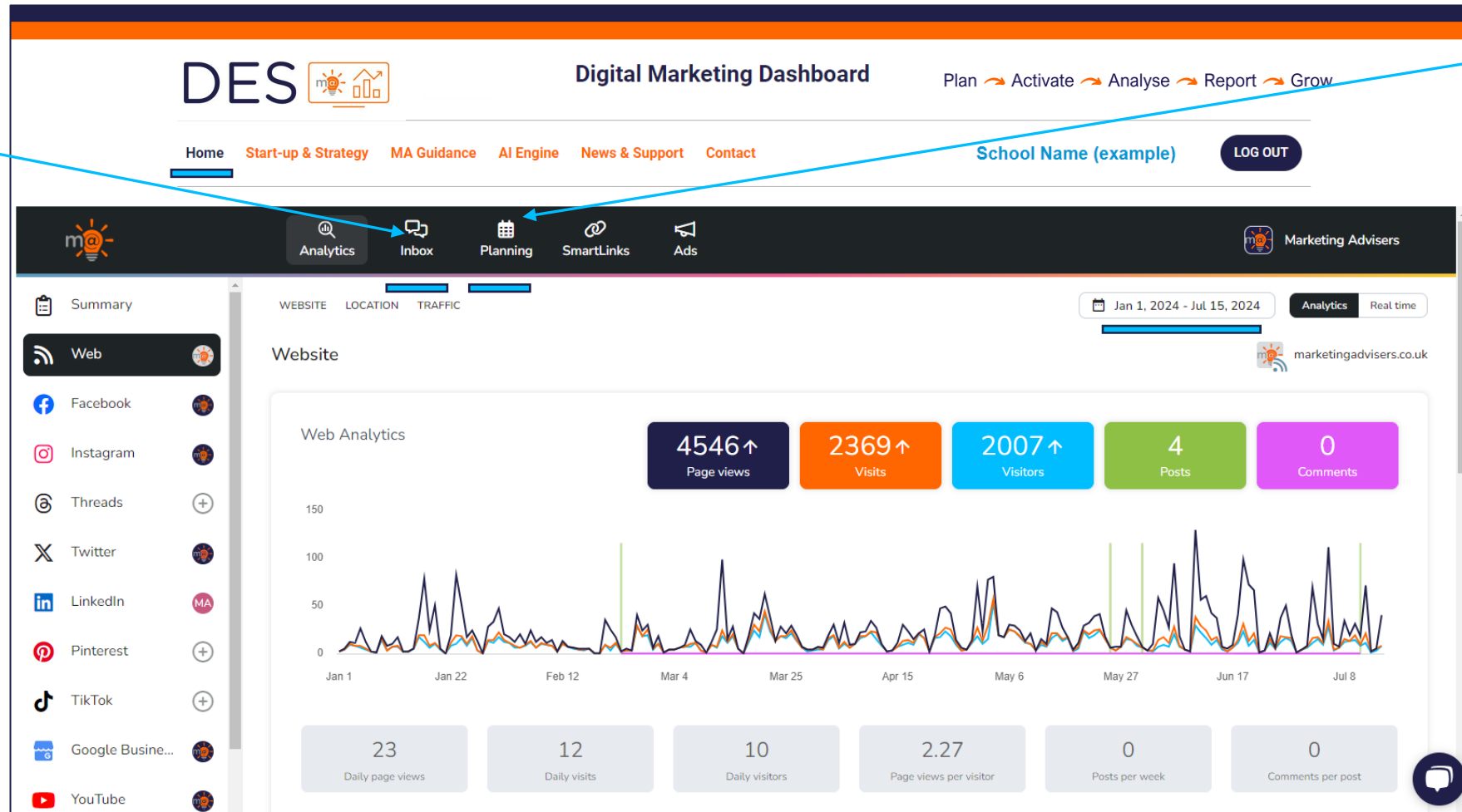
Click on this to open it and select your chosen date range.

