

Education

Making Sense
of Online Marketing

The



**DOWN
LOAD**



THE OFFICIAL CONSTANT CONTACT
MARKETING ADVISOR PLAYBOOK

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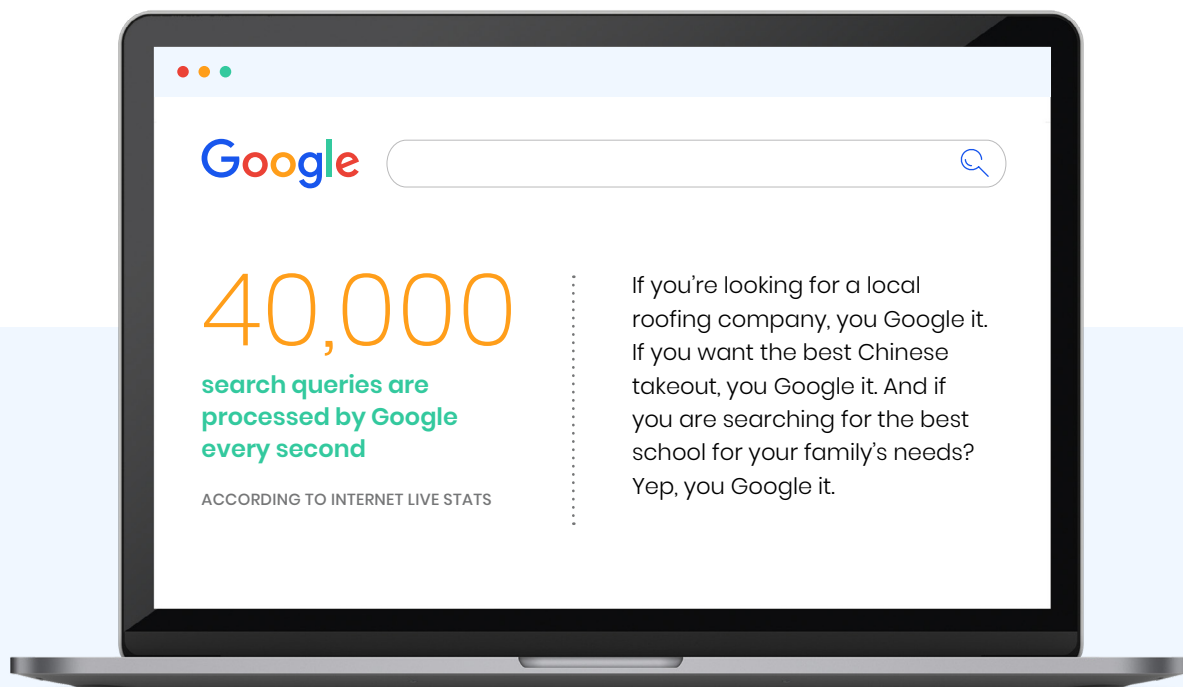
How online marketing can work for you

With your knowledge of how to make online marketing work for your enrollment program, you're ready to take those next steps.



Introduction

Parents and students are searching online for schools all the time.



The question is, what are prospective parents and students searching for?

83%

of online searches begin with an unbranded search term

ACCORDING TO WEBFX

For example, more prospective families are finding schools through search terms like “top boarding schools in New England” or “school for disabled children” than through branded searches like “Cumberland charter school in New Hampshire.” Sure, you might notice a lot of searches for your school name, but the majority of those are already associated with the school and may just be looking for the school’s phone number.

Just being found online by a motivated parent or student is only half the battle.

Building relationships and confidence in your school as the right choice for the individual or family are the stuff enrollments are made of.

That's why it's imperative that your enrollment marketing campaigns address elements of "Site, Search, and Social."



Site

We mean website of course. The school's website is the hub of all your marketing activities. Regardless of how the parent or student is introduced to your school, all roads lead to your website. As such, the site needs to be more than a source of information, it needs to be a source of confidence and comfort to your visitors. It needs to be an integral part of your lead nurturing process.



Search

Even an award-winning website is of minimal use to your enrollment program if only enrolled families visit it. Search comes in two flavors; organic and paid. Organic search engine optimization (SEO) is the product of hundreds of factors that go into Google's ranking algorithms. Paid search or Pay-Per-Click (PPC) is often a worthwhile shortcut where you pay for the privilege of showing up on the top of the search engines.



Social

Not every perspective parent or student who would otherwise be a good fit for your school is searching for education at any given moment. That's why it's important to be where *they* are to make your case for your school. Facebook (who owns Instagram) knows everything about everyone, giving you the ability to target your exact demographic.



Sound daunting? It doesn't have to be.

If you're considering getting started with an online enrollment marketing program, you may become overwhelmed by too many tools, never-ending expert advice, and the many marketing myths presented as fact. If you're already doing online marketing, you may be frustrated to find that it's not as easy as many claim it to be.



You're not alone.

If you're like many Constant Contact customers, you're busy trying to navigate marketing, communications, and admissions. You're wearing many hats and don't have the luxury of time to figure out how to navigate the cluttered and noisy world of online marketing.

What if there were a way to make sense of online marketing?

Here's the thing, it's not just about the tools available to you. You also need to understand the fundamentals of marketing so you can get the most out of those tools. Again, that's not easy when you're a school leader or admissions professional by trade, and a marketer by necessity.

This guide is designed to give you practical advice.

Our goal is to show you how to connect the dots in online marketing. To point out what you should pay attention to, so you have a strong foundation in place.

Then you'll have the knowledge, understanding, and confidence to take advantage of the new opportunities online marketing opens for you.



There's something else that's important to note.

Education is a "big ticket" item for families and individuals. Not only in terms of financial investment, but in terms of emotional investment. Decisions about what school to attend are not taken lightly and are rarely spontaneous.

Ultimately, we're talking about engaging with people. With online marketing, you're changing your location to a digital format. You're communicating through computers, phones, and tablets. But at the other end of those devices are people, and people engage with and support schools they know, like, and trust.



TIP

Nothing can replace genuine human interaction, but a personalized drip email marketing campaign can move the relationship forward.

Keep this in mind about online marketing.

If you were asked where most of your enrollments come from today, what would you say? Many schools tell us "word of mouth." When done correctly, online marketing provides more opportunities to extend the word of mouth that's already so important to the success of your school.

However, there is a problem with word of mouth; it's not scalable. You can't control it... you can only cross your fingers and hope that people are talking favorably about your school to the right people. Unfortunately, hope is not a strategy.

As you know, all business is built on relationships, especially the business of education. Online marketing also allows you to strengthen existing relationships with your current families and build connections with new ones.



Here's what we're going to cover:

Chapter 1: How people find you online

Chapter 2: How to set your school up for online marketing success

Chapter 3: How it all comes together

Chapter 4: How online marketing can work for you

Now let's get to it!



How people find you online

We've mentioned that word of mouth now happens online.

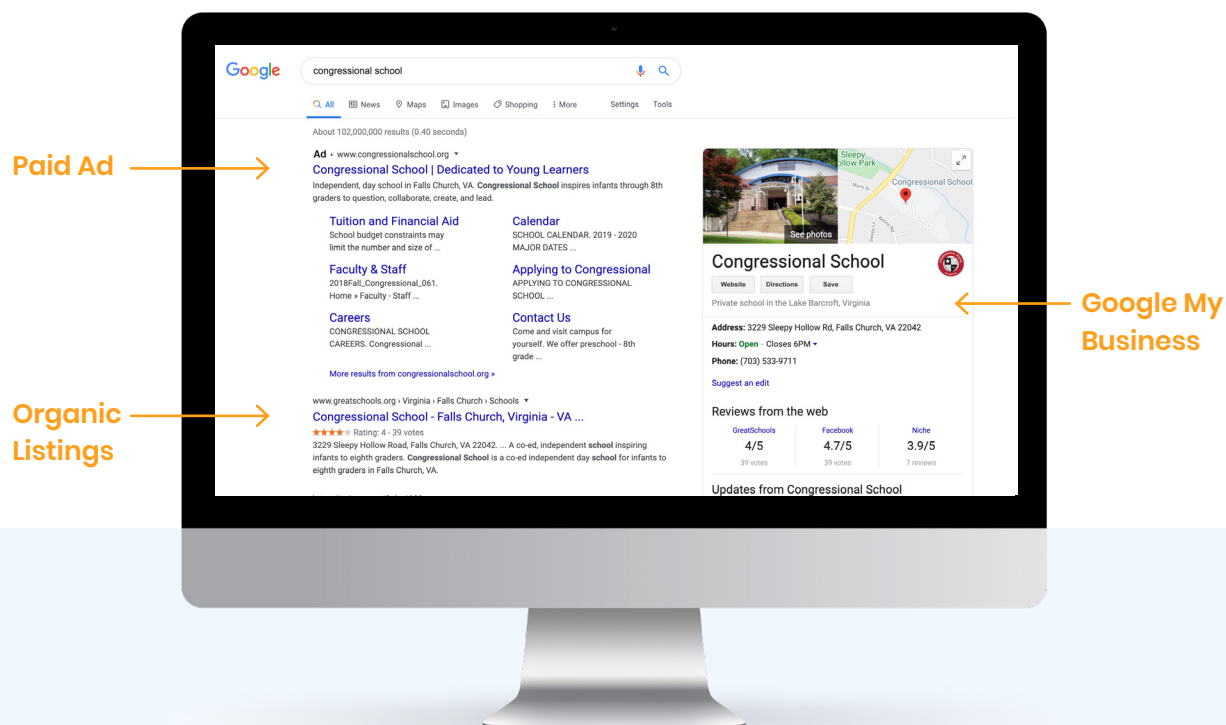
People are talking about schools and businesses directly; they're consuming and sharing content they find useful or entertaining, and they're asking connections for recommendations. Your school has an opportunity to be part of more of these conversations.



