

# Enrollment Marketing 101

**Part 2 of 3**

**5 Ways to increase your inquiries by 50%**

ACCS Webinar  
Series



# Upcoming ACCS Webinars

ACCS Webinars

## Search Engine Optimization Tips to Attract Prospective Parents

Tuesday, November 19<sup>th</sup> @ 11am Eastern

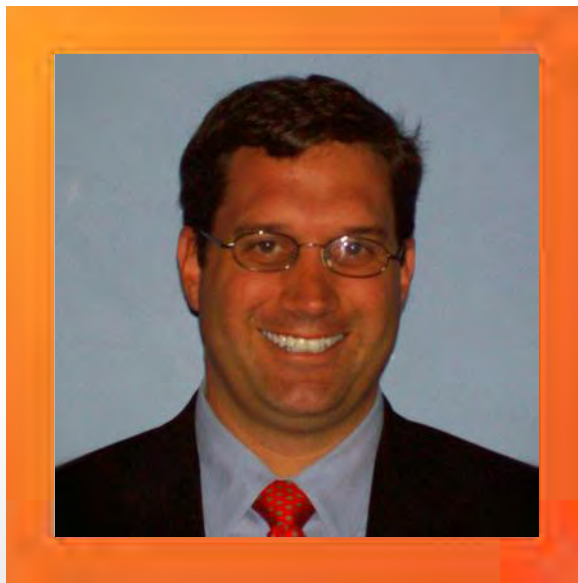


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# Why Grow Enrollment?





# **BRIDGE THE ANNUAL BUDGET “GAP” THROUGH ENROLLMENT GROWTH**



# 5 Ways to grow your inquiries by 50%

Enrollment Marketing 101

- 1 Call to Actions tied to Prospect Funnel
- 2 Optimized Landing Pages with Forms
- 3 Keyword Optimized Webpages and Pages Titles
- 4 Creating Benchmarks, Goals, and Buyer Personas
- 5 Content Creation Strategy with Buyer Personas

# CASE STUDIES

DAVIDSON ACADEMY PK-12 Christian School in Nashville, TN

**738% increase in web traffic 146% increase in leads 19% lead-to-student conversion rate**

## **Davidson Academy sees Best Marketing ROI in School History using HubSpot**

Davidson Academy was using outbound marketing like print ads and booths at community events to gain exposure, but they had no way of tracking who they were influencing. They were seeing a decline in their enrollment rate, and needed a solution to attract and engage potential students.



*"Above anything, it's the best value and ROI we've ever seen on our marketing dollars! Not only are our leads tangible and traceable, they have increased dramatically! There's still so much potential for us that's untapped—it's exciting to see how many other ways we'll be able to use it as we grow in our proficiency to help grow our school!"*

**Vivian Penuel**, Director of Advancement, Alumni, and Marketing at Davidson Academy

# Traditional Marketing

Definition

## SPRAY AND PRAY







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

# Inbound vs. Traditional

TRADITIONAL	INBOUND
<b>Interruption</b>	<b>Relational/Listening</b>
<b>Pushing – Spray and Pray</b>	<b>Pulling</b>
<b>Print, Radio, Direct Mail</b>	<b>Blog, White Papers, Guides, Search Engine Optimization (SEO), Engaging Content</b>
<b>Sales Cycle</b> <b>Forces prospect down a school focused process</b> <b>“Customer does X for school”</b>	<b>Buying Cycle</b> <b>School educates, and nurtures prospect with meaningful and relevant content to meet them where they are at in buying process.</b>
<b>One Way</b>	<b>Two Way</b>
<b>Buying Prospect’s Attention</b>	<b>Earning Prospect’s Attention</b>
<b>Building Websites</b>	<b>Building Communities</b>

Inbound marketing costs **61% LESS**  
per lead than traditional, outbound marketing.

OUTBOUND:  
AVG COST/LEAD: \$346



INBOUND:  
AVG COST/LEAD: \$135



# CTA BEST PRACTICES

## CHARACTERISTICS OF EFFECTIVE CALL TO ACTIONS

CTA TIPS

1. **Know Your Audience.** .
2. **Put Your Best Foot Forward.** If you have a couple different calls to action, pick the one that's getting the highest conversion rate.
3. **Feature it Above the Fold.** Your visitors shouldn't have to scroll down to see your offer. Best place is the top-right corner of the page.
4. **Be Disruptive!** Don't let it be pretty and get absorbed into the page, use different colors and fonts to make sure your call to action is very visible.
5. **Use a Button.** Make it Clear what they are supposed to do and that it is a button.
6. **Be Clear and Direct.** Make sure your call to action or "what you are asking your visitor to do" is clear and obvious.
7. **Early and Often.** Make sure there is a clear (and compelling) call to action appearing on the top of all highly-trafficked pages.