Analytics

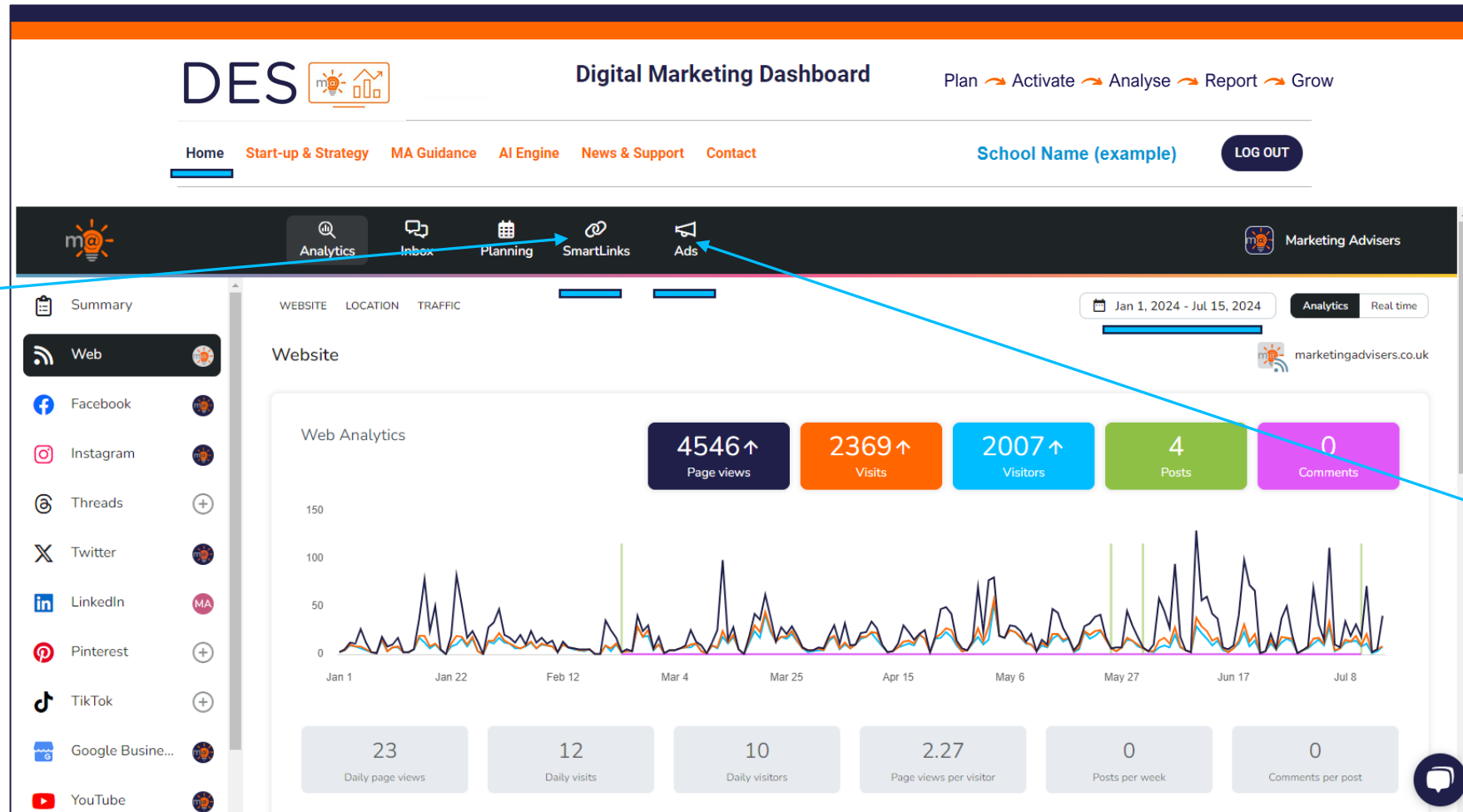
This tab is currently selected as indicated by the box outline. Here you can monitor all your analytical data for your connected channel platform.

Inbox

Review and reply to messages (Direct or comments) across your social media channels.



Planning
Plan out and create your social media posts & tracking here.

**SmartLinks**

Use links to direct your audience to different parts of your website.

Use the feature (web link) in the **Bio for Instagram**.

Online Ads
Monitor and even create your Ads for Meta and Google.

DES

SmartLinks

Here's an example
of what your **SmartLinks**
can look like once
created.



Marketing Advisers

MA for Schools and Trusts

MA Team Advisers

Learn More About DES

Our Services

About Us

Contact us



SmartLinks for social media bio's and
for use within posts.

Dedicated URL to get your
customer to a website page/section
quickly.

Think Linktree but set, managed
and reported on all within the
platform.

Planning

This is the planning section. You will see that this is one large planning calendar that allows you to **plan, create and schedule your content** for your social media channels.