The more you can do to keep your school top of mind and make it easy for others to talk about you, the more you increase the chances of people recommending or seeking your school out specifically. Beyond being part of the conversation, you must understand what people may find when they go looking for your school specifically by name, or by something your school offers.

And, of course, be aware that if people don't find your school when they go looking online, for all intents and purposes... it doesn't exist.

What do people find when they go looking online for your school?



Example using "Congressional School" as the search term

It's no secret that people turn to search engines like Google to get more information about the schools they're investigating. Let's take a look at some of the things that may show up on a search engine results page, or SERP, when someone searches for a school by name:

- Paid ads
- Organic (non-paid) search results
- Google My Business listing
- Social media accounts
- Online reviews
- Info from other sites

What if people are looking for a certain type of school?

In the example on the previous page, we searched for a specific school — “Congressional School” — by name. But people don’t always search by name.

The screenshot shows a Google search result for "day school in Falls Church, VA". The search bar at the top shows the query and the number of results (About 68,200,000 results in 0.87 seconds). Below the search bar is a map of Falls Church, VA, with several schools marked. Below the map is a list of three schools:

School Name	Rating	Hours	Website	Directions
Falls Church Day School	5.0 ★★★★★ (2)	Private school	115 E Fairfax St (703) 534-8687	WEBSITE DIRECTIONS
George Mason High School	3.8 ★★★★★ (23)	High school	7124 Leesburg Pike (703) 248-5500	WEBSITE DIRECTIONS
Mary Ellen Henderson Middle School	4.0 ★★★★★ (11)	Middle school	7130 Leesburg Pike Closes soon · 3PM · (703) 720-5702	DIRECTIONS

Below the list of schools is a link to "More places". At the bottom of the page, there are three links to websites related to the search:

- www.thefallschurch.org/thedaysschool
- [The Day School | FCE - The Falls Church Episcopal](#)
- [The Day School - Home | Facebook](#)

The Facebook link shows a rating of 4.9 - 7 votes. Below the Facebook link is a paragraph of text about the Falls Church School Board and its budget for the 2020-2021 school year. At the bottom of the page, there are three links to websites related to the search:

- www.fcps.org
- [Falls Church City Public Schools](#)
- [On Tuesday evening, the Falls Church School Board unanimously approved its Advertised Budget for the 2020-2021 school year...](#)

Let's take a look at an example.

Sometimes they're looking for a specific "type" of school in a specific geographic location because they are not already familiar with any particular school. Then they are more likely to type in a more generic search term, like "day school in Falls Church, VA."

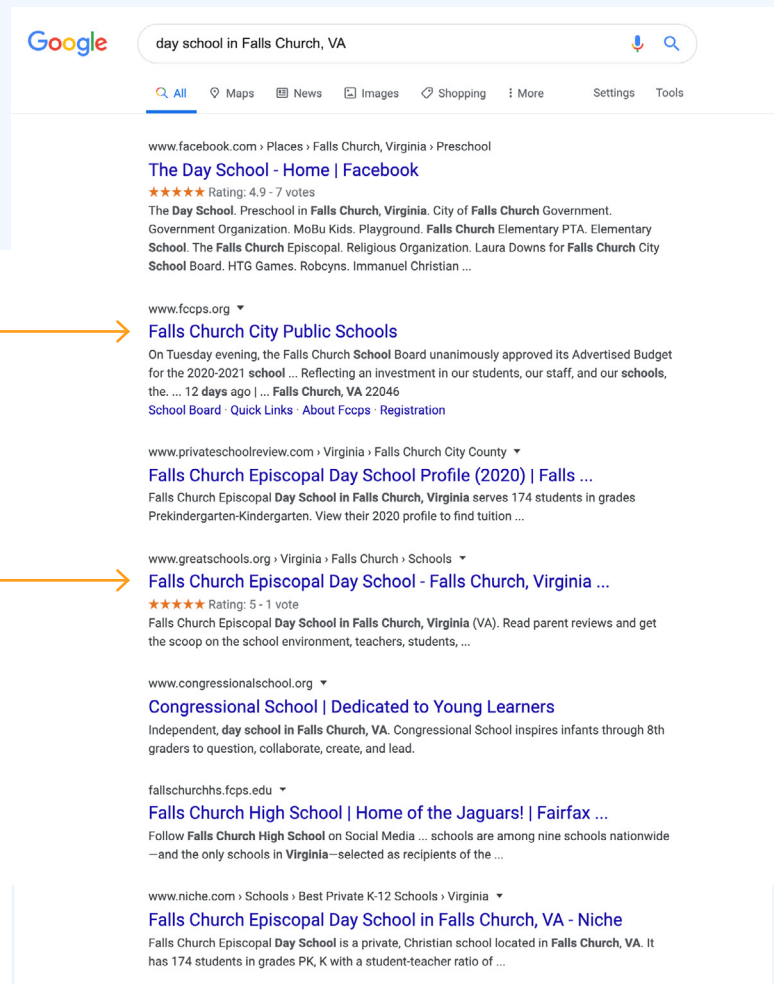
Here's an example of what may come up — of course, your actual results will differ.

Notice that "day school in Falls Church, VA" brings up the listings in Google Maps first. This information comes from Google My Business profiles (more on that later).

Beyond the map listings, you may also find websites, social media accounts, lead aggregator websites, reviews, listings of other schools near your location and related searches to “day school in Falls Church, VA” in the search results.

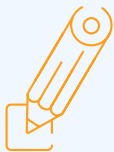
If we apply these results to what may show up for your school, your customers may find:

- Your website
- Social media accounts
- Reviews from parents or students
- Business listings
- Competing schools
- School rating and lead aggregator sites



Business Listing

**Reviews from
Parents or Students**



ACTION STEPS



Search for your school.

What information shows up? Is it what you were expecting? Is there anything there that surprises you? Is there something missing?



Search for generic terms related to your type of school.

Is your school there in either an organic or paid perspective?



Make a list of results that show up on the first page in both scenarios.

If your school doesn't show up in both scenarios... you have some work to do.

Here's the reality: If you're not online, prospects can't find you.

Whether people search for your school by name or something related to your type of school, parents and students must be able to find you. You'll want to make sure your school can be found, the information is accurate, and that you're answering the questions those families may have.

Just having a website is not an enrollment strategy. You must be proactive to do the things that get you found when parents and students are searching for a school like yours. If you don't show up, the school down the street will.



The question is, what tools should you use to build a strong foundation for your online marketing efforts? Let's take a look at how to set your school up for success.



How to set your school up for online marketing success

With an understanding of how people may find you online, what should you do to make sure you have a strong foundation in place?

Let's talk about the tools you should use and some tips to get you started.

Here's what you need to get online:

1

A mobile-responsive website



2

An email marketing tool



3

A primary social channel



4

Up-to-date business listings



5

A way to easily create content





A mobile-responsive website: Your online hub.

Students, and parents of student age children, are on their phones more than on desktop computers. In fact, according to the Consumer Technology Association, worldwide, more people own a cell phone than a toothbrush. In late 2015, mobile web traffic surpassed desktop for the very first time. Since then, we've been living in a mobile world, and mobile device usage has skyrocketed.

It's essential that your school website offer a great mobile experience. In fact, Google's "mobile-first" indexing means that they predominantly use the mobile version of your content for indexing and ranking.

A mobile-responsive website provides a great experience for visitors regardless of how they're viewing it because it adapts to the device being used to access it. With a mobile-responsive website, visitors won't struggle to find the information they need. The good news is that you no longer need to be a web designer to build an effective mobile-responsive website.



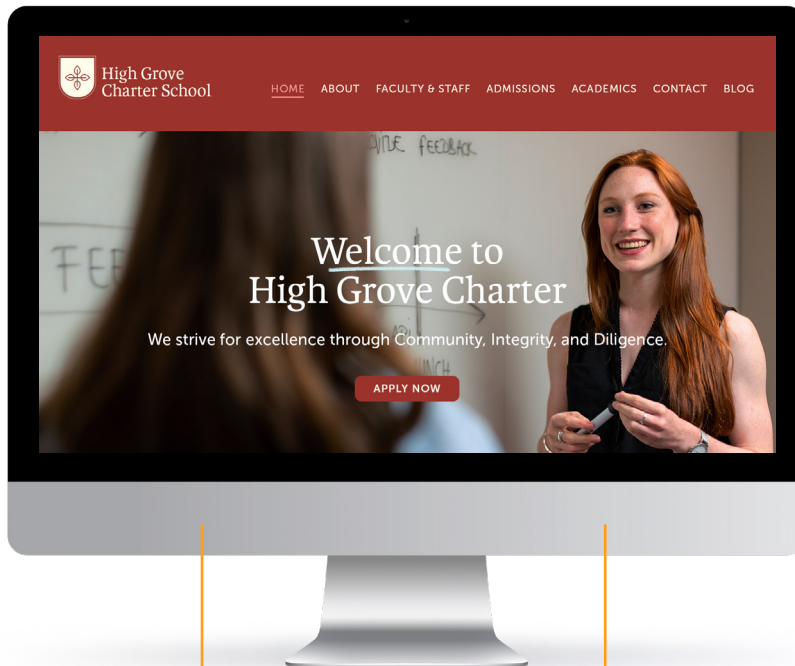
TIP

Evaluate your website on its mobile appearance and function first.

