

5 WAYS TO GET ENROLMENTS IN 90 DAYS



— A PUBLICATION BY ROBERTS DIGITAL —

School marketers have a huge job at hand. We are responsible for our school's brand, enrolments, communications, yearbooks and magazines, photoshoots and anything else that people feel falls within the 'marketing' category. **It takes a great leader to run a successful school marketing department.** If there is one key lesson that I have learnt during my time as a school marketer, it is that it takes a strong commitment to enrolment growth and the ability to **stay focused** on the marketing tasks that are going to drive enrolments to succeed long term, in order to help grow and sustain your school.

So how do we ensure that our enrolments keep growing while

we are running a busy marketing department? We have put together this resource of five key areas as a focus point to kick-start your school's growth.



CHAPTER 1

BUILD YOUR ENQUIRIES DATABASE



Email is not dead. In fact, it is the most reliable unique identifier for your audience and it can be used for email broadcasts, remarketing and building similar audiences to target.

The decision of which school to choose for their child is a big one for parents. It takes anywhere from two months to two years for parents to decide. That is why it is important for us to build an enquiries database from early on in our engagement with parents so that we can start to engage parents throughout their decision-making process.

Building an email database will also give you so much more than just the ability to send parents emails. With email and CRM software, you can now:

- ☑ Keep a record of your engagements with families (with additional CRM functionality).

- ☑ send families into a retargeting audience for further engagement on other platforms.
- ☑ score enquiries on their engagement and prioritise the most engaged families.
- ☑ tag people based on the content they visit on your website.

I have worked with many email and enquiry tracking databases. I have had my fair share of frustration at the limited capabilities and the lack of marketing and enrolment feature integrations. That is, until I started working with SchoolCampaign. It is by far one of the more affordable options on the market with the full functionality of marketing and CRM features that you require.

You can find out more about SchoolCampaign and try it for free here: <https://robertsdigital.com.au/school-campaign/>

CHAPTER 2

RETARGET, RETARGET, RETARGET

As guardians of our marketing budget, it is important that we are diligent with every marketing cent that we get. The most expensive part of our marketing will be to cut through into new audiences with new messages, but part of being an expert marketer is ensuring that we make the most of every touchpoint we have with our audience.

Retargeting or remarketing enables us to re-engage audiences. Retargeting ensures that we can carry touchpoints through to engagements that end in enrolments.

It is important that we intentionally plan out the engagement journey for families and layer our marketing based on where people are at in their decision-making process.

Audiences can be re-engaged in the following ways:

- visited our website
- subscribed to our email list
- engaged with your social media posts
- watched a video on social media.

When retargeting audiences, think about the objections families would have to your College and find creative ways to speak to these objections through parent testimonials, videos and parenting articles. The more engaging your content, the better.



CHAPTER 3

FOCUS YOUR WEBSITE

School websites can often be cluttered and overloaded. There are many audiences we need to talk to including parents, prospective families and the local community. We recommend keeping your main school website's focus on prospective enrolments and developing a parent hub as the go-to spot for current parents.

Moving your current parents off your main website, not only enables you to speak more directly to prospective families, it will give you clearer website data when comparing the conversion rate from visitor to enquiries.

When planning the layout and content of your website, place prospective families in the centre and ask yourself what they would need to know to make a decision about your school. Use content to answer their objections and provide several opportunities for them to opt-in to your email list, make contact with your enrolments team or book a school tour.

Having this focus will help you significantly cut down the clutter on your website. Do not try to answer every question a prospective parent may have or get all the details up on the website. It is less about information and more about connecting and engaging families with your unique selling points.

CHAPTER 4

INCREASE ACCESS



How do parents shop for schools? It may surprise us that a lot of back-up research is done online. Often it is busy mums who are ‘having a quick look’ at the school website while in the car park or browsing while in front of the television in the evenings. It is important that we give parents immediate access to the information they need both during the daytime hours, but also in the evenings.

Implementing online tour bookings and enquiry forms ensures that families can select a time to come in that suits them.

Whenever we implement this step for schools, the result is an increase in tour bookings.

Full Name <input type="text"/>
Email <input type="text"/>
Phone <input type="text"/>
Message <input type="text"/>
<input type="submit" value="Submit"/>

What Year Level Are You Looking At?

Please fill in your year level of interest for more information on placements and availability.

Select Year Level <input type="text"/>	Select Year <input type="text"/>	Full Name <input type="text"/>	Email <input type="text"/>	Mobile <input type="text"/>	<input type="submit" value="Submit"/>
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CHAPTER 5

Create Opportunities For Conversions and Know Your Numbers

It is very important that we have measurable objectives for every campaign that we run. Attribution is becoming more of an art and science, and with increasing privacy concerns, it is becoming harder to find out how people heard about us. Having said this, it is important to put in our best effort to track our campaigns. Here are a few tips on how to measure and track your digital campaigns:

- ☑ Create unique 'thank you' pages for each opt-in on your school website so that they can be tracked.
 - ☑ Create 'Goals' in Google Analytics to track the main conversion events.
 - ☑ Create weekly/monthly marketing reports to track new leads.
- ☑ Every time you use a link to your website, use UTM parametresto tag them so that they are visible as a source in Google Analytics. The Google URL builder to do this: <https://ga-dev-tools.appspot.com/campaign-url-builder/>



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Book your FREE no obligation 30-minute School Growth Strategy Session valued at \$1,000.

You will be getting a fully customised breakdown of our system for growth.

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Your Education Marketing Specialists

We are passionate Schools Marketing Specialists who implement creative, results-driven digital marketing campaigns to grow your enrolments. We are constantly learning, open and willing to collaborate, and think outside the box so that our clients can flourish and grow.

 Social Media Advertising

 Lead Generation Campaigns

 SEO

 Google Ads

 Website Design

 Website Audits

 Email & CRM

 Consulting



Mara is a committed and talented professional who is uniquely positioned to understand the challenges of marketing in the education sector. Authentic, dedicated and 100% current in the use of social media and content marketing. Gets results.

Mei Farley – Director of Marketing, Gippsland Grammar