The screenshot displays the DES Digital Marketing Dashboard. The top navigation bar includes the DES logo, a 'Digital Marketing Dashboard' title, and a sequence of steps: Plan → Activate → Analyse → Report → Grow. Below this, a secondary navigation bar lists various sections: Home, Start-up & Strategy, MA Guidance, AI Engine, News & Support, and Contact. A user profile section shows 'School Name (example)' and a 'LOG OUT' button. The main interface features a dark sidebar with icons for Analytics, Inbox, Planning (highlighted with a blue bar), SmartLinks, and Ads. The central area is titled 'Calendar' and includes tabs for 'List' and 'Autolists'. A search bar and a 'Today' button are present. The main content is a large calendar grid showing dates from Sunday to Saturday. Each day's column contains a vertical timeline from 8:00am to 4:00pm, with percentage values (e.g., 70%, 64%, 80%) indicating activity levels. A modal window is open over the calendar, showing a Facebook post creation interface. The modal includes a Facebook logo, a 'Published' status, a timestamp of 'Jul 11, 2024 9:30 AM', and a text area with the message: 'As schools wrap up the fast-paced summer term, we're reminded that the journey of learning and growth is always ongoing ...'. Below the text are image thumbnails and a '9:30 AM' timestamp. The modal also features a 'Best times' dropdown and a '+ Create post' button. A blue arrow points from the 'Planning' sidebar icon to the calendar grid, and another blue arrow points from the 'Create post' button in the modal to the text 'Create New Post' below the screenshot.

	7 Sunday	8 Monday	9 Tuesday	10 Wednesday	11 Thursday	12 Friday	13 Saturday
8:00am	70%	64%	80%	70%	60%	60%	70%
9:00am	80%	60%	64%	80%	84%	74%	74%
10:00am	80%	70%	67%	77%	74%	60%	60%
11:00am	77%	77%	77%	70%	54%	74%	74%
12:00pm	54%	70%	70%	70%	87%	67%	67%
1:00pm	74%	64%	57%	77%	50%	60%	60%
2:00pm	74%	67%	60%	60%	74%	74%	57%
3:00pm	57%	67%	54%	77%	64%	60%	57%
4:00pm							

Create New Post

Create your **social media post** across all channels.

Creating your social media post.

Edit By Network
Edit your post for each individual platform separately.

Boost This Post
Advertise a post without having to go through all the steps as you would with Facebook/Google Ads. Just enter in your budget.

The screenshot displays the DES Digital Marketing Dashboard. The top navigation bar includes the DES logo, the title 'Digital Marketing Dashboard', and a progress bar with steps: Plan, Activate, Analyse, Report, and Grow. Below this, a secondary navigation bar lists links: Home, Start-up & Strategy, MA Guidance, AI Engine, News & Support, and Contact. A 'School Name (example)' field and a 'LOG OUT' button are located on the right. The main interface shows a 'Draft' post titled 'DES (Digital Empowerment Solution) for schools to help bring all your digital activity together.' with hashtags #GoDES and #DESforSchools. A preview of the post is shown on the right, featuring a chalkboard graphic with the text 'SUCCESS -> go get it ->'. At the bottom, there are options to 'Save as draft', 'Send to review', 'Schedule', and 'Publish now'. A 'Boost this post' toggle is also visible.

Schedule or Publish now

Set a date and time for publishing your post(s) or publish immediately or send to review.

Start-Up

This link will open the Start-up with DES Quick Start Guide to get you orientated. Also find a helpful **10-Point Plan** to help support you with your digital activity planning & campaigns.

Content Calendar Planner

This is where you can retrieve the annual planner in PDF, Canva template and/or import to DES.

The screenshot displays the DES Digital Empowerment Solution website. The header includes the DES logo, the title "Digital Empowerment Solution", and a navigation bar with links: Plan, Activate, Analyse, Report, and Grow. Below the header is a secondary navigation bar with links: Home, Start-up & Strategy (highlighted), MA Guidance, AI Engine, News & Support, and Contact. On the right of this bar is a "Your School Name" field and a "LOG OUT" button.

Start-up & Strategy

Welcome to your DES Digital strategy section, to help get you started on your DES journey and get the best from the service to work towards achieving your digital marketing objectives.

Start your DES journey by gaining insights around your brand as viewed online – see details below to run your school **Brand Strategy Review (BSR)** insights report.

