

Marketing & *Enrollment*



Helping Christian school leaders tell the right people the right stories in the right ways to meet their enrollment goals.

Why you should take tuition off your website:



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- **Philosophical**

- It communicates that money comes before ministry.
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 - It's your best "item of value" for getting families to contact you.
 - It prevents "secret shoppers."
- **Financial**
 - It doesn't tell the whole story.
 - It positions your school as a commodity.
 - It encourages families to shop price over value.

Tuition on the Website?

“Since our attendance at the January Marketing Boot Camp, we have seen results that are directly related and quantifiable. Before we even left the boot camp, we were already making changes and updates to our website.

The **single biggest decision was to remove the tuition schedule and force people to contact us for that information.** Just last week our digital marketing team reported a noticeable uptick in all of our analytics. **Our 'click-through-rate' (CTR) is above an astounding 13%, where normally a good average would be between 1.8 and 2.5!**

While we were already seeing numbers we had not seen in years within every category (Inquiries, Tours, Applications, Acceptance and Enrollment), there has been an additional increase of almost 16% since removing the tuition schedule.”



Digital Marketing

HF

New Family Digital Marketing Goals

PRIMARY GOAL:

Generate leads and get them in the building.

- Primary Call-to-Action: “Call or Visit”
(*not* “Email Us” or “Learn More”)
- Use information as a hook.
- **SECONDARY GOAL:** Presell the undecided.
 - ◆ Make a case for Christian education.



ABOUT ▾

ACADEMICS ▾

ADMISSIONS ▾

FAITH BUILDING

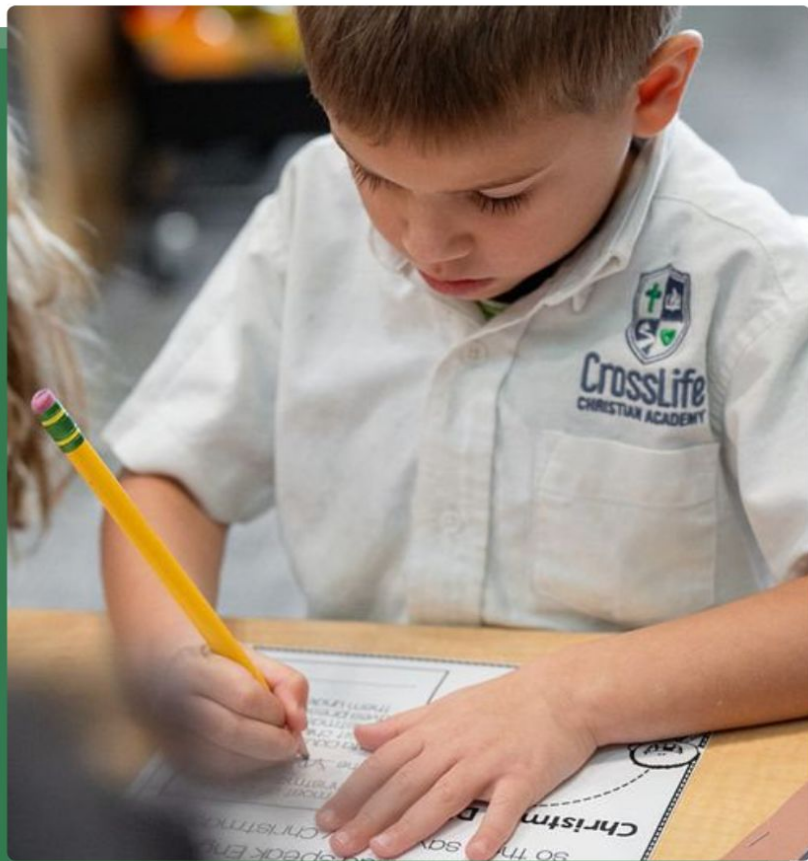
PLAN A VISIT

Developing the Courageous Leaders of Tomorrow

CROSSLIFE CHRISTIAN ACADEMY - A PREK 3 - 4TH GRADE CHRISTIAN SCHOOL IN PFLUGERVILLE, TX

SCHEDULE A VISIT

DISCOVER CROSSLIFE



Give your child a solid foundation and a quality education.

As your child's mind is expanding during the formative years, both their academic and moral compasses are being set. That's why it's so important that their hearts and minds be trained in a community that aligns with your beliefs and values.

At CrossLife, **we're on your team.** Our teachers are focused on developing a passion and love for learning in your child. Like you, we want your child to be courageous and successful in every area of life. That's why our teachers are committed to developing each student's knowledge, skills, and character.

We invite you to schedule a tour and **discover what it means to be a CrossLife Lion!**

[SCHEDULE A VISIT](#)

Join the Pride of CrossLife Lions



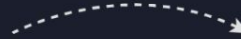
Schedule a Visit

During this visit, we want to learn about your family and answer your questions about CrossLife.



Apply for Enrollment

We'll guide you through each step of our online application process.



Become a Lion

We'll give your child every opportunity to develop and thrive in academics and beyond.