# 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.



# BIG PICTURE

## WHAT IS THE GOAL?

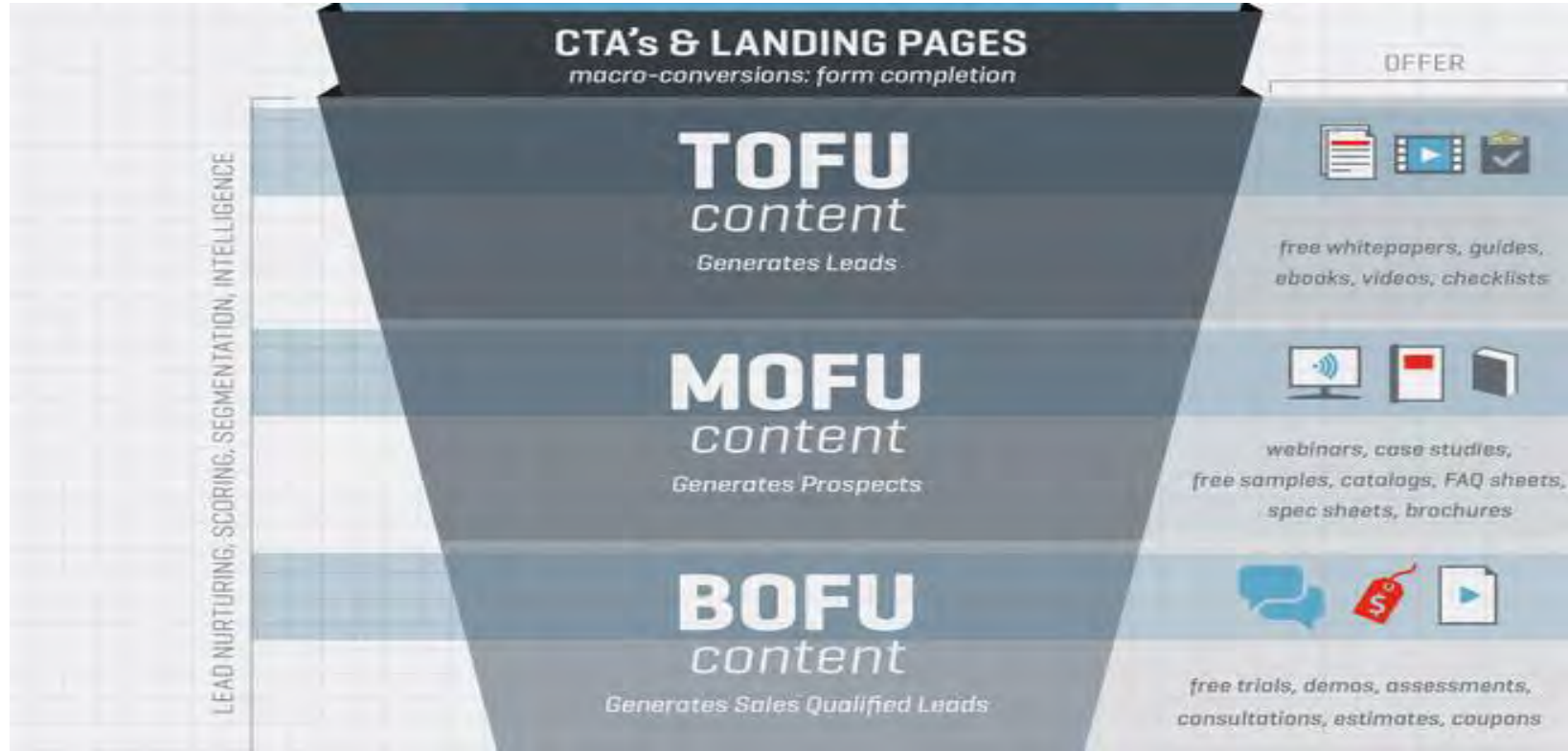
WHAT IS THE POINT?

1. BECOME THOUGHT LEADER FOR CHRISTIAN EDUCATION IN YOUR COMMUNITY
2. INCREASE # WEBSITE VISITORS
3. CONVERT WEBSITE VISITORS TO INQUIRIES/LEADS
4. CONVERT INQUIRIES TO CAMPUS VISITS
5. CONVERT VISITS TO APPLICANTS
6. CONVERT APPLICANTS TO ENROLLED STUDENTS
7. CONVERT ENROLLED STUDENTS TO RE-ENROLLED STUDENTS

# #1 CTA's & PROSPECT FUNNEL

ATTRACT PROSPECTS WITH MEANINGFUL CONTENT WHERE THEY ARE  
AT IN BUYING PROCESS NOT WHERE YOU WANT THEM TO BE.

CONTENT CREATION



# CALL TO ACTIONS



ANNAPOLIS  
CHRISTIAN  
ACADEMY

Passion for Learning | Prepared for Life



**LEARN MORE**

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[ADMISSIONS](#)

[ACADEMICS](#)

[ON CAMPUS](#)

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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**  
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## #2 WHAT IS A LANDING PAGE?



Allows you to convert anonymous traffic into leads with names, contact info, and interests.



# ANNAPOLIS CHRISTIAN ACADEMY

Passion for Learning | Prepared for Life

## Download the FREE eBook: A Parent's Guide to Choosing a Preschool in Corpus Christi

Selecting a preschool for your precious children can be a daunting task in any community like Corpus Christi. *A Parent's Guide to Choosing a Preschool in Corpus Christi* aims to draw your attention to 5 pertinent, practical issues that every parent of a preschooler should consider and 2 big-picture ideas that often go unaddressed.

### 5 Practical Points to Consider

- Family and School Values
- Academic Emphasis
- Love of Learning
- Nurturing Environment
- Structure with Flexibility

### 2 Big-Picture Ideas to Consider

- Orienting Young Children to Their Creator
- Character Formation in Preschool



#### Complete this form to Download Guide

First Name \*

Ralph

Last Name \*

Cochran

Email (privacy protected) \*

IRAN99@GMAIL.COM

How many children do you have entering preschool in 2013/14? \*

5 or more

When it comes to choosing a preschool, what are some of the most important factors to you?

Download



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

Weekly eNewsletter

eNewsletter Sign-Up

Sign Up!