- ▶ Start Up Guidance
- ▶ School Content Calendar Planner

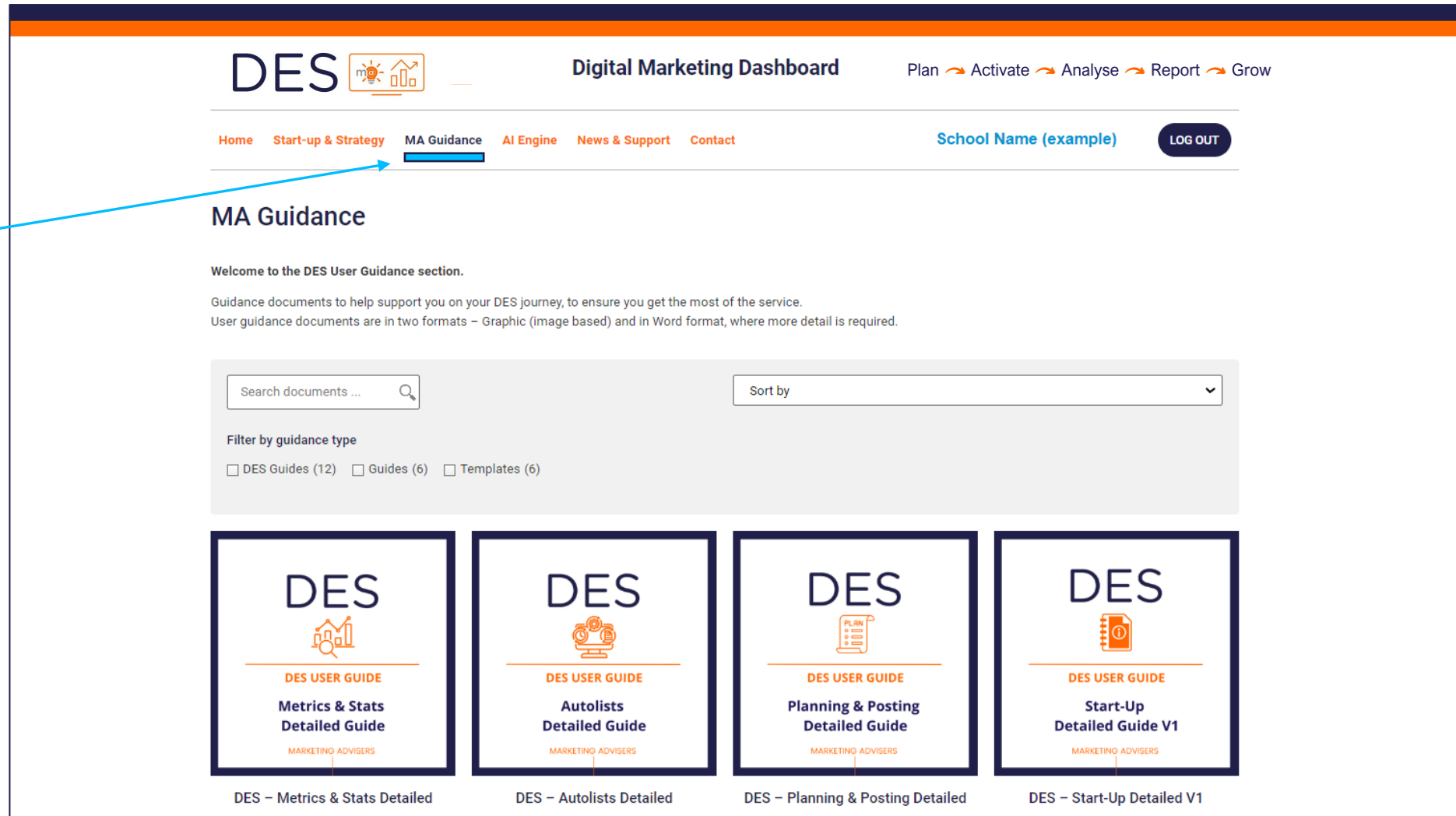
School Content Calendar Planner.

See the **MA Guidance** section for the latest available Content Calendar resource to download. The calendar contains school **keys dates** and **sector activity** to help plan out your online activity.

- **Canva template** (click on the image below)
- **Import direct into DES planner** (via CSV doc) – see the **MA Guidance** tab – search "calendar" for the resource support.

The image shows a "SCHOOL MARKETING PLANNER 2024 - 2025" calendar. It is a grid-based planner with months from January to December. The grid contains various colored squares (red, blue, yellow, green) representing different marketing activities or events. The planner is branded with the DES logo and includes contact information for Marketing Advisers at the bottom.

MA Guidance
This is where
you will find
downloadable
user guidance
documentation.



DES  **Digital Marketing Dashboard** Plan → Activate → Analyse → Report → Grow

Home Start-up & Strategy **MA Guidance** AI Engine News & Support Contact School Name (example) LOG OUT

MA Guidance

Welcome to the DES User Guidance section.

Guidance documents to help support you on your DES journey, to ensure you get the most of the service.
User guidance documents are in two formats – Graphic (image based) and in Word format, where more detail is required.