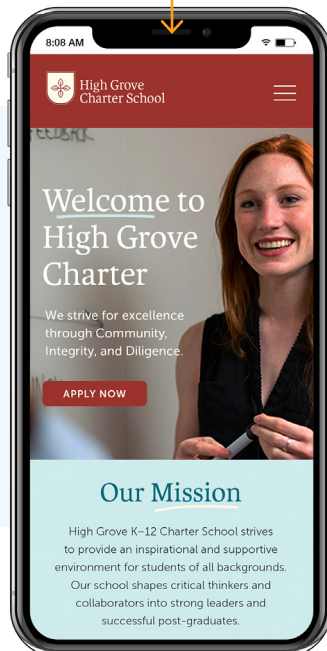
The desktop version will most likely fall into place.



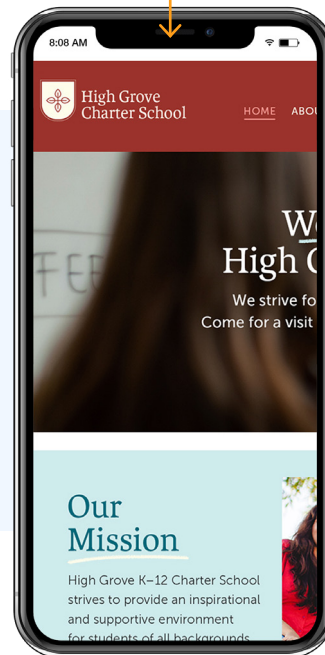
With a mobile-responsive website, people will be able to read and navigate your site with ease regardless of the device they're using.



Responsive
website
on mobile



Non-responsive
website
on mobile



**DID YOU KNOW?****Want a custom-designed site?**

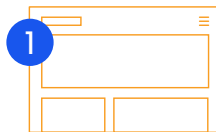
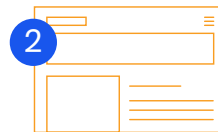
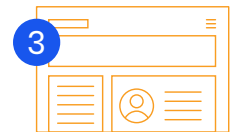
Get a custom-designed, mobile-optimized site in just minutes with [Constant Contact's intelligent website builder](#).

Need a logo?

A logo and colors form the basis for the visual representation of your brand. [Constant Contact's LogoMaker](#) generates hundreds of options in seconds.

How many pages should your school's website have?

People considering a new school are on a mission. They are looking for more than basic information, they are looking to get a feel for the school's culture and the quality of the academics. There is no right or wrong amount of pages, however consider the following pages to be a great start!

**HOMEPAGE****ABOUT****FACULTY & STAFF****ADMISSIONS****ACADEMICS****CONTACT**

Think about your school specifically to add additional pages. For example, a faith-based school may want to have a page labeled "Faith," a boarding school will want to have pages that address the residential life, a dual language school will want to have a page describing their teaching methodology. Most schools benefit from having blog functionality on their site as well (more on that later).



**What should you put on those six core pages?
Let's take a look.**



HOMEPAGE

What questions should you answer on your Homepage?

What are you offering?

People don't read on the Internet, they scan; they see headlines, images and bullet points. Make it clear and make it fast.

Who is it for?

What grades or academic areas do you focus on. Are you a faith-based school, a boarding school? A public charter school (with no tuition)? Know your audience!

So what?

Why would a family or individual choose your school over their other choices? What makes your school unique?

What should visitors do next?

Fill out an application or download a brochure? Contact you or plan a visit? Give an email address for resources? Make it clear what action they should take as their next step.



Homepage example



ABOUT PAGE

What questions should you answer on your About page?

What is your story?

What are the origins of your school, and more important what is the mission of the school? Essentially, why does the school exist?

Why should people care?

How will your audience of potential students benefit from the education they receive from your institution? How will you solve their problems and give them peace of mind? Do you have testimonials to support the value of your school?

What makes your school different?

What is your organization better at than anyone else? Is it superior academics, project based learning, or social-emotional learning? Do you address athletics or social issues?

High Grove Charter School HOME ABOUT FACULTY & STAFF ADMISSIONS ACADEMICS CONTACT BLOG

About Us

See why Community, Integrity, and Diligence are at our forefront.

Our History

Chartered in 1970, High Grove opened its doors in the town of Chapel Hill to extend opportunities to kids of all backgrounds. It was founded by board members dedicated to making a positive difference, who developed the motto of Community, Integrity, and Diligence. 775 students are currently enrolled, and we continue to grow as the years go on.

[ABOUT US](#)

Our Approach

The High Grove Charter ensures that our curriculum honors the entire student. We focus not only on academics, but also on relationship building, conflict resolution, critical thinking, and leadership skills.

Our Success

High Grove's academic standards set a high bar for academic achievement. We have a 100% college acceptance rate, and our alumni are proud to say they started their academic journey at High Grove.

Features of High Grove

- Library & Study Rooms
- Playgrounds & Outdoor Spaces
- Art Rooms
- Full-Sized Gymnasium
- Swimming Pool
- 40 Classrooms

“My daughter and I couldn't be happier with our choice to send her to High Grove Charter. She raves about her teachers and loves the clubs she has joined! I highly recommend this school for any parent or student looking for excellent resources and high academic standards.”

— Kimberly + Lori Moore

High Grove Charter School

12 High Grove Rd
Chapel Hill, NC 27514
questions@highgroveschool.edu

P: 555.641.9301
F: 555.641.9384

[DONATE](#) [CONTACT US](#)

About page example



FACULTY & STAFF PAGE

What questions should you answer on your Faculty page?

What is *their* story?

More than just their academic qualifications, have everyone describe their philosophy and perhaps their love for education and their subject. What makes them unique?

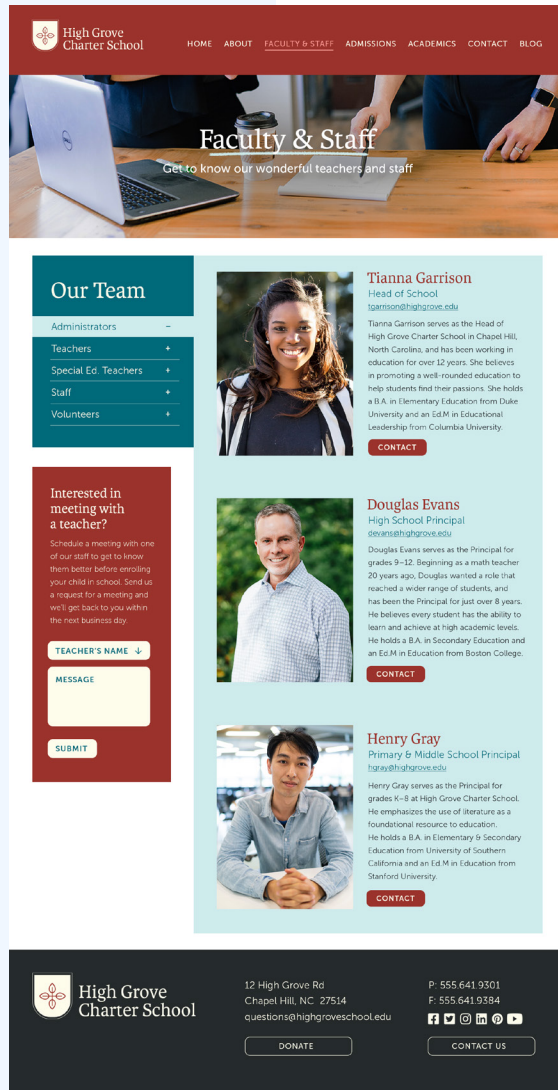
People want to get a feel for exactly who will be educating them or their children. No one is looking to be educated by a nameless, faceless organization. Images and bios of the faculty and staff go a long way to building comfort and confidence.



TIP

Make sure that there is symmetry in the way each profile is laid out.

All photos should be professional headshots in portrait orientation, no sunglasses or busy backgrounds. The bios should be approximately the same amount of text for balance.



Faculty & Staff page example



ADMISSIONS PAGE

What questions should you answer on your Admissions page?

How can I get to know the school?

Do you have open house dates? Do you have individual or group tours? Can I talk with someone about the process?

How much is tuition?

This is the place to talk about finances. How much does tuition cost for each program? Do you have tuition and financial assistance? Are there any fees of deposits?

What is the process?

Do not make this tough or complicated. This is where a step-by-step description of the admissions process walks the applicant through the procedure. Have a video? Even better! This page should include a link to then registration application.

High Grove Charter School

HOME ABOUT FACULTY & STAFF **ADMISSIONS** ACADEMICS CONTACT BLOG

Admissions

Join the community at High Grove Charter

Ready to become a part of High Grove Charter?

