



Marketing & Enrollment Retreat

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



Tuition on the Website

Why You Should Take Tuition Off Your Website:

- It communicates that money comes before **ministry**.
- It signals who is **welcome and not welcome** at the school.

1

Philosophical

Why You Should Take Tuition Off Your Website:

- It's your best “**item of value**” for getting families to contact you.
- It prevents “**secret shoppers.**”

1

Philosophical

2

Marketing

Why You Should Take Tuition Off Your Website:

- It doesn't tell the **whole story**.
- It positions your school as a **commodity**.
- It encourages families to shop **price** over **value**.

1

Philosophical

2

Marketing

3

Financial



Every Student
Known and Celebrated



Building Leaders Prepared for Impact



2024-2025 Tuition

Landmark Christian School is committed to partnering with Christian families by providing accessible, high-quality Christian education to as many families as possible.

While a world-class education has a cost, we are proud to partner with donors and scholarship agencies to ensure that a Landmark education is accessible to families across the economic spectrum.

Rest assured, admissions and financial aid committees are separate, so every student's admission decision is made independently from the financial aid process.

To learn more about how you might be able to afford a Landmark education for your child, check out the links on this page. A Landmark education is closer than you think!

[Tuition Information](#)

For information about Financial Aid, please visit the [Financial Aid](#) page where you can learn more about assistance with your tuition.



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his page. A Landmark education is closer than you think!

with your tuition.

Tuition Request Form

We will send our tuition information directly to your inbox!

Full Name*

Email*

Phone*

Submit



Every Student Prepared To Impact The World For Jesus Christ

Thank you for your interest in Landmark Christian School!

It's our experience that the best decisions are made when parents visit the school in person for an educational consultation. Not only will this help you get a feel for the environment and culture at Landmark, but it will help you better ascertain whether a Landmark education is the best fit for your family. It's an excellent opportunity to tour campus, meet our team, and learn more about some of our specific programs and how they could benefit your child.

We offer appointments daily and will gladly provide a free, no-obligation consultation to discuss your child's specific learning needs and educational goals.

We're committed to accessibility, and in pursuit of that, through our generous partners and donors, we award over \$2 million annually in need-based financial aid. We would happily share more about our financial assistance programs during your visit.

The admissions process is ongoing, and applications are reviewed by our team as they are received. Classes are filled annually on a first-come basis.

To review the materials you requested, please visit the links below:

[Preschool and Kindergarten Information](#)

[Quick Facts - Elementary](#)

[Quick Facts - Middle School](#)

[Quick Facts - High School](#)

[Tuition](#)

[Financial Aid Information and Application](#)

[Enrollment Application](#)

Call **[770-692-6742](#)** or simply register here to schedule your visit.

Connecting Faith, Family, and Education,

Kirsten Williams

Excellence in Christian Education that is Accessible for Every Family.

While a world-class education at a private Christian school has a cost, we are proud to partner with donors and scholarship agencies to ensure that a Landmark education is financially accessible to families across the economic spectrum.

To learn more about how you might be able to provide a Landmark education for your child, check out the links on this page. A Landmark education is closer than you think!

"There's no way that we could afford to go to a school like Landmark without the help that we have received. We're so grateful, we're so thankful for the investment that people have made into Landmark and also the investment that teachers are making in her life. It has been a blessing from above."



Landmark Parent

“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

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**.



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

[WHY ASLS? ▾](#)[STORIES](#)[ACADEMICS ▾](#)[ADMISSIONS ▾](#)[STUDENT LIFE ▾](#)[CONNECT ▾](#)[VISIT](#)

Find *your place* here.

Abiding Savior Lutheran School – A Prek-3 – 8th
Grade Christian School in St. Louis, MO

[VISIT](#)[INQUIRE](#)

A Place to Learn



A Place to Grow

Discipleship and leadership
opportunities prepare students



A Place to Belong

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 **information** 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](#)

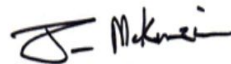
[Tuition Schedule](#)

