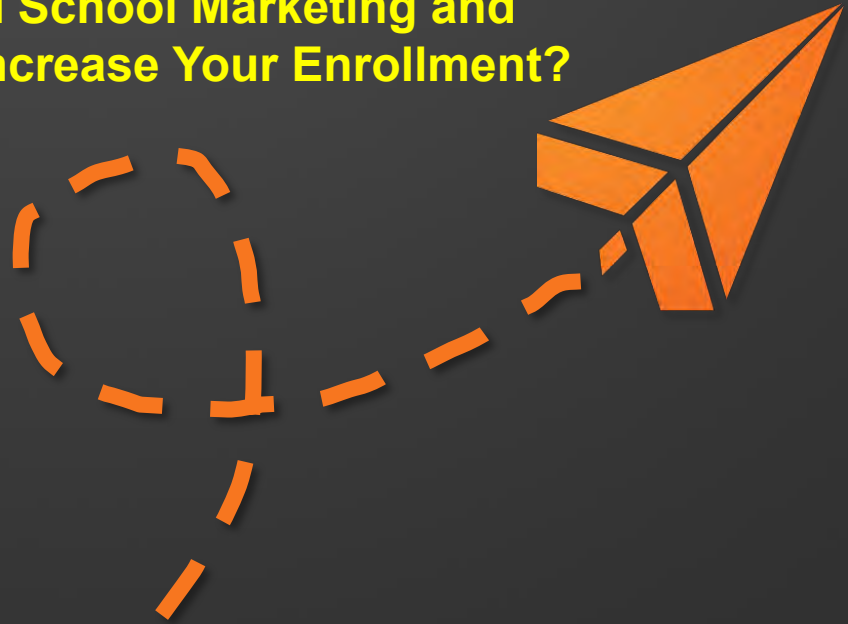


Enrollment Marketing 101

ACCS Webinar
Series

**What is Wrong with Traditional School Marketing and
Why Inbound Marketing Can Increase Your Enrollment?**



Upcoming ACCS Webinars

ACCS Webinars

5 Ways to Increase the Number of Inquiries to Your School by 50%

Tuesday, November 12th @ 11am Eastern

Search Engine Optimization Tips to Attract Prospective Parents

Tuesday, November 19th @ 11am Eastern



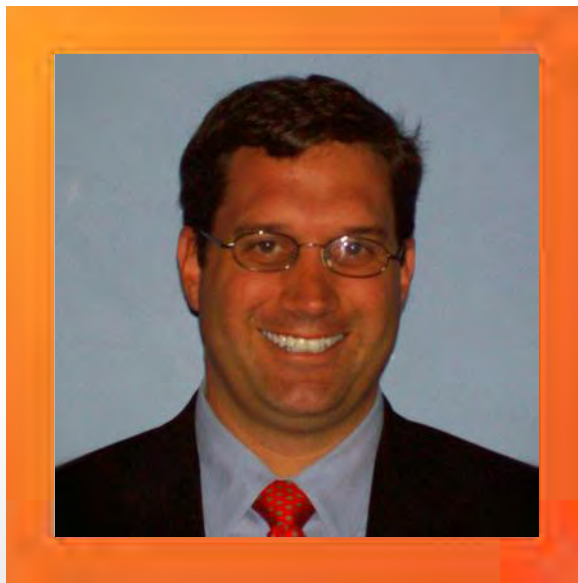
ACCS

Ralph Cochran



Principal Consultant

schoolinboundmarketing.com



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@ralphcochran99

Traditional vs. Inbound

Marketing to Grow Enrollment

- 1 What is a Traditional Marketing Strategy?
- 2 Why Traditional Marketing is not as effective.
- 3 What is an Inbound Marketing Strategy?
- 4 Why Inbound marketing produces results.

CASE STUDIES

SEWICKELY ACADEMY - Pennsylvania

30% increase in new student enrollment from the last year

11% increase in applications, a four-year-high

30% increase in web traffic

Sewickley Academy wasn't attracting the right applicants with outbound marketing tactics. They were challenged by a failing economy, and didn't know how to optimize their website to attract prospective students.