Search documents ...  Sort by 

Filter by guidance type

☐ DES Guides (12) ☐ Guides (6) ☐ Templates (6)



DES USER GUIDE

**Metrics & Stats
Detailed Guide**

MARKETING ADVISERS

DES – Metrics & Stats Detailed



DES USER GUIDE

**Autolists
Detailed Guide**

MARKETING ADVISERS

DES – Autolists Detailed



DES USER GUIDE

**Planning & Posting
Detailed Guide**

MARKETING ADVISERS

DES – Planning & Posting Detailed



DES USER GUIDE

**Start-Up
Detailed Guide V1**

MARKETING ADVISERS

DES – Start-Up Detailed V1

AI Engine (DES)

This is where you will find our DES AI Engine.

Using OpenAI we have tailored, and context prompted our AI Engine to think like a school marketer's assistant.

DES  **Digital Marketing Dashboard** Plan → Activate → Analyse → Report → Grow

Home Start-up & Strategy MA Guidance **AI Engine** News & Support Contact School Name (example) LOG OUT

AI Engine

Welcome to the DES AI Engine

DES AI Engine (GPT-4o Beta service) – the DES AI Chat Engine is available to support your content creation and questions. Context programmed to support the digital marketer. To understand how DES AI functions – [learn more](#).

[+ Start New Discussion](#)

Absolutely! It's important to communicate effectively about such...

The largest school in the UK by pupil numbers is the City of Lon...

I'm glad you're interested in keeping things organised! However...

Open morning support - ready to help! If you're planning open ...

Great choice! Are you looking for tips on how to enhance your sc...

DES: Hi! A welcome from DES, how can I help you?

User: Can you help support my small prep school to create a series of social media posts, which will lead into our bigger blog post, around the damaging effects that the newly announced adding of VAT to fees (on 1st January 2025), imposed by the new labour UK government, will have?

DES: Absolutely! It's important to communicate effectively about such significant changes. Here's a suggested approach for your social media posts leading up to the blog:

- 1. Informative Post:** Start with an introductory post explaining the announcement of VAT on school fees. Use visuals or infographics to highlight key points about what VAT is and why it matters to your pupils and their families.
- 2. Impact Highlight:** Share a post focusing on how this change will affect families financially. You could use testimonials or quotes from parents to add a personal touch.
- 3. Call to Action:** Create a post encouraging your community to share their thoughts and experiences regarding school fees. This can foster engagement and make them feel involved.
- 4. Preview Blog Content:** Tease the upcoming blog post with a graphic or quote that encapsulates the main argument or an interesting statistic, encouraging followers to stay tuned for more information.
- 5. Post Blog Announcement:** Once your blog is live, share a link with a brief summary of the content and a compelling reason why followers should read it, such as tips on how families can prepare for the changes.

Remember to keep your tone supportive and community-focused, and use relevant hashtags to reach a wider audience.