Our application for the 2020–21 school year is now open. You can submit an application online, by mail, or in person.

APPLY NOW

There is no cost to submit an application or to attend High Grove. To be eligible, a student must be entering Kindergarten–Grade 12 in September 2020 and be a resident of Chapel Hill, NC.

Enrollment Process

- Application Opening Date**
January 20, 2020
- Apply Online or by Mail if Eligible**
by February 29, 2020
- Admission Lottery Occurs**
March 10, 2020
- School Year Begins**
August 31, 2020

Tour Our School

Join us for a school tour and learn more about our highly reputable academic and extracurricular programs. Get a glimpse into what makes High Grove stand out against other schools.

SCHEDULE A VISIT

Enrollment FAQ

- What makes High Grove different from other schools?
- Is there a tuition fee for High Grove?
- How do I apply?
- How do the lottery and waitlist work?

HAVE MORE QUESTIONS? [CONTACT US](#) FOR MORE INFORMATION.

High Grove Charter School

12 High Grove Rd
Chapel Hill, NC 27514
questions@highgroveschool.edu

P: 555.641.9301
F: 555.641.9384

[f](#) [t](#) [i](#) [l](#) [y](#) [v](#)

DONATE **CONTACT US**

Admissions page example



ACADEMICS PAGE

What questions should you answer on your Academics page?

What grades do you offer?

If this is a K–12 type of school, do you offer all grades? Are all the grades housed in the same building or across multiple campuses? Do you offer advanced and supportive services? Do you accommodate special needs children?

What courses do you offer?

STEM? STEAM? Project-based learning? Do any of your courses involve field trips or specialty classes or subject matter that differentiates your school from competing schools in your area? Linking to pages with a detailed course catalogs puts the learning opportunity into perspective.

When does school start?

Linking to a page with a full academic calendar is a highly coveted feature for both the families who are already enrolled and families planning to enroll.

High Grove Charter School

HOME ABOUT FACULTY & STAFF ADMISSIONS **ACADEMICS** CONTACT BLOG

Academics

Learn more about our class and involvement opportunities

Designed to Challenge and Inspire

At High Grove, we have put the time into perfecting a curriculum with the right balance of difficulty and engagement. From years of putting these ideas into practice, we know that when kids are faced with a challenge, the vast majority will rise to it, rather than give up.

We encourage dreaming big and offer programs that will help your child learn while staying inspired.

[LEARN MORE](#)

Browse Our Course List

- Primary School [+](#)
- Lower School [+](#)
- Middle School [–](#)
 - Science [+](#)
 - Language [+](#)
 - Math [+](#)
 - Arts [+](#)
 - History [+](#)
 - Music [+](#)
 - English [+](#)
 - Electives [+](#)
- High School [+](#)

Our Campus

High Grove has three beautiful buildings in the heart of Chapel Hill.

[LEARN MORE](#)

Our Students

Our student body is a diverse group who are driven and well-rounded.

[LEARN MORE](#)

Clubs & Activities

High Grove offers a wide range of activities and extracurriculars to appeal to all students.

[LEARN MORE](#)

Specialty Classes

Grades 7–12

[LEARN MORE](#)

Academic Calendar

Fall 2020–21

[LEARN MORE](#)

Supportive Services

Grades K–12

[LEARN MORE](#)

High Grove Charter School

12 High Grove Rd
Chapel Hill, NC 27514
questions@highgroveschool.edu

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F: 555.641.9384

[DONATE](#) [CONTACT US](#)

Academics page example



CONTACT PAGE

What questions should you answer on your Contact page?

Where can I find you?

Is your school brick and mortar or virtual? Do you have a physical location(s)? Which social media channels do you use?

When can I reach you?

What are your hours of operation? Are all locations the same? Are there different hours for support? Other functions?

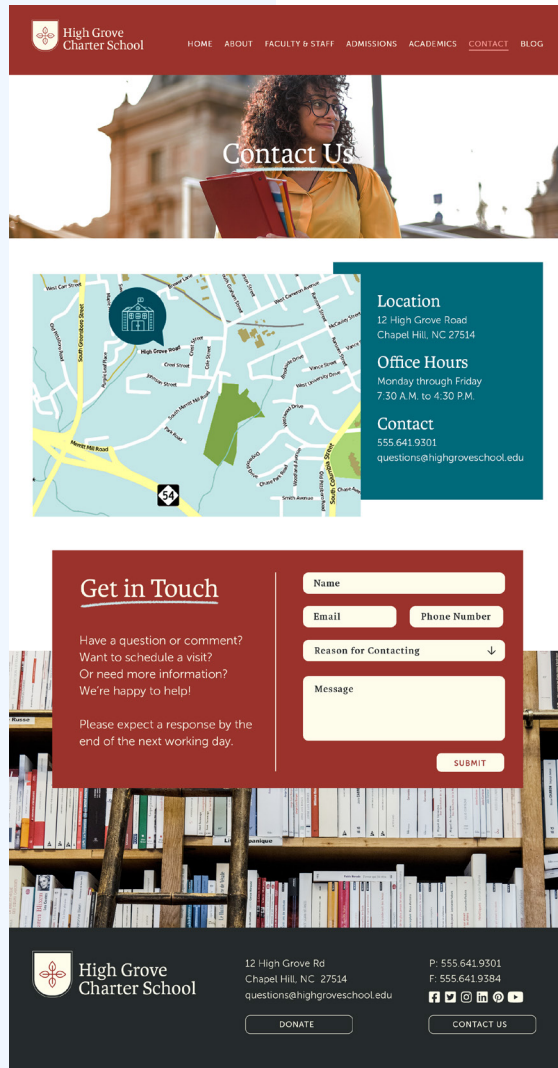
How can I contact you?

Is there more than one way? Start with your preferred method. What should they expect in terms of a reply?



TIP

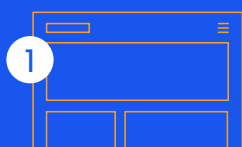
If you have a physical campus, embed a Google map onto your Contact page.



Contact page example

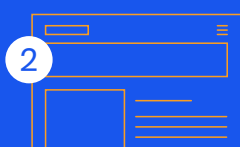
Tips for using images on your website.

Overall, use high-quality images of real students and the actual campus whenever possible. If students are wearing school logo-wear, even better. If you don't have your own images, sites like Unsplash offer free, high-quality stock images. There are also many other paid stock photo sites like iStock and Shutterstock.



HOMEPAGE

Images of real students engaged in learning or fun activities immediately gives parents or students a sense of what it would be like to attend. Drone footage of the campus further reinforces this.



ABOUT PAGE

Reinforce the message with more real images that depict daily life at the school. That might include more images of students, faculty and the campus.



FACULTY & STAFF PAGE

Use only professional headshots with similar "not-too-busy" backgrounds and the same orientation (typically portrait). No sunglasses please.



ADMISSIONS PAGE

At this point, it's less about people pictures, and more about procedures. Get creative with simple flow-charts of the process and call-to-action buttons or icons.



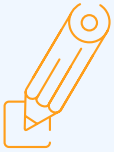
ACADEMICS PAGE

Use images of engaged students to compliment or categorize your different programs.



CONTACT PAGE

Use a "feel good" image in the page header. If you have a physical location, show that in the page header and embed a Google map adjacent to the contact form.



ACTION STEPS



Create a simple website.

Don't have a website? Create one with [Constant Contact](#) in minutes!



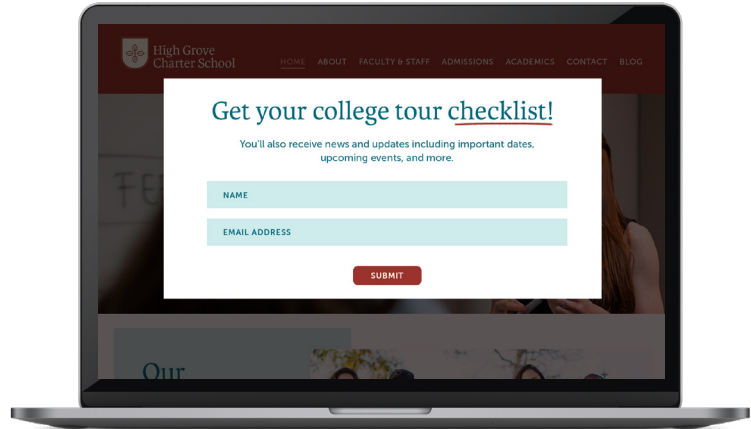
Review your website for the appropriate pages.



Make sure you're answering the questions suggested above.



Add sign-up forms to your website.



MOBILE-RESPONSIVE WEBSITE

What happens if someone visits your website but doesn't engage by enrolling or requesting more information?

Once a perspective enrollment opportunity leaves your website, most will never come back again. But what if you had a way to contact them? Then you could encourage them to return to your site and eventually do business with you.

This is why you'll want to collect email addresses from people who visit your website. You can do this by adding sign-up forms to your website. In addition to using your website, you should also think about collecting emails in person and in print. Offer something of value to visitors in exchange for their email addresses like a checklist or a guide. For example, a Charter or Private school might offer a checklist of questions to ask during a school tour, or a Vocational School might offer a guide to salary in that particular industry.