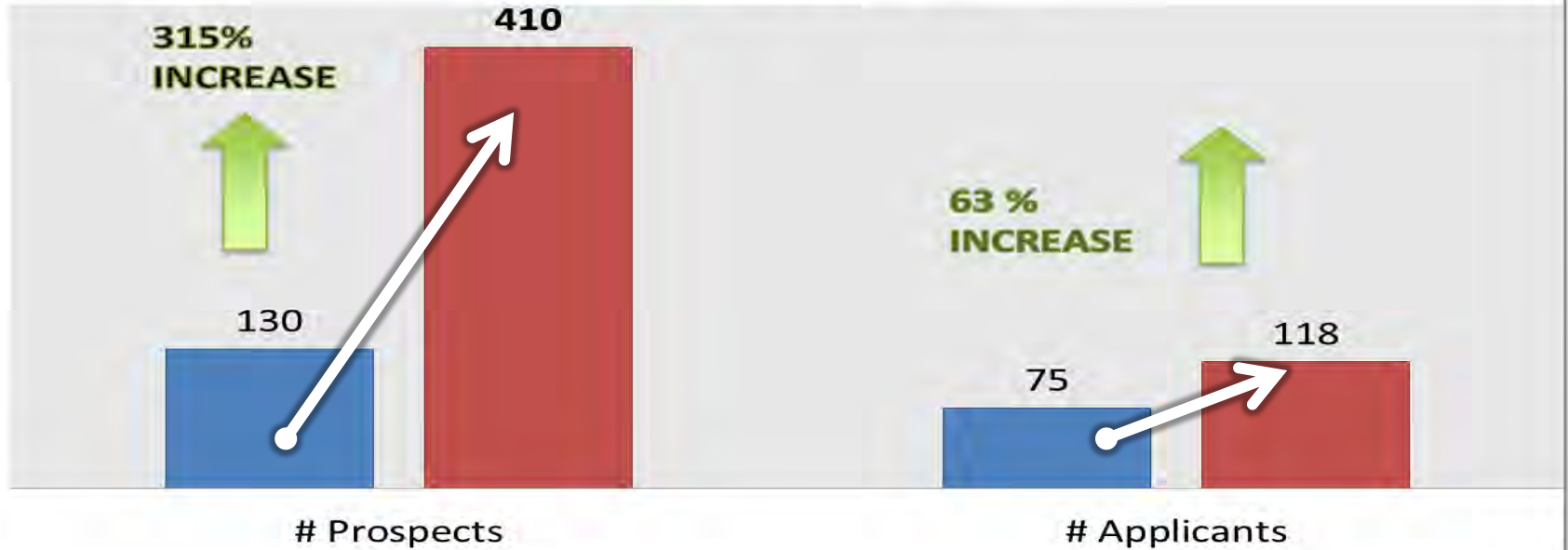
"I HubSpot(Inbound Marketing) because it helps me reach my enrollment goals."

Brendan Schneider, Director of Admission & Financial Aid at Sewickley Academy

CASE STUDIES

CASE STUDY: ANNAPOLIS CHRISTIAN ACADEMY

■ 2012 ■ 2013(August 2013)



THE PROBLEM

**IS YOUR
MARKETING
TOO EXPENSIVE &
INEFFECTIVE?**

“Audiences everywhere are tough. They don’t have time to be bored or brow beaten by orthodox, **old fashioned advertising**. We need to **stop interrupting** what people are interested in & be what people are interested in.”

Craig Davis

Chief Creative Officer,
J. Walter Thompson
(World’s 4th Largest Ad Agency)

A collage of three images illustrating digital connectivity. The top left shows a woman in a white shirt writing at a desk with a laptop. The top right shows a man in a blue shirt talking on a mobile phone. The bottom center shows a young boy sitting on the floor, focused on a tablet. A blue diagonal banner with the text 'Reality Check' is in the top right corner.

Reality Check

The Internet has fundamentally changed the way people find, discover, research, share, shop, and connect with your School.