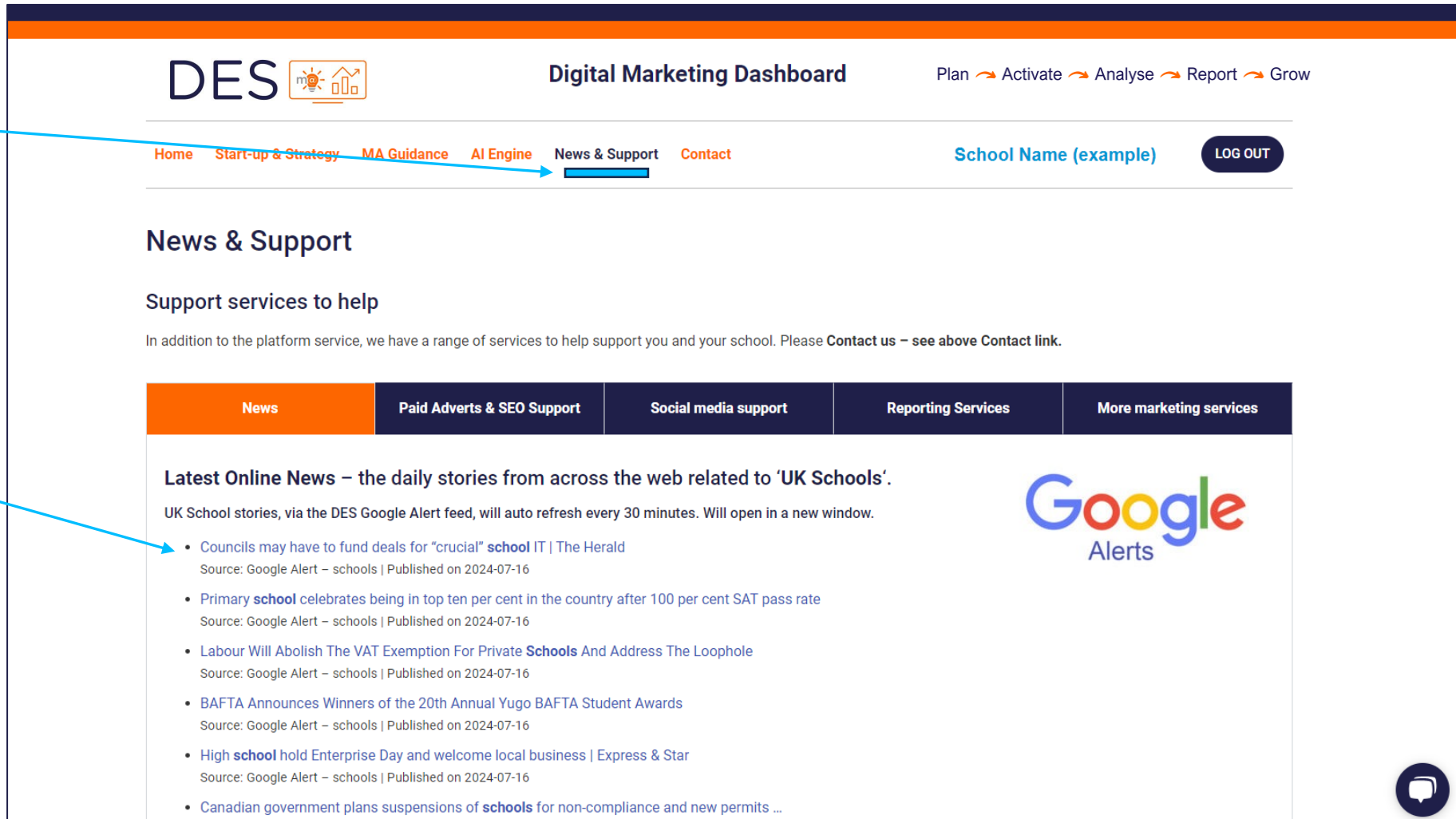
And don't forget, you can use the live DES service to help plan and schedule these posts, ensuring they reach the right audience at the right time! If you need more ideas or specific content, feel free to ask!

Type your message... Clear

News & Support

This is where you will find all the latest news stories from Google Alerts within the UK school sector.

Great to both keep up to date and check for any topics that you can use to create social media content.



DES  **Digital Marketing Dashboard** Plan → Activate → Analyse → Report → Grow

Home Start-up & Strategy MA Guidance AI Engine **News & Support** Contact School Name (example) LOG OUT

News & Support

Support services to help

In addition to the platform service, we have a range of services to help support you and your school. Please **Contact us** – see above **Contact** link.

News	Paid Adverts & SEO Support	Social media support	Reporting Services	More marketing services
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Latest Online News – the daily stories from across the web related to 'UK Schools'.

UK School stories, via the DES Google Alert feed, will auto refresh every 30 minutes. Will open in a new window.

- Councils may have to fund deals for "crucial" **school** IT | The Herald
Source: Google Alert – schools | Published on 2024-07-16
- Primary **school** celebrates being in top ten per cent in the country after 100 per cent SAT pass rate
Source: Google Alert – schools | Published on 2024-07-16
- Labour Will Abolish The VAT Exemption For Private **Schools** And Address The Loophole
Source: Google Alert – schools | Published on 2024-07-16
- BAFTA Announces Winners of the 20th Annual Yugo BAFTA Student Awards
Source: Google Alert – schools | Published on 2024-07-16
- High **school** hold Enterprise Day and welcome local business | Express & Star
Source: Google Alert – schools | Published on 2024-07-16
- Canadian government plans suspensions of **schools** for non-compliance and new permits ...





Reporting

output across all digital channels.