Once you have someone's email address, you're able to reach out on a consistent basis to encourage them to do business with you by sharing a combination of helpful and promotional messages.

2



Email marketing: It's how you drive business.

Why is email marketing important today? Simply, because it works. And yes, email is still ranked as one of the most effective marketing channels according to Ascend2's 2019 Digital Marketing Strategies Survey Summary Report.

Like your website, email marketing also creates an asset you own. The contacts on your list are yours. And if you're doing it right, those are people who have said, "Yes, I want to learn more about your school."

Be sure to segment your list into perspective students, perspective parents of students, current parents or students, and alumni who may wish to donate to the school. Each segment should consist of a series of emails that are tailored to their interests.

Make sure that you personalize each email by dynamically inserting their name into the greeting. Also make sure that each email includes a suitable call-to-action such as an offer to hop on the phone for an introductory call, to schedule a school tour, or to drop by to the open house.



TIP

Create a simple series of emails to welcome people to your email list.

More on the next pages.



Here are two emails to include in your automated welcome series.



WELCOME SERIES EMAIL ONE

Welcome/ Delivery email

Send this Welcome email immediately after someone signs up. Deliver what was promised, welcome your new subscribers, and reiterate what they should expect in the future.



Welcome email example



WELCOME SERIES EMAIL TWO

Invitation to Connect

Send this email a few days after your Welcome email. Let your new contacts know of the other ways in which they can engage with you—this will most likely be on your social channels—and invite them to connect with you.

This email is important because once your subscribers connect with you in other locations, you have multiple ways to engage and stay top of mind.


And, if your subscribers engage with you on these public forums, your school gets exposed to their connections who are likely to also make excellent prospects for your business.




TIP

Use email automation to save time and get new and repeat business. Need some ideas?

[Find some here.](#)


**High Grove
Charter School**

[OUR SITE](#) | [SCHEDULE A VISIT](#) | [CONTACT US](#) | [FAQ](#)





Let's Connect!

Follow us on Instagram and like us on Facebook to stay up-to-date on all things High Grove! We feature students and events on a weekly basis.



[FOLLOW](#)






12

[Like](#) [Comment](#) [Share](#)

[LIKE](#)



12 High Grove Rd, Chapel Hill, NC 27514 | questions@highgroveschool.edu | 555.641.9301

Let's Connect email example

EDUCATION

29



ONGOING COMMUNICATION

Plan on sending an email at least once a month thereafter.

Consistency is key in any form of marketing. Write down the potential opportunities you have to reach out to your email contacts. These opportunities could be national holidays, events specific to your school, or even those made-up marketing holidays. Share a combination of helpful resources and promotional emails to provide the most value to your contacts.


The frequency of your communications should be based on your segments. Monthly might be the right pace when reaching out to alumni, however reaching out to an interested parent for enrollment purposes should be done over a more compressed time frame. For example, every three or four days over a period of one month.

DID YOU KNOW?




Constant Contact offers powerful, easy-to-use email marketing tools.

[Find out more.](#)

 **High Grove
Charter School**

[f](#) [t](#) [@](#) [in](#) [p](#) [v](#)

[SCHEDULE A VISIT](#) | [CONTACT US](#) | [FAQ](#) | [DONATE](#)



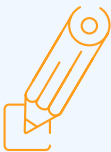
Spring is almost here!

Time to sign up for spring sports. Try-outs will start at the end of February—don't miss out on a fun season!

[REGISTER](#)

12 High Grove Rd, Chapel Hill, NC 27514 | questions@highgroveschool.edu | 555.641.9301

Promotional email example



ACTION STEPS



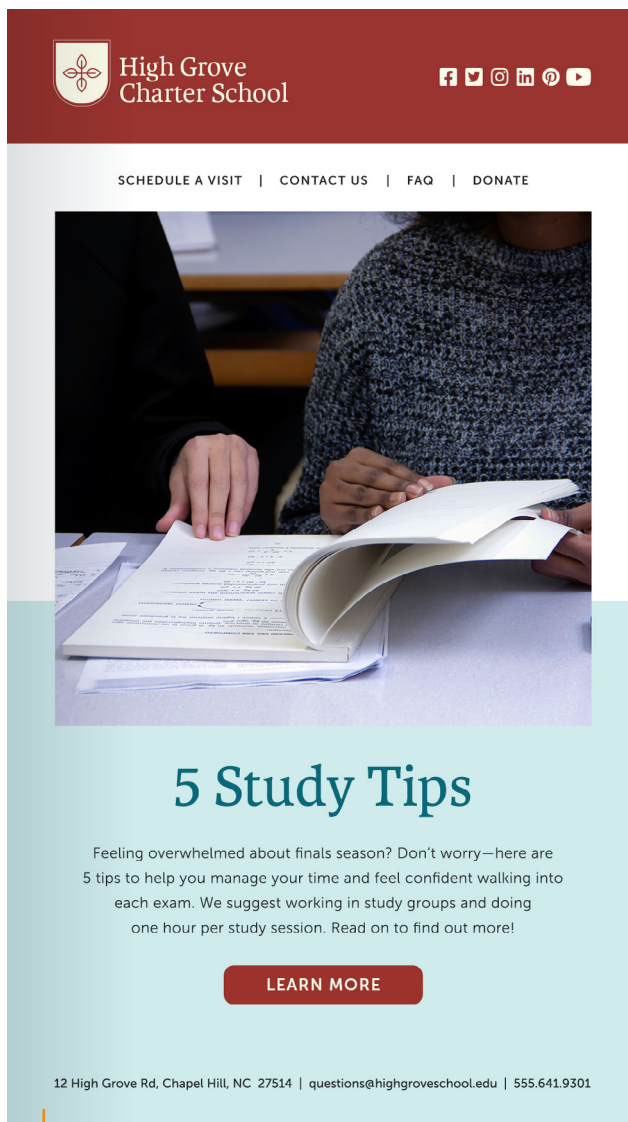
Set up a simple, automated welcome series.



Plan to send an email as appropriate to your various segments.



Think about other emails you may want to automate.



Resource email example



In the future, you can get more advanced with automation by sending emails triggered by actions taken by your contacts like opening an email, clicking on a link, or joining a list.

3

Social media: It doesn't have to overwhelm you.

Social media marketing can feel overwhelming. And it often feels like you're spinning your wheels — doing a lot of activity across many channels with little to show for it.

Make sure to claim all the major social channels under your school's name, but don't feel that you must be active on all of them. It's better to have a robust presence on a few channels that it is to dilute your efforts across multiple low return on investment (ROI) channels.

Ideally, choose a primary social channel based on the people you're trying to reach. Currently Facebook and Instagram are great channels to be active on. Keep an eye on emerging platforms like TikTok, but don't jump in unless you have an indication that your target market is active there and you have the resources to integrate it into your marketing activities.

Also, consider what channel you're most comfortable using and how it fits with the personality of your school.



Ultimately, social media should allow you to generate awareness, action, and engagement that you wouldn't have gotten otherwise.



TIP

Choose the right social media platform for your business.

[Find out how.](#)



SOCIAL MEDIA

Posting



SOCIAL MEDIA

Advertising

Consistently posting on Facebook and Instagram has many benefits for your school, but it most likely only has cursory effect on new enrollments.

The truth is that Facebook (who owns Instagram) doesn't make any money on your posts, so over the last few years, they have degraded the "Reach" (the number of unique people who see your content).



ONLY 6.4%
of a page's total likes
come from a post's
organic reach

ACCORDING TO SOCIALMEDIATODAY

It is likely that the vast majority of your school's "Likes" on Facebook are from parents and students who are already familiar or enrolled with your school. Therefore, you are probably not reaching many new people who aren't already aware of your school.

Then why post on Facebook and Instagram?

Posting about daily school activities is a great way to keep parents and students who are currently enrolled engaged with your school, which helps with retention.

Also, if a parent or student shares a school post, it is possible their friends and family may see it. More to the point, potential enrollees who are considering the school might take peek at your social channels to get a feel for the school culture. A robust social profile can complement the information on your website and possibly convince that candidate to inquire further.



Facebook post example



Instagram post example



So, how do you reach new enrollment candidates on social media?

Platforms like Facebook and Instagram know everything about everyone, and they are willing to put your message in front of them...for a price.

To reach new potential candidates, you will need to “pay to play”. You can leverage their demographic data across their vast networks to precisely reach your ideal target market. For example, you can target female parents between the ages of 24–38 within a 10-mile radius of the school campus.

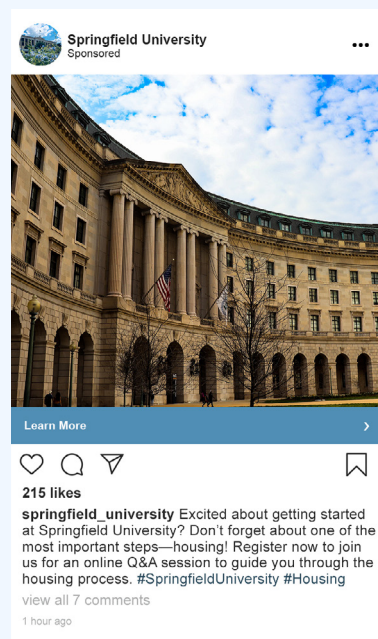


Facebook advertising example

Have a plan before you start.