THE PROBLEM

**Are you Fishing in the
wrong place for Prospects?**

Traditional Marketing

Definition

SPRAY AND PRAY



The traditional marketing playbook



Print
TV
Radio
PR
Events
Direct Mail
Spam
Billboards



DON'T DISRUPT ME
I AM NOT LISTENING!

86%

skip TV ads

44%

of direct mail is
never opened

91%

unsubscribe

200m

Say DO NOT CALL

Traditional vs. Inbound *Marketing to Grow Enrollment*

Enrollment Marketing 101

- 1 ~~What is a Traditional Marketing Strategy?~~
- 2 ~~Why Traditional Marketing is not as effective.~~
- 3 What is an Inbound Marketing Strategy?
- 4 Why Inbound Marketing produces results.

QUICK TIP

1. INBOUND BENCHMARKING YOUR SITE VS. COMPETITION

1. [MARKETINGGRADER.COM](https://www.marketinggrader.com)

2. INCREASE SEARCH ENGINE RESULTS AND LINK AUTHORITY

1. THE IMPORTANCE OF SCHOOL REVIEW SITES
 1. [GREATSCHOOLS.ORG](https://www.greatschools.org)
 2. [PRIVATESCHOOLREVIEW.COM](https://www.privateschoolreview.com)
 3. [SCHOOLDIGGER.COM](https://www.schooldigger.com)

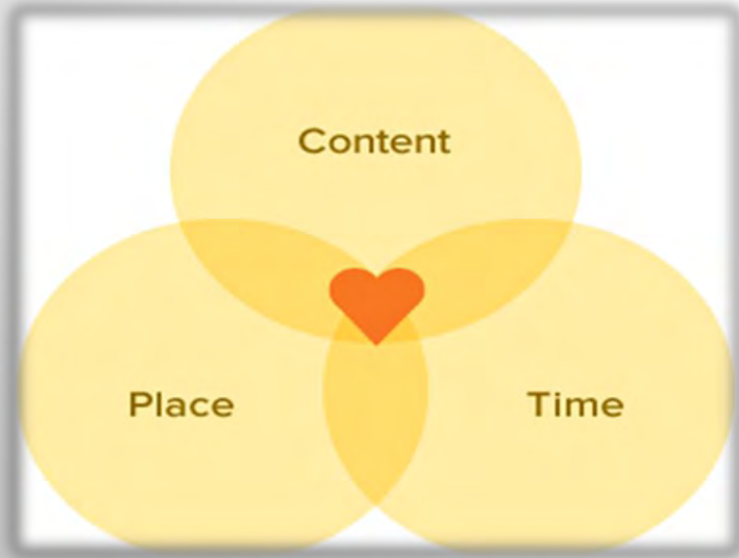
3. INCREASE SEO ON YOUR WEBSITES

1. TECHNICAL-ALT TAGS and FILENAMES ON PICTURES

INBOUND MARKETING

Marketing prospects love!

Enrollment Marketing
101



Sharing is caring **and inbound marketing is about creating and sharing content with the world.**

By creating content specifically designed to appeal to your dream customers, inbound marketing attracts qualified prospects to your business and keeps them coming back for more.

By publishing the right content in the right place at the right time, your marketing becomes relevant and helpful to your customers, not interruptive.

Inbound in seconds.



Attract

Create blog posts, ebooks, videos, and other content that answers questions your prospects are asking. Optimize it for search engines and share it on social media.



Convert

Turn traffic into leads with powerful offers. Use landing pages to promote valuable material. Engage serious prospects with clear calls to action.



Delight

Help your leads become delighted customers. Collect the information they share with you so you can help them on the issues that matter most to them.

INBOUND MARKETING

How does it work?

Don't interrupt buyers, attract them.

Turn your website into a magnet. Create content, optimize it for search engines and share it on social media. Then engage your prospects with landing pages, calls to action, personalized email and a personalized website. That's how you market to humans. That's inbound marketing.

INBOUND EVALUATION

**COMPARE AND CONTRAST
TWO CHRISTIAN SCHOOL
WEBSITES**

What am I supposed to do here?