Lead Generation Tips

- **TIP #1:** Don't give them a reason to **say no**.
- **TIP #2:** Don't give them a reason to **stay home**.
Generate leads and get them in the building.
- **STRATEGY:** Two platforms or places:
 - ◆ Prospective Families - generating leads
 - ◆ Current Families - customer service

Email Marketing

- Offer something of value in exchange for an email address.
- Don't ask for more info than you need.
- Create a drip campaign to **turn inquiries into visits.**
- Build on the campaign to **nurture relationships.**

The Rock School

Welcome!

Dear Jim,

Thank you for your interest in The Rock School.

It is our experience that the best decision is made when both parents visit our campus for an education consultation. This is a great opportunity to tour our facility, meet some of our staff, and learn more about the specific programs that we offer and how they will benefit your child.

We offer appointments daily and we'll gladly provide a free, no-obligation consultation to discuss your child's specific educational needs and objectives. This is a fact-finding mission for parents, so you won't encounter any pushy sales tactics.

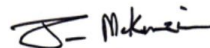
We award over \$350,000 in financial aid to families each year. We'll tell you how to apply for one of our financial aid programs during your visit.

The admissions process is ongoing. Applications are reviewed by our admissions team as they are received. Classes are filled on a first-come basis. To review the materials you requested, please click on these links:

[School Profile](#)
[Preschool Fact Sheet](#)
[Tuition Schedule](#)
[Elementary \(K-6\) Application](#)
[Middle & High School \(7-12\) Application](#)

Call (352) 331-7625 to schedule your appointment and find out the difference an education from The Rock School can make.

Connecting Faith, Family, & Education,



Jim McKenzie, Principal

email: jmckenzie@trsonline.org
phone: 352-331-7625
web: <http://www.therocklions.com>

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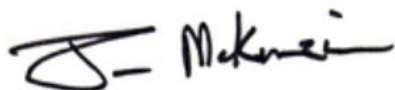
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Social Media

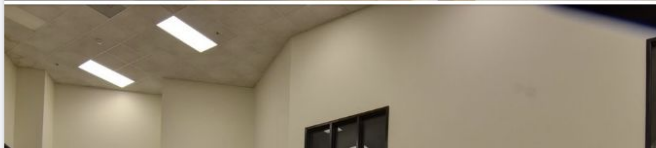
→ **Empower Word-of-Mouth:**

- ◆ Online WOM is less effective than offline WOM, but can't be ignored.
- ◆ Reviews = WOM
- ◆ Shared posts = WOM
- ◆ Recommendations in FB Groups = WOM

→ **Reinforce the Brand** & Show the Promise Delivered

→ **Strive for a 10:1 Ratio:** 10 Engaging : 1 Informational

██████████ is the largest ministry of ██████████ with an average student population of over 635 students and 80+ faculty and staff. SCA is a Kingdom Education school with a vision to share the good news of Jesus in a college preparatory environment. ██████████ is accredited by AdvanceEd/COGNIA and SCISA and has graduated over 390 students since 2005. SCA boasts a 100 percent graduation rate and graduates have atten... [See more](#)



[REDACTED] is the largest ministry of [REDACTED] with an average student population of over 635 students and 80+ faculty and staff. [REDACTED] is a Kingdom Education school with a vision to share the good news of Jesus in a college preparatory environment. [REDACTED] is accredited by AdvanceEd/COGNIA and SCISA and has graduated over 390 students since 2005. [REDACTED] boasts a 100 percent graduation rate and graduates have attended 40+ colleges and universities across the United States. Its family atmosphere, Biblical worldview perspective and state championship athletics, along with a second to none academically challenging environment make [REDACTED] a leading educational hub in the Upstate of South Carolina.

[REDACTED] is currently in search of classroom teachers and assistants for grades 5K through 4th as a result of our current expansion phase. Qualified applicants should:

- Have a desire to impact the lives of young people
- Profess a saving knowledge of Jesus Christ
- Have a Bachelor's degree in the desired subject area and teaching experience in an elementary setting
- Interested applicants should send a current resume to [REDACTED] Resumes will continue to be received until the position is filled.

 Top fan

Jay Tickle

Friendly suggestion: Put "We're Hiring" or something like that at the **start** of the post. Many (probably **most**) prospective applicants won't read the whole post to discover the main point. 😊



HF

Website Examples

COMING SOON



Westside
CHRISTIAN SCHOOL

WESTSIDECHRISTIAN.SCHOOL



**Westside Baptist Church is in
Gainesville, FL.**

2d · 🌐

We are so excited to announce Westside
Christian School, coming soon!! Visit
www.westsidechristian.school... See more

COMING SOON



Westside
CHRISTIAN SCHOOL

LEARN MORE



WESTSIDECHRISTIAN.SCHOOL



159

19 comments 43 shares



GRADES K-8

Imagine your child with the biggest smile, walking
into a classroom, excited for another day of
learning. Imagine that classroom as a place that
truly cares about every aspect of your child's life.

WESTSIDECHRISTIAN.SCHOOL

Brad Burklew has been a long time member of Westside Baptist Church and a teacher and principal in Alachua County Public Schools for several years.