A simple awareness campaign might consist of student or teacher success stories, or news about a new program. The post can simply link back to the Homepage, or to a specific landing page.

A more advanced strategy might be to offer a piece of premium content such as a guide or checklist in exchange for their contact information to get the prospect into your contact database and trigger your lead nurturing and marketing automation sequence.

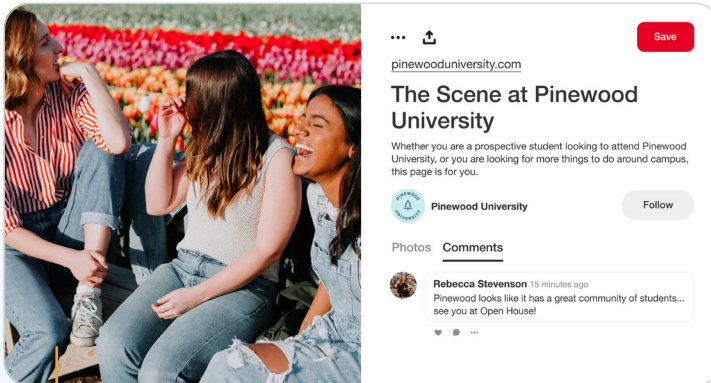


Instagram advertising example

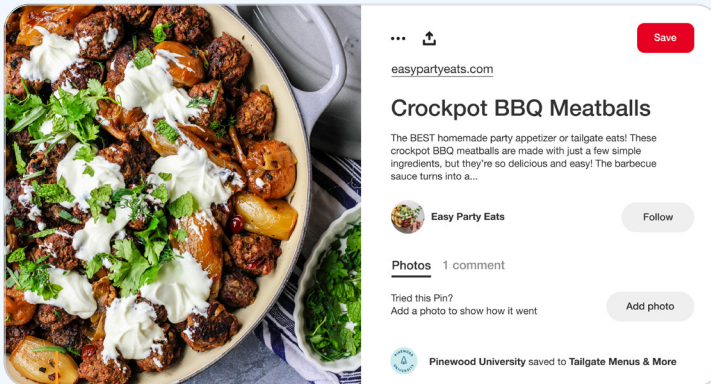
OTHER SOCIAL CHANNELS WORTHY OF CONSIDERATION



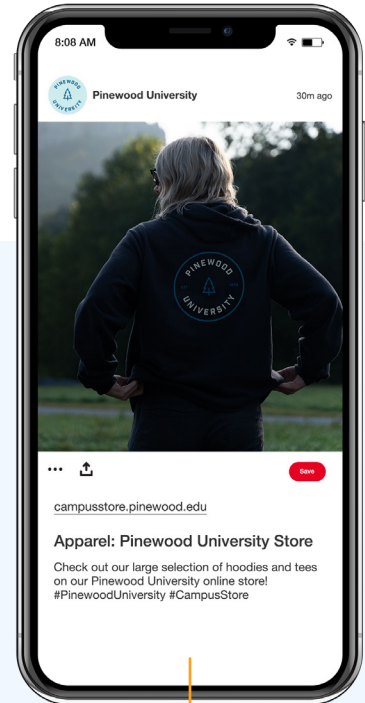
Boards with tips and ideas.



AWARENESS Let people know about upcoming events.



ENGAGEMENT Provide resources your students may find helpful.

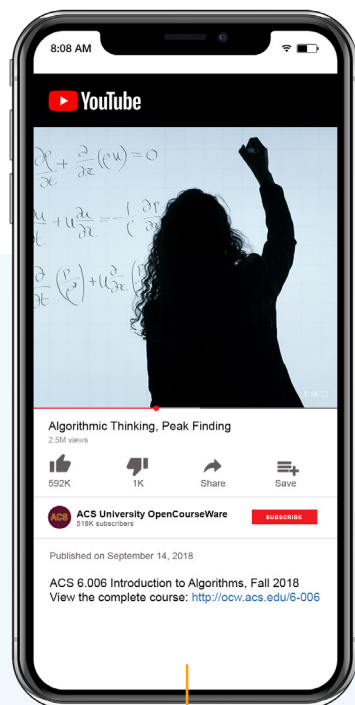


DRIVING ACTION
Showcase ways students can show their school pride. Include links to your website.

OTHER SOCIAL CHANNELS WORTHY OF CONSIDERATION

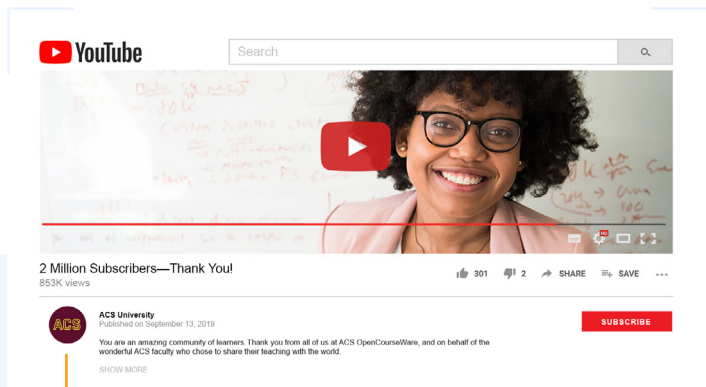


Video content that's educational and entertaining.



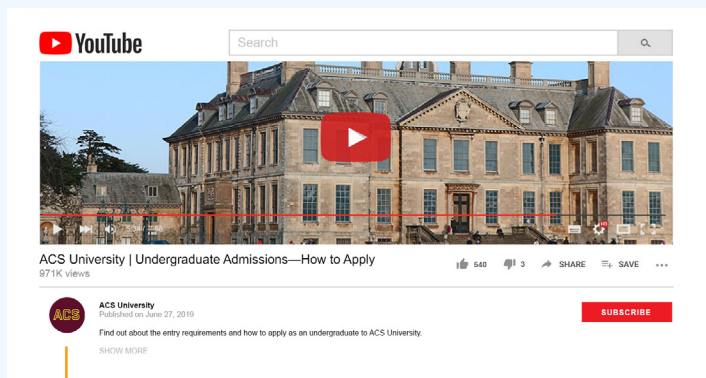
AWARENESS

Create video content to let people know about new programs.



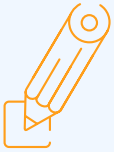
ENGAGEMENT

Respond to questions, provide additional resources or just say thank you.



DRIVING ACTION

Show how to complete a task related to your school or program.

**ACTION STEPS**

Determine which social channel makes the most sense for your school.



Set business goals for this primary channel across three categories.

- Awareness
- Engagement
- Driving action



Create a plan for this channel to reach your enrollment goals.

**DID YOU KNOW?**

Want to know more about social media marketing?

[Get started with our Social Quickstarter.](#)

Keep focused on how social media can help you with your school's business goals such as awareness, customer service, and driving action.

Engage with people on social so you can ultimately move them to your website and build your email list so you have a list of contacts you own to drive business.



Don't forget social media isn't the only place where people may find and engage with your school.

4



Listings and review sites: Provide accurate information and respond appropriately.

Today, people use a variety of apps and websites to find the information they're looking for. Sometimes these listings are automatically generated and other times your customers may create them.

As a school leader, you're able to take control of these listings by claiming them — which is often as simple as clicking a button and submitting requested information that proves the business is yours.

Make sure all information is correct and up to date across all sites. The last thing you want is for someone to find incorrect information as it could cause you to lose enrollments.



TIP

Once you've claimed a listing, you're able to update the information on those pages for accuracy.

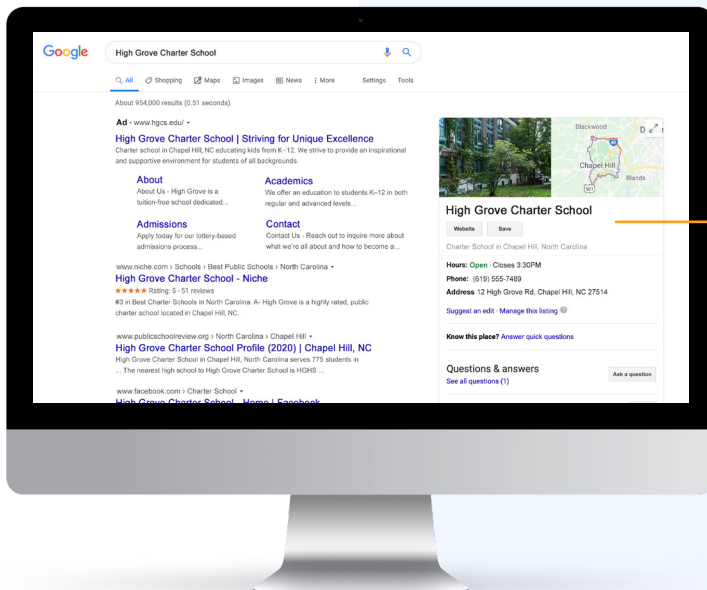
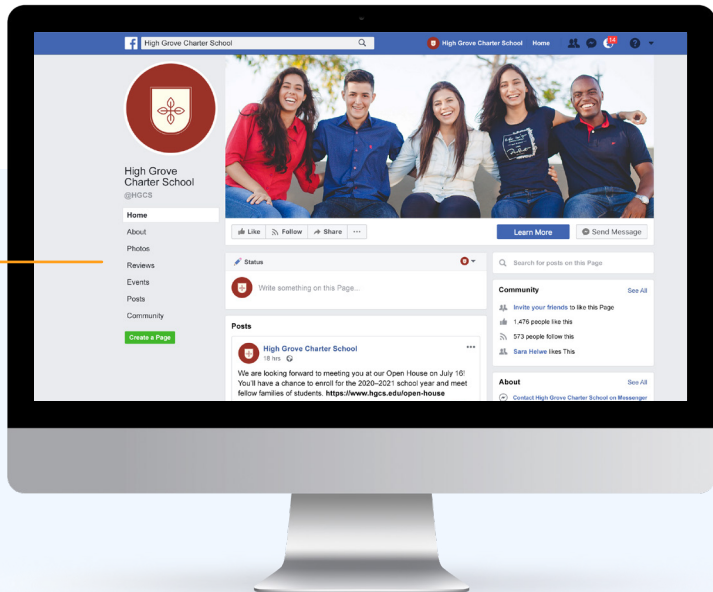


Claim your listings.