[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

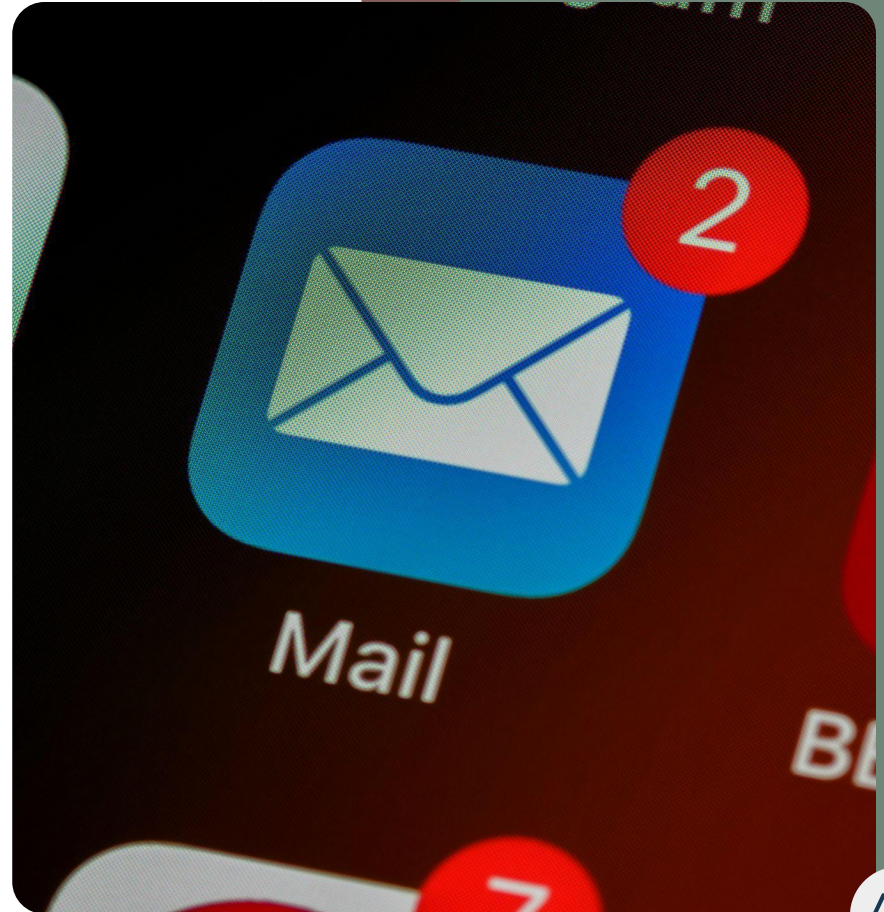
email: jmckenzie@trsonline.org

phone: 352-331-7625

web: <http://www.therocklions.com>

Come & See Campaign

1. Deliver the Promise
2. Problem & Solution
3. Testimonial
4. Overcome an Objection
5. “Sales Letter”



Social Media

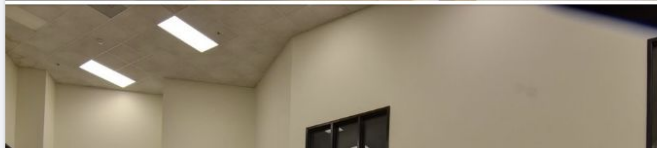
Empower Word-of-Mouth:

- 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.

████████████████████ 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.

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



Timeline

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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

Website Audit:

- Professional design
- Future-family focused
- Pass the Grunt Test
- Highlight spiritual formation
- Trust factors and social proof
- Google Analytics
- Quality images
- Clear CTAs
- Accessibility
- SEO
- Broken links
- Speed



Diagnose performance issues



Performance



Accessibility



Best Practices



SEO



Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



0–49



50–89



90–100



METRICS

[Expand view](#)



First Contentful Paint

10.0 s



Largest Contentful Paint

26.5 s



Mobile



Desktop



Diagnose performance issues

14

Performance

84

Accessibility

74

Best Practices

85

SEO

14

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



0-49



50-89



90-100

METRICS

[Expand view](#)



First Contentful Paint



Largest Contentful Paint



Preschool - 8th Grade





[ABOUT US](#)

[ADMISSIONS](#)

[I20](#)

[ACADEMICS](#)

[PRESCHOOL](#)

[FINE ARTS](#)

[ATHLETICS](#)

[HOMESCHOOL](#)



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

COACH	FOCUS	SPACE
Daniel	Financial Modeling & Mission/Vision	Conference Room 6,7
Jay	Digital Marketing & Messaging	Conference Room 4
Jim	Parent Satisfaction & Enrollment	Conference Room 1



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