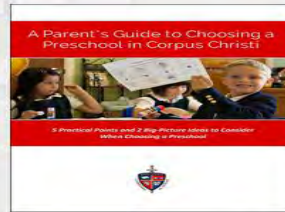


# ANNAPOLIS CHRISTIAN ACADEMY

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[ABOUT](#)[ADMISSIONS](#)[ACADEMICS](#)[ON CAMPUS](#)[SUPPORT](#)[PARENTS](#)[BLOG](#)

## Thank You for Your Interest!



[A Parent's Guide to Choosing a Preschool in Corpus Christi \(.PDF\)](#)



## Latest Posts on the Annapolis Blog

- [What makes Annapolis Christian Academy's College Guidance Counseling unique?](#)
- [2013 Annapolis Christian Academy Spring Formal Pictures](#)
- [Annapolis Profiles: Students by Day and Sailors the rest of the time](#)
- [Video: Classical Christian Education the new old way!](#)
- [Video: Isn't education just about getting a good job?](#)
- [Annapolis Christian Academy's 2013 State of the School](#)
- [Video: Do math and science flourish in classical Christian schools?](#)
- [Annapolis Christian Academy Oceanography Team wins Sportsmanship award at Nationals](#)
- [How to Pick a Preschool: The Second Most Important Thing](#)
- [The Most Important Advice in Picking a Preschool](#)

### Schedule a Tour of Our Preschool!

Street Address \*

Postal Code \*

Phone Number \*

State/Region \*

Total Children in household (PK3-12) \*

Child(ren) Grade in Fall(PK3-12) \*

Please choose a convenient day and time for a tour \*



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

Weekly eNewsletter

eNewsletter Sign-Up

Sign Up!



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# REMINDER: Inbound Marketing is NOT!

Enrollment Marketing 101

- ☐ Is Not Gaining hundreds of facebook likes.
- ☐ Is Not Paid Search Advertising (Google Adwords, Bing, etc..)
- ☐ Is Not Easy and Something you Start and Stop
- ☐ Is Not Adding a CTA and Landing Page to your Website