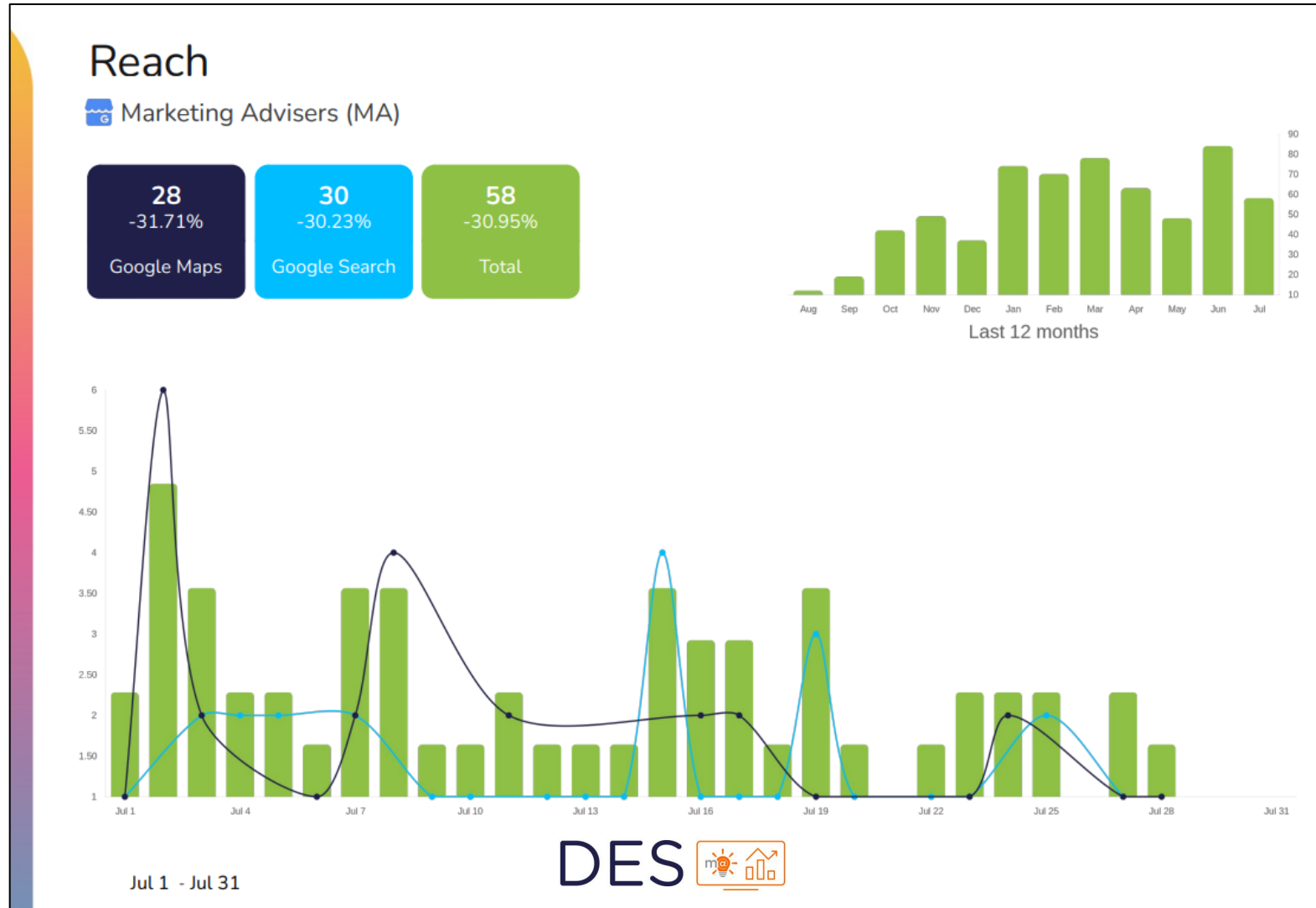
Output your personalised report in either **PDF or Power Point**.

**Report example:****LinkedIn.**

Community growth graph, highlighting the month-on-month comparison.

Reporting
output across all
digital channels.

Output your
personalised
report in either
**PDF or Power
Point.**



Report Example:

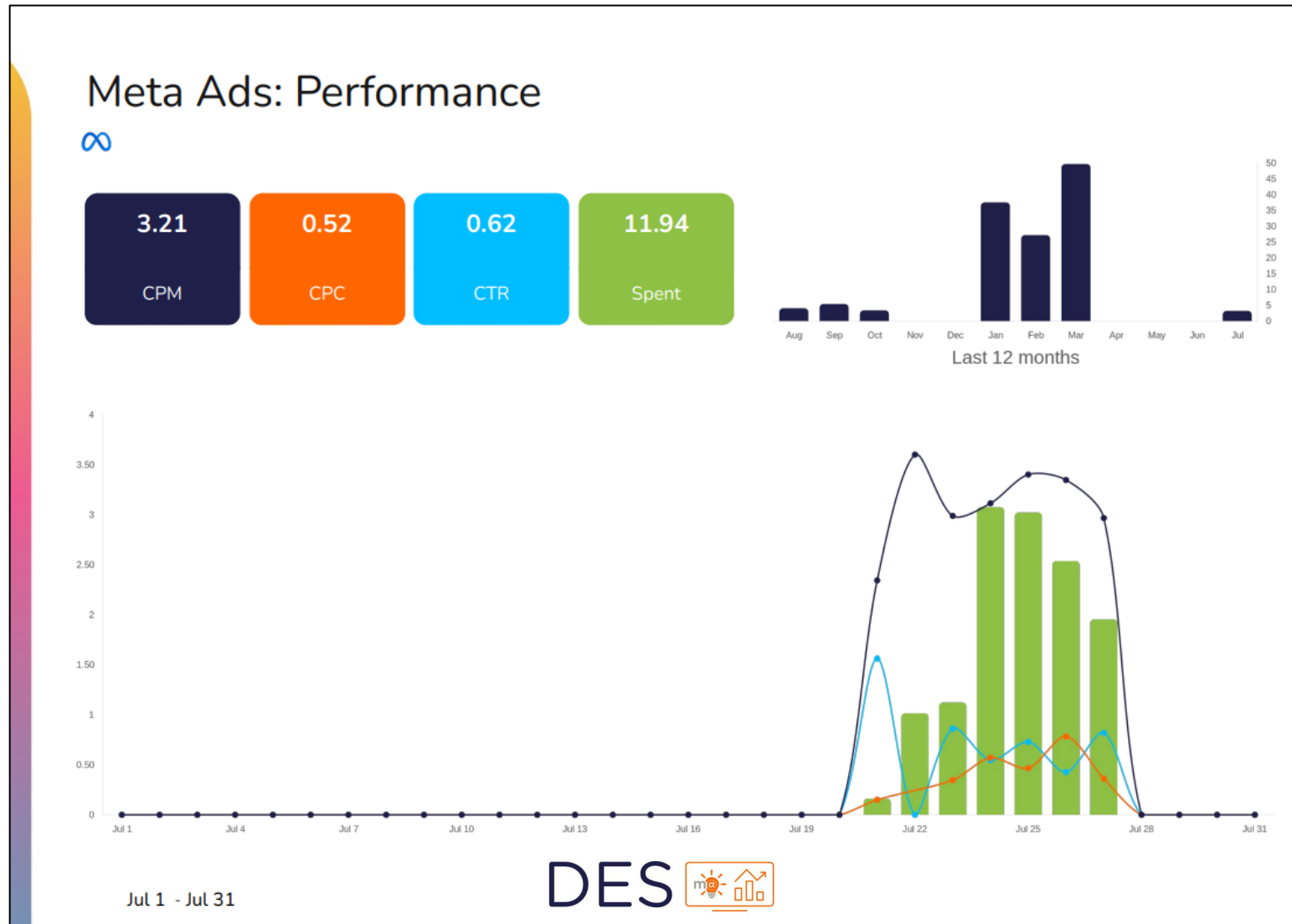
Google Business Profile.

Reach across the
Google assets,
highlighting the
month-on-month
comparison.

Reporting

output across all digital channels.

Output your personalised report in either **PDF or Power Point**.

**Report Example:****Meta Ads.**

Performance across the Meta channel connected. Helping to highlight effectiveness over the month and last 12 months.

DES - Digital Empowerment Solution.

Supporting schools with a personalised online dashboard tool to simplify the planning, posting, reviewing and the reporting of **social media, web/blogs, and online ads** activity.

Together with the **DES AI Engine, MA guidance and Google Reviews & News Alerts** - to help guide your school with their digital marketing activity.



Feedback - DES Schools...

I've really enjoyed using the DES platform and shall continue to use for our content planning, sharing and reporting. In terms of product enhancements, we love the competitor overview feature, it's so helpful.

Summer Fields, Oxford



I have been working on the DES platform, which I love by the way... DES has transformed the way we manage our digital marketing channels, providing invaluable insights and saving us precious time.

Charlotte House, Hertfordshire.



Using DES has saved us a huge amount of time and has made scheduling and approving content with the team seamless. The new AI function helps to speed things up further, assisting in the moments of need...

St Peter's, York



What a lot of valuable info! The templates and guidance documents are invaluable – I wish I had had access to these when I first started in the role – it would have saved me a good deal of time...

Tockington Manor, Bristol



DES has been an eye opener allowing us to see all our platforms (Facebook, Instagram, X, LinkedIn, our website) in one place! No more logging into each one individually to collate reports, as the in-built reporting function is very effective and super easy to use. I'd recommend it to any school marketing department that wants to take a holistic view of their digital activity.

Clares Court, Berkshire



Canford, Dorset

DES feedback from schools

School Website & Social Media Management:

"Tools like Hootsuite previously have been helpful for managing your school's social media presence, but their prices/costs have escalated hugely, without built-in AI functionalities or website visitor data management.

I commend the new DES digital integration platform for schools which does, and yet at a fraction of the price".

**Academic Principal,
James Wilding –
Chair of AMCIS AI Webinar#2
(AI in schools now)**

2024-25