**LANCASTER COUNTY
CHRISTIAN SCHOOL**

Living Education

Quicklinks

Search



HOME PAGE

ABOUT LCCS

PROSPECTIVE FAMILIES

CURRENT FAMILIES

ALUMNI

UNIVERSITY-MODEL SCHOOL®

Athletics

Value on music, art, and performance

Gifted teachers develop the talents of the students

Choir, band, orchestra, musical theatre, and fine arts electives

Discipleship in the team environment

Qualified coaches who develop skills and Christ-like character

High school and middle school teams in six sports, PIAA, and co-op opportunities for additional sports

**LEOLA
ELEMENTARY**

**WEST LAMPETER
UMS®**

**LCCS MIDDLE
SCHOOL**

**LCCS HIGH
SCHOOL**

LCCS

Click here
for Athletic
information



LEAVES
of Living Education

Head of
School
Blog



SCHOOL HIGHLIGHTS

[Elementary Supply List](#)
[UMS Supply List](#)

[Elementary & UMS Summer Reading Challenge](#)
[Reading List](#)

[Middle School Summer Book Reports](#)
[Reading List](#)

UPCOMING EVENTS...



AUG 20 5:00 PM
Convocation



AUG 22 (ALL DAY)
First Day of School

[more](#)

parents web

twitter

facebook

LEOLA CAMPUS: 2390 NEW HOLLAND PIKE LANCASTER PA 17601 717.556.0711 FAX: 717.656.4868
WEST LAMPETER CAMPUS: 651 LAMPETER ROAD LANCASTER PA 17602 717.392.8092 FAX: 717.392.8982

What am I supposed to do here?



ANNAPOLIS
CHRISTIAN
ACADEMY

Passion for Learning | Prepared for Life



LEARN MORE

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[ADMISSIONS](#)

[ACADEMICS](#)

[ON CAMPUS](#)

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[PARENTS](#)

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FREE DOWNLOAD:
*A Parent's Guide to
Choosing a Preschool
in Corpus Christi*

FREE DOWNLOAD:
*A Parent's Guide
to Classical
Christian Education*

RSVP FOR A TOUR



Annapolis Christian Academy
3875 South Staples St.
Corpus Christi, TX 78411
☎ (361) 991.6004

Weekly eNewsletter

eNewsletter Sign-Up

Sign Up!



ACC
Accredited

WHAT MAKES A CLASSICAL SCHOOL CLASSICAL?

WHAT MAKES A CLASSICAL SCHOOL CLASSICAL?

WHAT MAKES AN INBOUND MARKETING PLAN INBOUND?

STRATEGY VS. TOOLS

Don't confuse Social Media Tools with an
Inbound Marketing Strategy

Social Media vs. Inbound



Inbound Marketing is NOT!

- ☐ Is Not Gaining hundreds of facebook likes.
- ☐ Is Not Paid Search Advertising (Google Adwords, Bing, etc..)
- ☐ Is Not Another marketing tactic.
- ☐ Is Not something you try like a Radio ad

Inbound vs. Traditional

| TRADITIONAL | INBOUND |
|---|--|
| Interruption | Relational/Listening |
| Pushing | Pulling |
| Print, Radio, Direct Mail | Blog, White Papers, Guides, Search Engine Optimization (SEO), Engaging Content |
| Sales Cycle “Customer does X for business” | Buying Cycle “Business educates, and nurtures with content for Customer” |
| One Way | Two Way |
| Buying Prospect’s Attention | Earning Prospect’s Attention |
| Building Websites | Building Communities |

LEARN MORE

INBOUND IS A COMMITMENT TO EDUCATION

INBOUND EDUCATION

SCHOLA BLOG

[SCHOOLINBOUNDMARKETING.COM](https://schoolinboundmarketing.com)

LINKEDIN GROUP

ENROLLMENT GROWTH STRATEGIES FOR CLASSICAL & CHRISTIAN SCHOOLS

HUBSPOT BLOG

[BLOG.HUBSPOT.COM](https://blog.hubspot.com)

HUBSPOT ACADEMY

[ACADEMY.HUBSPOT.COM](https://academy.hubspot.com)

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Thank you...

Please feel free to contact me if you have questions or would like to discuss your school's marketing challenges.