# QUICK TIP

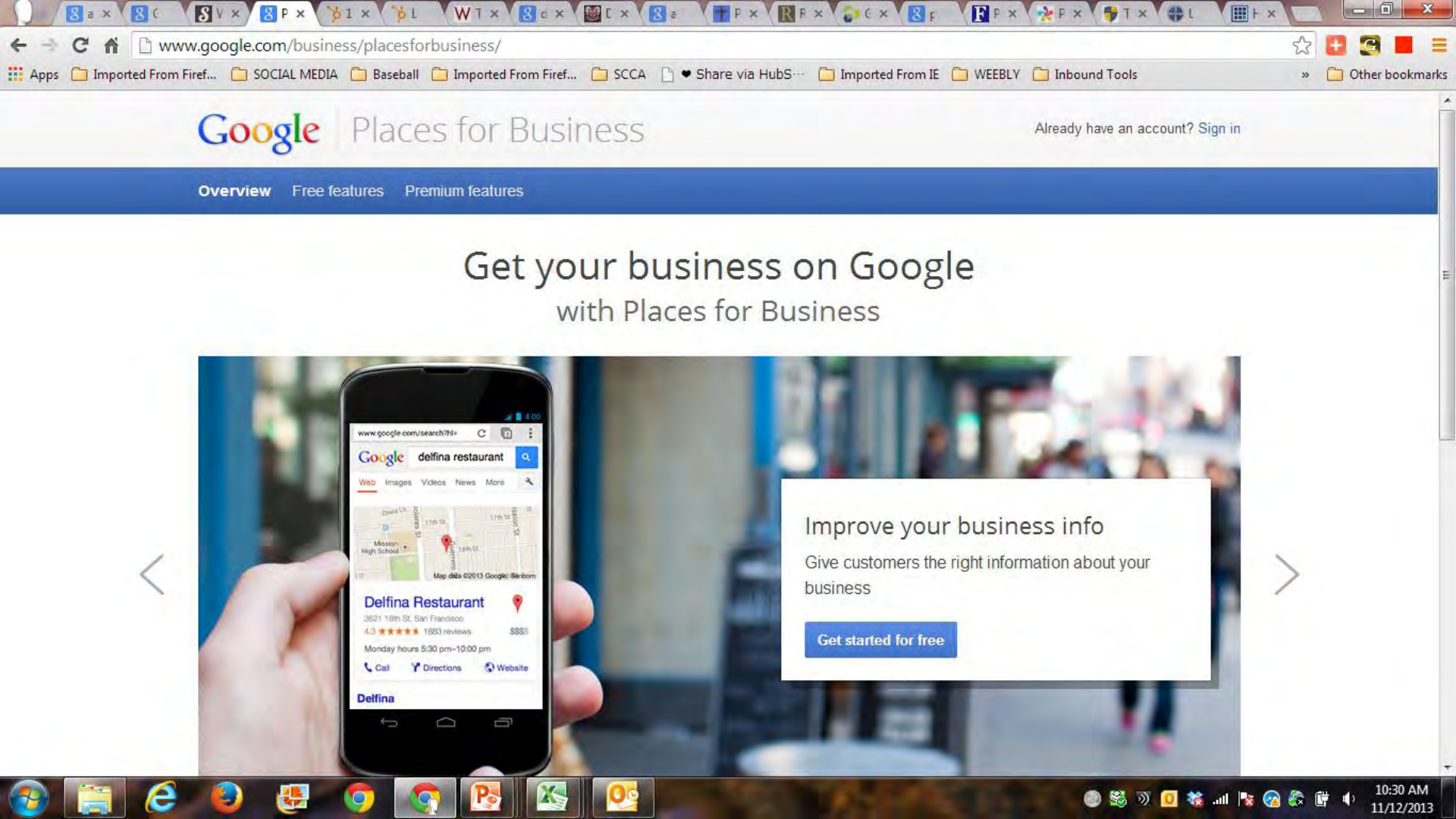
Enrollment Marketing 101



SIGNUP FOR GOOGLE PLACES

It is the Phonebook of the Internet

97% of Searches online are Local

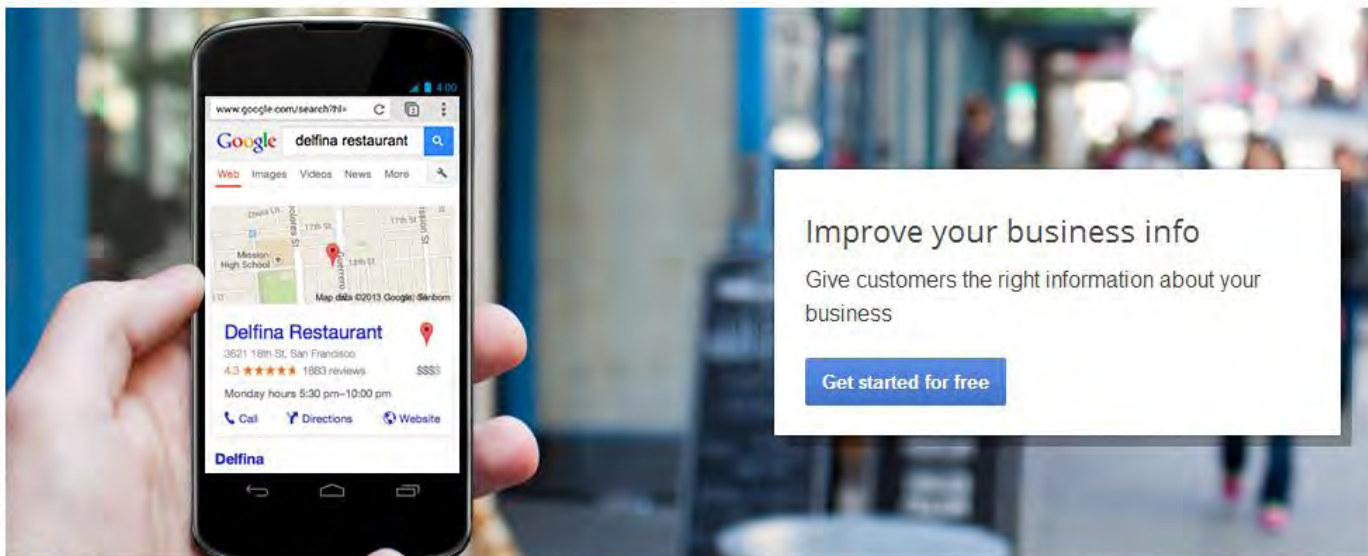


Places for Business

Already have an account? [Sign in](#)

[Overview](#) [Free features](#) [Premium features](#)

## Get your business on Google with Places for Business



Improve your business info

Give customers the right information about your business

[Get started for free](#)



**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



# #3 KEYWORD SEARCH ENGINE OPTIMIZED(SEO) PAGES AND TITLES

ON PAGE SEO

## 1. QUALITY KEYWORDS ARE CRITICAL TO GETTING FOUND ONLINE

1. Include Keywords in H1 Headers on Pages
2. Don't overdue it be natural

## 2. PAGE TITLES NEED KEYWORDS – VITAL TO SEO

1. Use “|” vertical hash to separate keywords for crawlers
2. Don't repeat school name on every page
3. Distinguish unique page titles for each page
4. Make Relevant to Page

## 3. EXAMPLES

1. GOOD - ANNAPOLIS, ARMA DEI
2. BAD – LOGOS, AMBASSADOR CHRISTIAN ACADEMY & ROCKBRIDGE

# GET FOUND PAGE TITLES TIPS

ON PAGE SEO

## How to Optimize the page titles

1. The page title appears as the blue, bolded, underlined text on a Google search results page, as well as on the top of a user's browser bar.

## The page title should follow these guidelines:

1. Be under 70 characters with no more than 3 long-tail keywords per page title
2. The primary target keyword should appear first
3. Each keyword phrase should be separated by pipes (|)
4. Each page title on your website should be unique
5. Except for your homepage, each page title does NOT need to incorporate your company name

## On-Page SEO Basics

The image shows a screenshot of the HubSpot All-in-One Marketing Software homepage. A dotted line with arrows points from various elements to labels on the right:

- Page title:** Points to the main heading "HubSpot All-in-One Marketing Software".
- URL:** Points to the browser address bar showing "www.hubspot.com".
- Headings & text:** Points to the main heading "HubSpot All-in-One Marketing Software" and the subheading "HubSpot Inbound Marketing Software gives you all the tools you need to make marketing that people will actually love - earning quality leads and loyal customers in return.".
- Meta description:** Points to a box containing the text: "Inbound Marketing Hub", "www.hubspot.com/inbound-marketing-hub/", and "Various HubSpot resources (e.g. webinars, eBooks, blog articles, videos, etc.) on the general topic of inbound marketing.".

The screenshot itself displays the HubSpot logo, navigation links (About Us, The Software, Pricing, Case Studies, Partners, Free Trial, Login), and a central graphic showing a marketing automation workflow. Below the main heading, there is a list of benefits: Get Found, Convert, Analyze, and Integrate. At the bottom, there are sections for "What Our Customers Say...", "Free Marketing Resources", and "Free Demo: See HubSpot in Action".