REQUEST ADDITIONAL INFORMATION

Fill out a short form and we'll email you additional information about Westside Christian School, including our Tuition Schedule, enrollment guidelines, and an invitation to a campus tour and Open House.

REQUEST ADDITIONAL INFORMATION



Timeline

- **December 1 - 15:** Social Media & Church campaign to announce WCS; drive traffic to a landing page with contact capture form.
- **December 17 & 18:** Open Houses
- **January 1 - 15:** First Application Window
- **February 1:** First Decision Day



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342
prospective
students



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165

Open House
attendance



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117
consultations
& applications



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105
acceptance
letters sent

Website Audit

Page 50 & 51



Websites:

- **Need to be right sized**
- **Are where “digital relationships” begin**
- **Are like a house, they always need maintained**



Reviewed URL

<https://fcalions.org/>

Review Date

February 18, 2022

Reviewed By

Mike Farag

Web Scorecard

7/10

Defined Purpose

Your organization's purpose is obvious, precise and unique. Why do you exist? What are you doing to make an impact need to know right away.

[Details](#)

7/10

Clear Definition of Whom the Site is For

It's obvious who this site is designed for, and all aspects were built with the ideal audience in mind. Your ideal audience on your site.

[Details](#)

7/10

Call To Action

Visitors know what you want them to do. They came to your site, now what? A simple

Details

7/10

New and Engaging Content

New content, published on a regular basis, keeps the site living and breathing. Content targeted at the folks your organization needs to reach.

Details

4/10

Designed To Win

The site looks good, sounds good and is designed for a best-in-class user experience

Details



[Home](#) [Curry Ford](#) [Michigan St](#) [Tuition](#) [Our Team](#) [FAQs](#) [Contact](#) [Curriculum](#)

FAITH CHRISTIAN PRESCHOOL



Two great campuses.



[ABOUT US](#)

[ADMISSIONS](#)

[I20](#)

[ACADEMICS](#)

[PRESCHOOL](#)

[FINE ARTS](#)

[ATHLETICS](#)

[HOMESCHOOL](#)

8/10

SEO Audit

The site is optimized for search engines and Google can find your organization. We all have issues, even v repairing those issues is key.

Details

7/10

Web Accessibility

Web Content Accessibility is a growing need in today's online climate. Guidelines (WCAG), including WC introduced in order to ensure people with disabilities and challenges can access online content. This grad access to those guidelines.

Details

9/10

Site Load Time

Your site loads quickly and free of errors. We're all in a hurry these days. When it comes to your website, gotta be the hare.

Details

[ABOUT US](#)[ADMISSIONS](#)[I20](#)[ACADEMICS](#)[PRESCHOOL](#)[FINE ARTS](#)[ATHLETICS](#)[HOMESCHOOL](#)[CURRENT](#)

404

We're sorry,

This page cannot be found.

We're experiencing a small problem. While we look into the problem, try visiting one of the links below.

[GO BACK](#)[ADMISSIONS](#)[PRESCHOOL](#)[HOMEPAGE](#)

→ PRIOR TO APPLYING! ←

Contact the school
office for more
information or read
more [here](#)



VIEW NOW

program at this time for the 2021-2022
school year.

**FIND YOUR ONLINE APPLICATION LINK
BELOW!**

2022 – 2023 Open Enrollment will begin on February 22, 2022.

To confirm grade eligibility, please email or call our Admissions Office.

ELEMENTARY

Admissions

Kindergarten

1st Grade

2nd Grade

3rd Grade

4th Grade

5th Grade

1

1st Grade

APPLY NOW

N/A

Time On Site

High time on site indicates that your content and site is important that they stick around.

3/10

Social + Email Integration

The site makes it easy for people to connect through social advocates.

Details

Coaching Sessions

1. Please **begin and end** coaching session **on time**.
2. Please **find another location** to go while you are waiting on your coaching session.
 - a. Discuss your marketing and enrollment strategies with your team - where are you, what are your next steps?
 - b. Discuss with your team what you can implement this semester when you get back to your school
3. Please come **prepared** with your **top 2-3 questions**
4. When done...enjoy the night. **Dinner is on your own.**

Coaching Sessions

	Jim	Mike	Jay	M.E.	LaTasha
4:15-4:35	Hendersonville Christian	Lanier Christian	Decatur Heritage	Cornerstone Academy	Calvary Tabernacle
4:35-4:55	Northstar Academy	Intown Community	Trinity Lutheran	Immanuel Lutheran School	Hancock Christian
4:55-5:15	River's Edge Academy	St. John's School	First Lutheran	Augustine Classical	Hampton Harvest
5:15-5:35	Life Prep Academy	Barrington Christian	Kingdom Christian Inst.	Redwood Classical	The Books Hooks
5:35-5:55	Arbor Brook	Christian Heritage	Yellowstone Classical	Columbus Christian School	Lion's Light
5:55-6:15	Maximum Christian	Ridge Academy		Shawnee Nazarene	