At the very least, claim your Facebook business/nonprofit page and your Google My Business profile.

Facebook Page

Your Facebook page should provide all the correct information about your business.



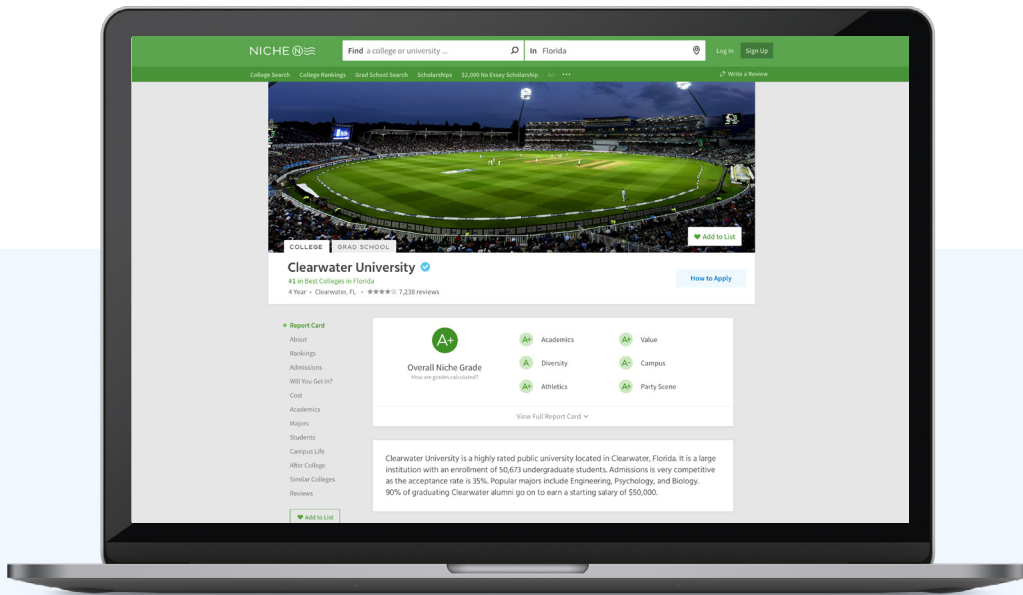
Google My Business Listing

Claim your Google My Business profile to take advantage of the prime placement in Google search results.



SCHOOL SPECIFIC LISTINGS

Niche.com Listing



What is it?

A ranking and review site that parents use to research schools, companies, and neighborhoods.



50 million
users last year

How can schools use it?

Schools can "claim" their listing for free and get access to their profile to update data, link to their website, and get monthly reports.



1-3%
average engagement
with free profiles



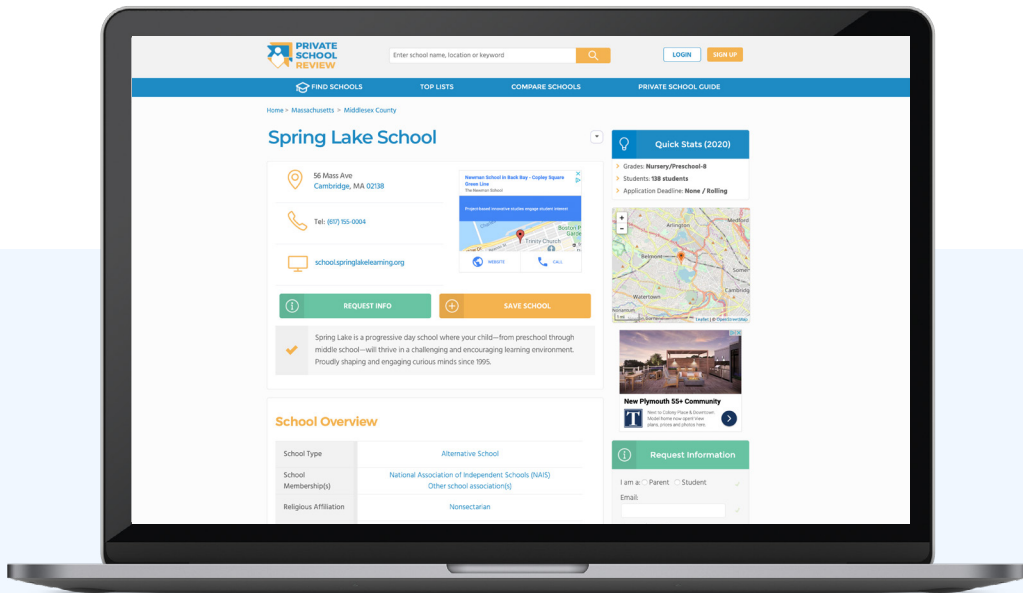
9-12%
average engagement
with premium profiles

ALL STATISTICS ACCORDING TO NICHE.COM



SCHOOL SPECIFIC LISTINGS

PrivateSchoolReview.com Listing



What is it?

A school review site for private schools.



1.5 million
page views per month

How can schools use it?

To have your school listed on the site, there is a one-time fee. After that, you can update your profile, track online inquiries, list open-houses, post photos, and list job openings for free.



\$99
one-time
fee to list
your school



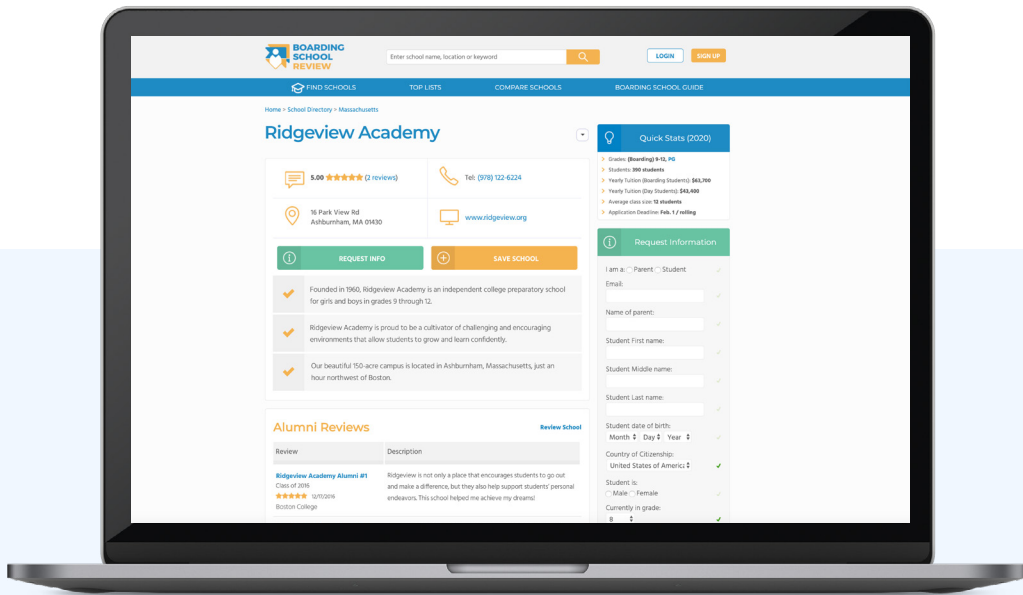
20–35%
more views and inquiries as a paid
“featured school” depending on your
level of membership

ALL STATISTICS ACCORDING TO PRIVATESCHOOLREVIEW.COM



SCHOOL SPECIFIC LISTINGS

BoardingSchoolReview.com Listing



What is it?

A review site that parents use to research boarding schools.



160,000
unique visitors
per month



1.2 million
page views
per month

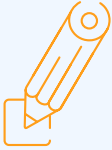
How can schools use it?

In order to claim your free listing, you have to request login information. With the free profile, you should be able to update your profile, track online inquiries, list open houses, and post photos. (You may have to pay a one-time fee like the previous Private School Review company. They are owned by the same company.)



500,000
impressions per month for paid
listings and banner ad space

ALL STATISTICS ACCORDING TO BOARDINGSCHOOLREVIEW.COM



ACTION STEPS

✓ Claim your Facebook business page and your Google My Business profile.