# **#4 BENCHMARKS AND BUYER PERSONAS**

ON PAGE SEO

**1. BENCHMARKING KEY ADMISSIONS STATS**

**2. DEFINING A BUYER PERSONA**

**3. EXAMPLE- TALL OAKS BUYER PERSONAS**





# **THE IMPORTANCE OF BENCHMARKS IN ADMISSIONS**

# Benchmarking Admissions Data

## PROSPECT FUNNEL

# Suspects(Search), # Prospects/Inquiries, # Visits

## APPLICANT FUNNEL

# Applicants, # Tested, # Interviewed, # Accepted, # Enrolled

## RETENTION FUNNEL

# Likely to return, # unlikely to return, # 50/50 to return, # not returning

Develop a Retention Plan

# **Admissions Conversion Rates**

**Prospect to Enrolled % (National Average @20%)**

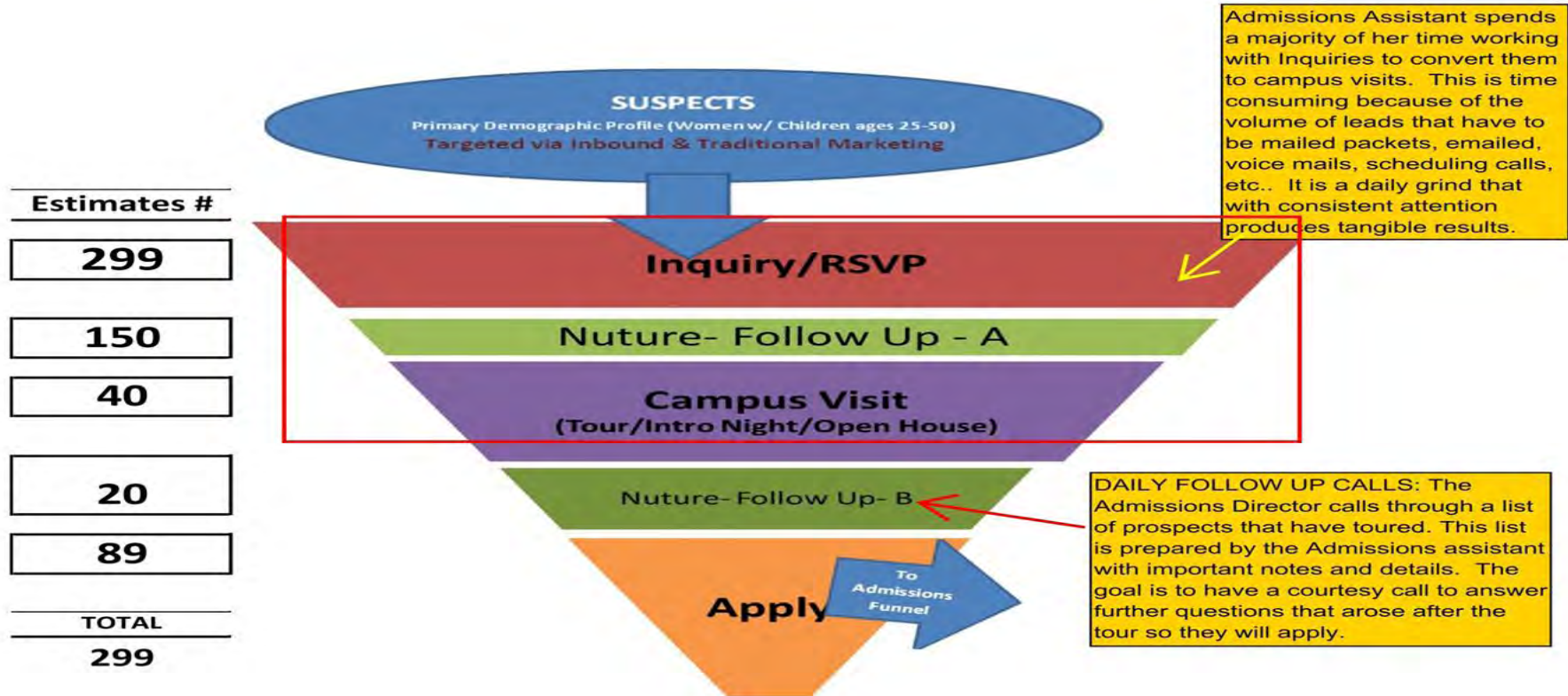
**Visits to Enrolled % (National Average @30%)**

**Applicants to Enrolled % (National Average @50%)**

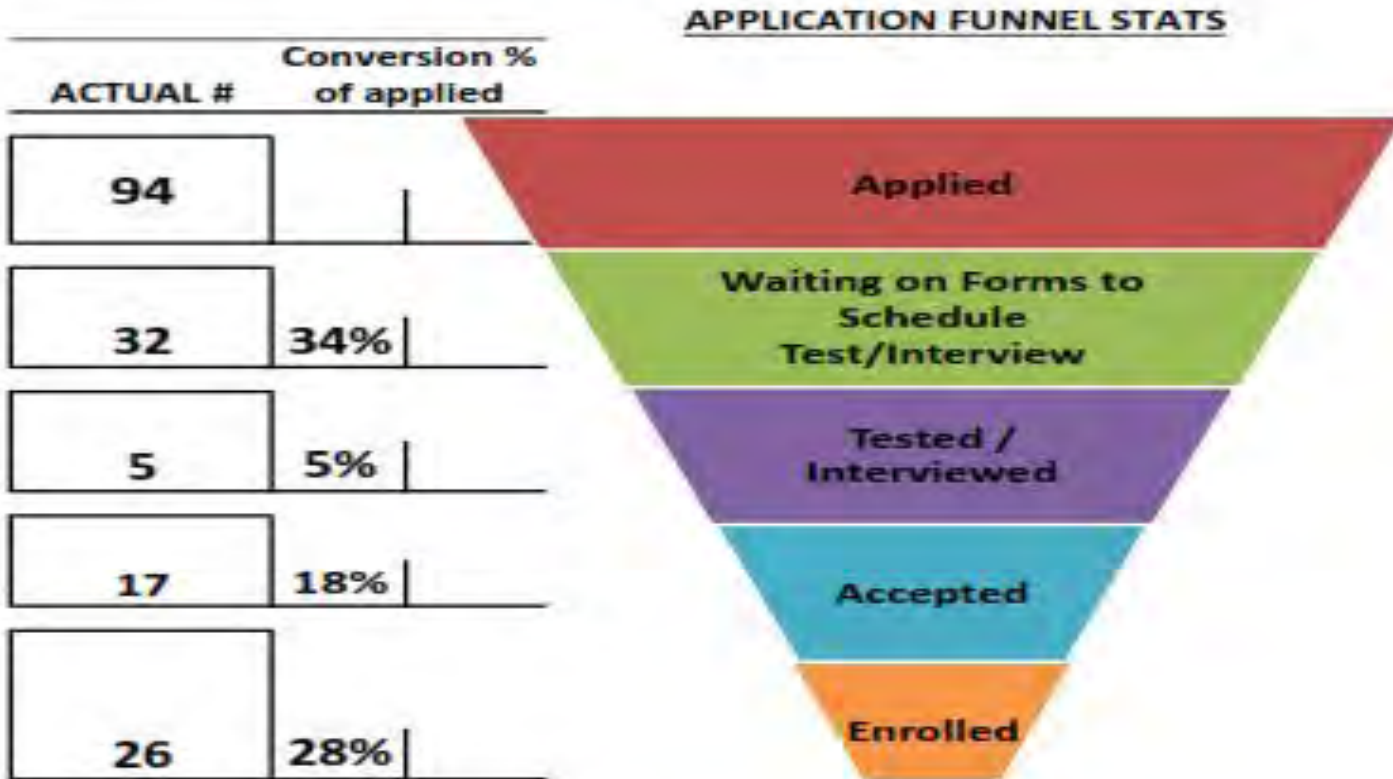
**Attrition Rate % (National Average @9.2%)**

Source: National Association of Independent Schools

# Prospect Funnel



# Admissions Funnels



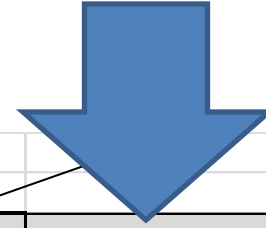




# Enrollment Goal Setting



# What if Scenario?



CATEGORY	6/2011 to 6/2012	7/2012 to 5/2013	WHAT IF?	National Average(NAIS)
Total Prospects	97	199	250	
Conversion % (Prospect to App)	54%	37%	37%	30%
Total Applicants	52	73	93	
Conversion % (App to Enrolled)	77%	68%	68%	50%
Total New Enrolled	40	50	63	
Prospect to Enroll Conversion	41%	25%	25%	20%
Retention Rate	74%	78%	88%	

# Website Traffic

## Needed to obtain 259 Prospects

#1	<u>Increase Annual Website Visitors</u>		
	From	To	% Increase
	11,004	25,870	135%
#2	<u>Increase Traffic Monthly Visitors</u>		
	From	To	% Increase
	917	2,156	135%
#3	<u>Resulting in Increase in Monthly Leads</u>		
	From	To	% Increase
	17	22	30%

# What Are Buyer Personas?



Buyer personas are fictional representations of your ideal customers. They are based on real data about customer demographics and online behavior, along with educated speculation about their personal histories, motivations, and concerns.

# How Are Buyer Personas Created?



Buyer personas are created through research, surveys, and interviews of your target audience. That includes a mix of customers – both “good” and “bad” – prospects, and those outside of your contact database who might align with your target audience. You’ll collect data that is both qualitative and quantitative to paint a picture of who your ideal customer is, what they value, and how your solution fits into their daily lives.

# Worldview Will and Wilma

## BACKGROUND & DEMOGRAPHICS:

- 3 Children (1-8<sup>th</sup> grade, 2 Grammar(5<sup>th</sup> and 2<sup>nd</sup>)
- Household Income \$150,000 +
- Very Committed to Church Life attending most services and events
- Housewife, age 35-45 – Influential and very observant
  - Active in Church
  - Very committed Christian
  - Likes to volunteer and get involved at school trips, classroom, etc..
- Father 35-45 – Decision Maker of Home
  - Family man and very involved at Church
  - Successful worker middle or upper management or owns business
  - Busy but does try to make time for school events and sporadically volunteers
- BOTH PARENTS: Very committed to fact that education is about all of life and every subject ought to be taught from a Biblical Perspective not just Bible, and Chapel.



## EXPECTATIONS:

- Desire their children to graduate with a Christian Worldview first and foremost
- They view the academic results as a by product of the focus on their children being instilled with a Christian Worldview
- Expect their Children to be known for highest Character and Integrity

# Affluent Alexis

## BACKGROUND & DEMOGRAPHICS:

- Housewife, age 32-45
- Married with 2 younger children (ages 4-9)
- Single HH Income: \$175,000+
- College graduate who worked for several years after college before getting married and leaving the workforce
- Nominal Christian who takes the kids to a fashionable evangelical church (with good childcare!) about 2x a month
- Accustomed to urban lifestyle; always has the latest phone w/ data plan, tablet PC, SUV, etc.



## EXPECTATIONS:

- High in general
- High value on education, SATS, colleges, etc..
- Somewhat disconnected from processes; cares about results
- Her children are to be given slightly preferential treatment
- Her children are loved and protected
- Her children are brilliant
- Year to Year on enrollment very consumer driven



# Magic Mary

## BACKGROUND & DEMOGRAPHICS:

- Working Mother, age 35-45
- Typically a Minority
- Re-Married with 2 children (4<sup>th</sup> and 6<sup>th</sup>)
- Children transferred in from poor performing Charter School
- Single HH Income: \$90,000+
- College graduate who married in college but was divorced in early 20's and re-married
- Nominal Christian who has questionable church attendance
  - Theology is very emotionally driven and based on personal experiences with God
- Has the latest phone w/ data plan, tablet PC, SUV, etc.



## EXPECTATIONS:

- High value on education but more of a secular definition as she views education as the “Magic Pill” that will solve her children’s problems. Thinks her kids are brilliant.
- Desires a better character formation focused school culture as she is very disappointed in culture of Charter school and how it corrupted her kids.
- Wants to know how great her children are doing as it makes her reassured she’s doing right
- Does not like rigorous discipline and gets frustrated by all the Tally’s her kids get
- Her children are getting a top quality education and is glad its Christian but more excited its top quality and the culture is better than charter school

# Affluent Alexis



## LESS-THAN-REAL QUOTES:

- “Your school is the best in the area” – Early
- “Your school is the strictest in the area” – After Honeymoon period
- “My child is the most brilliant because she started reading or doing XYZ when she was only 3 therefore she needs XYZ”
- “It’s tough getting the kids ready in the morning, keeping up with their assignments, and managing to stay presentable.”
- “I don’t have time to get everything done in each day.”
- “I’ve had to deal with so many disappointments when it comes to others.”

## COMMON OBJECTIONS:

- Will your teachers, administrators, facilities, and communications be adequate for my and my children’s needs?
- Is this school going to get my child into a good college?
- Is this really the best school.
- I don’t like how the teachers are implying I am not a good parent by all the Tally’s my child receives.

# Affluent Alexis



## **MARKETING MESSAGING:**

- Classical pedagogy, highly trained and qualified teachers, and 21<sup>st</sup>-century technology and communications.
- Goal is to get them into school with hope that we can patiently bring them along through prayer and deliberate education to assist in them maturing as Christian parents so they will appreciate both the culture and education of the school.

## **ELEVATOR PITCH:**

- We are the premiere Christian School in Delaware, offering the highest educational standards focused on equipping students with a Christian Worldview from faithful, highly trained and caring teachers

## **POSSIBLE CONTENT TOPICS TO ATTRACT THIS PERSONA**

- 3 Reasons why a Classical Christian Education is perfect for your child
- How to ruin a brilliant child before High school .
- 3 Parenting Mistakes of over zealous elementary school Moms
- A Parents Guide to determine if you child getting the best Private School Education?

# #5 CONTENT CREATION

CONTENT CREATION

## 1. WHY CREATE CONTENT?

1. Increase Footprint of Website- Indexed Pages
2. Position You as Thought Leader
3. Gives Prospects “Feel” of Your School
4. Increases Traffic – Shows up Organically in SERP(Search Engine Result Page)

## 2. BLOGGING

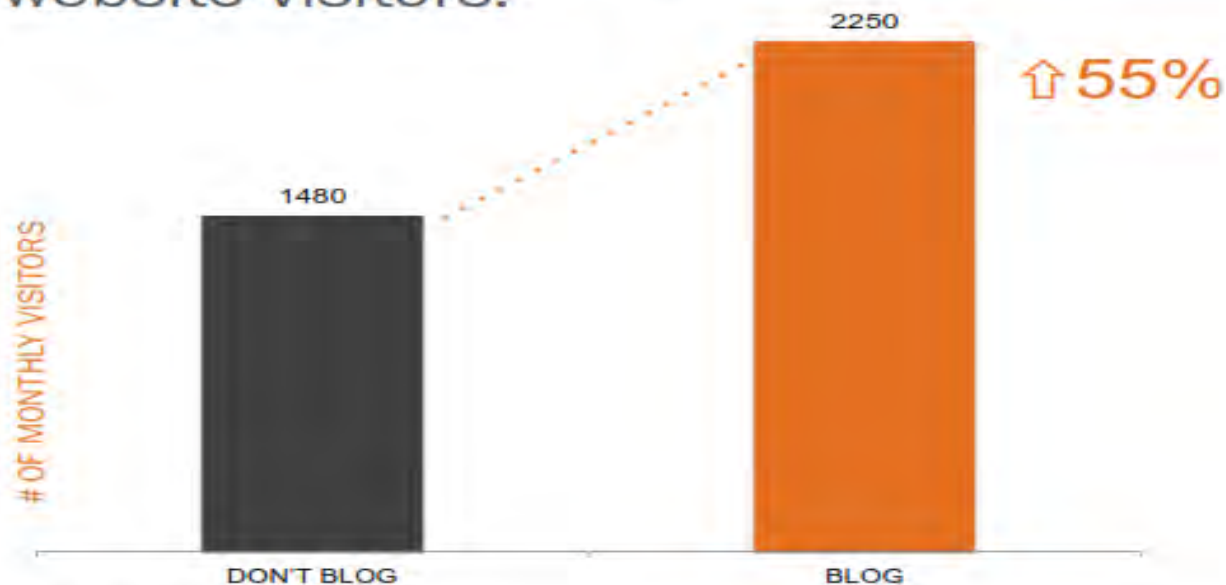
1. Conversational Not Academic
2. Written to Buyer Personas not self serving -“ME MONSTER”
3. Frequency at least 6-8x a month
4. Keyword Optimized

## 3. E-BOOKS, PARENT GUIDES

1. Parent’s Guide to Choosing a Preschool or Kindergarten
2. Parent’s Guide to Classical Christian Education
3. Guide to Choosing a Private School in XYZ
4. 10 Questions every parent must ask when selecting a Christian School

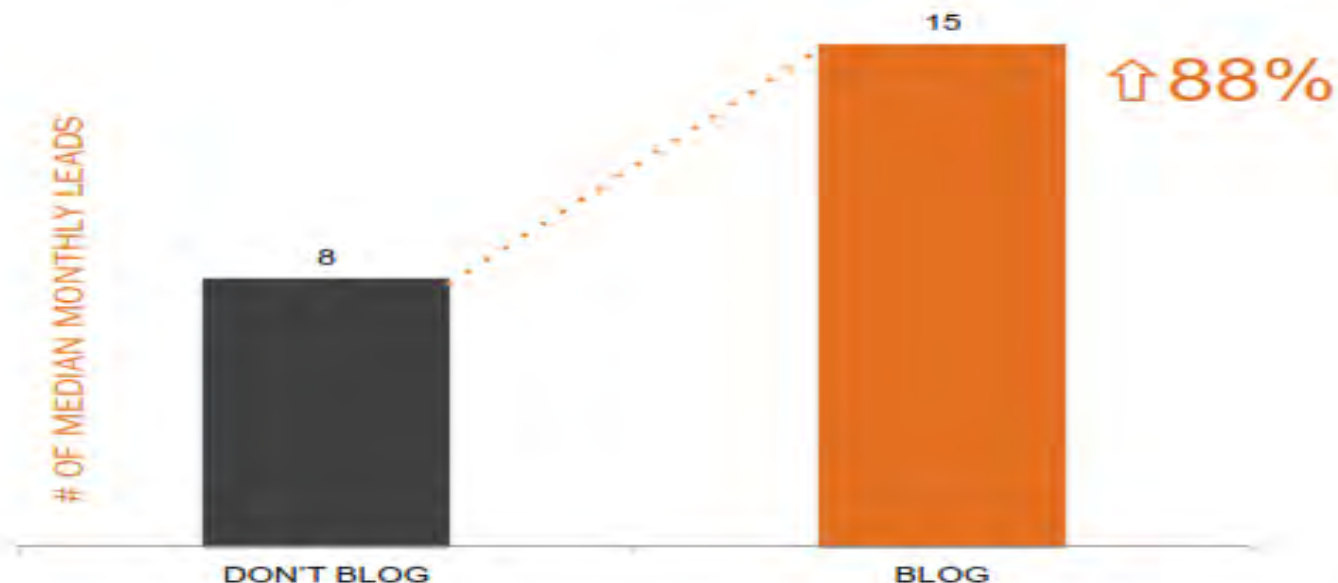
## FACTS

Companies that blog have  
**55% more**  
website visitors.



SOURCE: HUBSPOT, 2010

B2C companies that blog generate  
**88% more leads**  
per month than those who do not.



SOURCE: HUBSPOT, STATE OF INBOUND MARKETING LEAD GENERATION REPORT, 2010



# BLOGGING IMPACT

How much more do I  
need to blog per month  
**to increase my  
leads?**



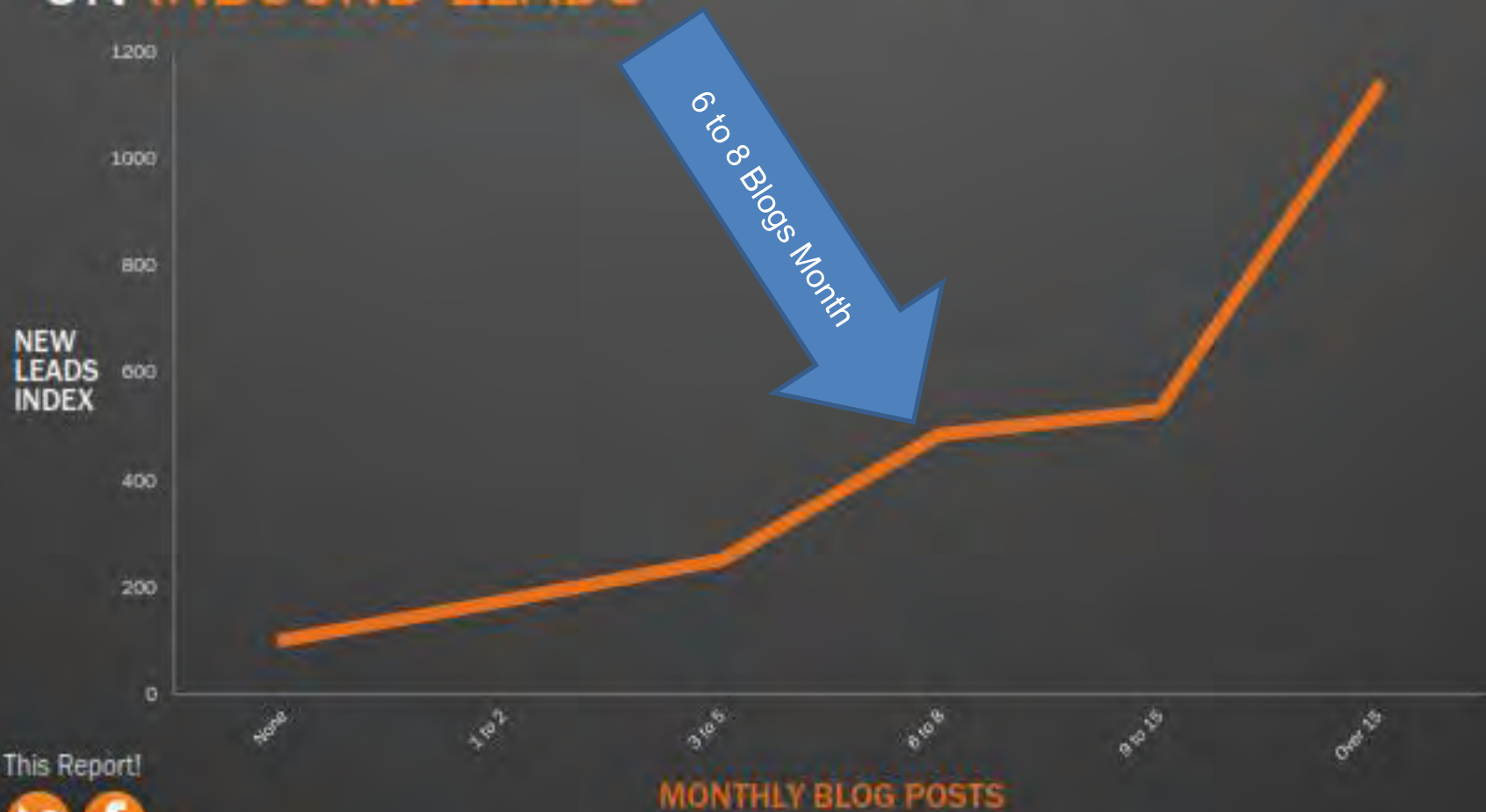
COMPANIES THAT  
**INCREASE BLOGGING**  
FROM 3-5X/MONTH  
to 6-8X/MONTH  
**ALMOST DOUBLE**  
**THEIR LEADS.**

B2B COMPANIES THAT BLOG ONLY  
1-2X/MONTH GENERATE  
**70% MORE LEADS**  
THAN THOSE WHO DON'T BLOG.

Share This Report!



# IMPACT OF MONTHLY BLOG ARTICLES ON INBOUND LEADS



Share This Report!



# 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)

# Upcoming ACCS Webinars

ACCS Webinars

## Search Engine Optimization Tips to Attract Prospective Parents

Tuesday, November 19<sup>th</sup> @ 11am Eastern



# Thank You!



**Principal Consultant**

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**Director of Marketing**

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