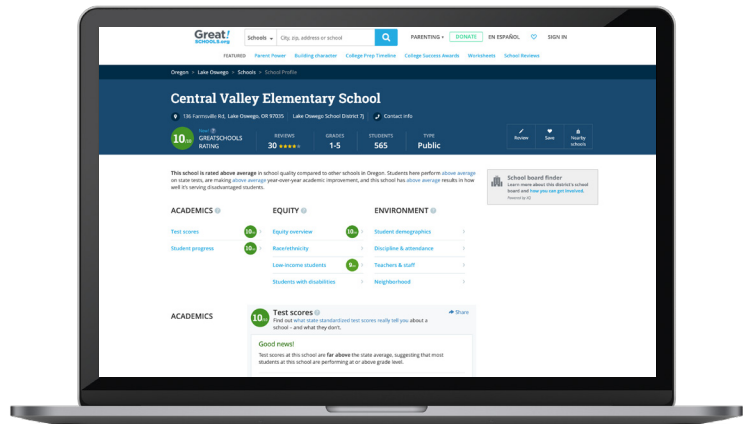
✓ Review all the school specific sites that are relevant to your organization.

✓ Make sure all information is correct on all sites.



DID YOU KNOW?

Find out more about setting up your [Facebook business page](#), [Google My Business profile](#), and [taking control of your listings](#).



SCHOOL SPECIFIC LISTINGS

GreatSchools.com Listing

What is it?

A school review resource for parents.

How can schools use it?

You can have your school listed for free and “claim” your school’s profile so you can update the information/profile.



47 million
annual visitors



1–2%
average click
through rate

ALL STATISTICS ACCORDING
TO GREATSCHOOLS.COM

5



Create content: Increase your chances of getting found.

Content is what people search for, consume, and share online. If you produce relevant content on a consistent basis that aligns with what your audience is searching for, you'll have more people finding you and sharing your content. You'll also make more connections for your school and reach more people, who will also share your content.

This content helps search engines like Google find your business and can result in free traffic to your website. Yes, there are some technical aspects to consider with search engine optimization or SEO. But at its core, it's about delivering relevant and meaningful content to the people you're trying to reach.

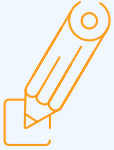
A blog is functionality that makes it easy to add content, or posts, to your website on a regular basis. Whereas your website contains information about your school, a blog gives you the ability address specific topics of interest of your students and parents.

For example, a K–12 school might address how a parent can identify the signs that their child is being bullied. A higher education school might discuss the state of the job market for their graduates, as might a vocational school.



DID YOU KNOW?

A blog allows you to create helpful content for your audience directly.

**ACTION STEPS**

- ✓
Add a blog to your website domain.
- ✓
List the top questions you get from your prospects.
- ✓
Create a calendar to regularly publish content that answers those questions.

Search engines love fresh blog content.

You get the most benefit when your blog is connected directly to your website and not off on some other platform. Choose a publishing frequency that works best for your business. That could be once a week or once a month. You can then use this content on your social and email channels to lead people back to your website.

The screenshot displays the High Grove Charter School website. The header is red with the school's logo and navigation links: HOME, ABOUT, FACULTY & STAFF, ADMISSIONS, ACADEMICS, CONTACT, and BLOG. Below the header is a large banner image of three students smiling, with the word "Blog" overlaid in white and the text "Exciting High Grove moments and announcements" below it. The main content area features three blog posts, each with a photo, a title, a date, a short description, and a "READ MORE" button. The posts are: "Career Day at High Grove Middle" (February 16, 2020), "High Honors Awards Ceremony" (February 10, 2020), and "Helpful Study Tips" (February 9, 2020). To the right of the posts is a sidebar with an "Archives" section, listing months from 2020 down to 2018, and a "BY TOPIC" section with links to "Upcoming Events", "Workshops", "Student Awards", "Graduation", and "Helpful Tips". The footer is dark blue and contains the school's logo, address (12 High Grove Rd, Chapel Hill, NC 27514), phone number (555.641.9301), email (questions@highgroveschool.edu), and social media icons. There are also "DONATE" and "CONTACT US" buttons.



How to amplify your efforts.

Once you have the foundational elements in place, you can and should use paid advertising to amplify your efforts. The online landscape has changed over the years. Where it used to be enough to just be there to reach your potential customers, algorithms on most social channels limit the access you have to your audience. Algorithms also impact where your business ranks in search results. In many cases, you'll have to pay to reach people.

That's not bad. You just want to do it in a smart way.



Facebook and Instagram Ads

Ads on Facebook and Instagram are powerful because not only are there lots of people on the platforms, you can also target your ads specifically to increase their effectiveness.

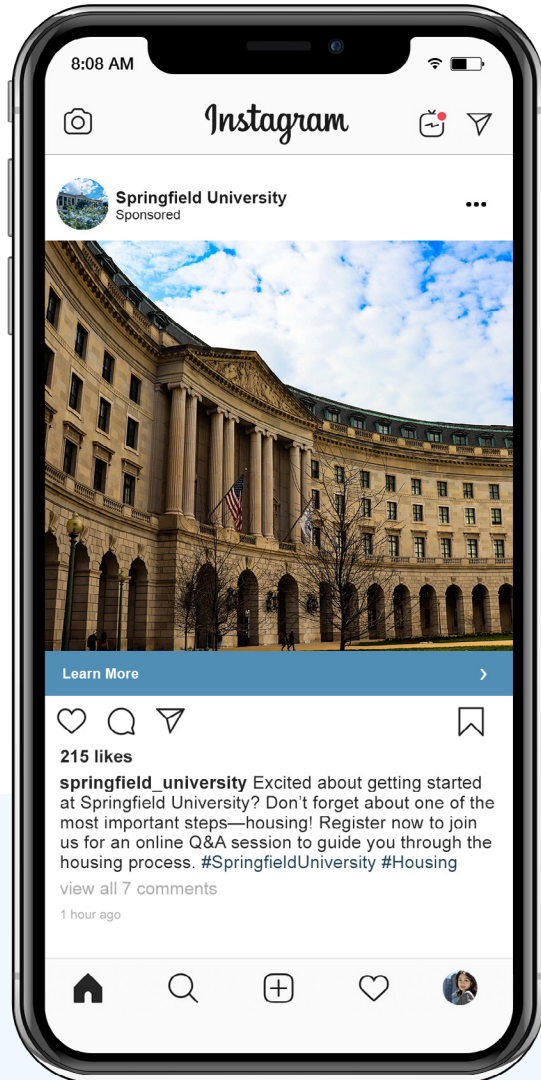
Target your ads based on location, demographics, interests, behaviors, and connections. You can even create a Lookalike Audience to target people similar to those already on your email contact list.

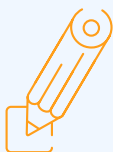
DID YOU KNOW?



Constant Contact walks you through the process of creating ads, making it easy to find customers on Facebook and Instagram, drive website traffic, and grow your contact list.

[Find out more.](#)





ACTION STEPS

✓
Set aside a budget of \$300–\$500 to experiment with paid advertising.

✓
Drive traffic to top-performing pages on your website.

✓
Use ads to get new signups for your email list.



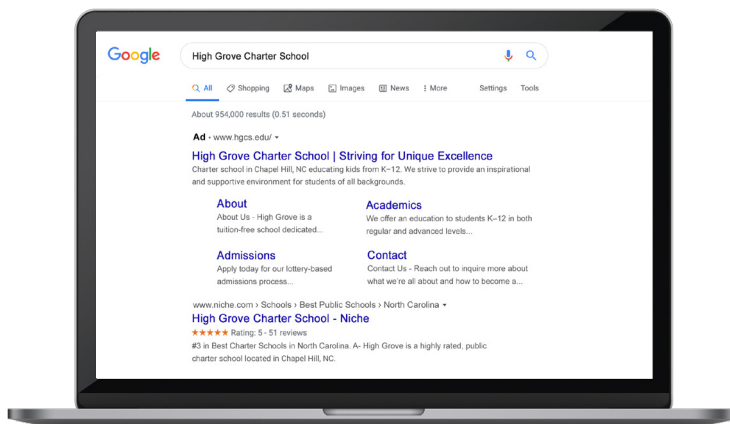
DID YOU KNOW?

Constant Contact has simplified the process for creating an ad and bidding on keywords so that you can quickly start promoting your organization to the people who are actively looking for what your business offers.

Find out more about growing your business with [Google Ads from Constant Contact](#).



CREATE CONTENT



Google Ads

People use Google every day to search for specific goods, services, programs, and organizational information. You can pay to have Google Ads display your text ads at the top of the search results based on specific keywords. These ads are pay-per-click (PPC), which means you pay only when people click on your ad.

How much should you spend on ads?

When you're first getting started be prepared to set aside \$300–\$500 for testing. As you learn what does and doesn't work, you can invest more money in the ads that are working to bring you more business.



How it all comes together

Now that you have a better sense of how families are finding schools online and the tools you'll need to position yourself for success.

How do you bring it all together to drive new and repeat business? The reality is that if you're not top of mind, people forget about your school. And that can cause you to lose money. Let's take a look at how this all comes together.

Connect

It's all about getting people to your campus or mobile-responsive website. You now know that happens through word-of-mouth referrals, searches online, paid advertising, mobile searches on apps, or through listing sites.

Experience

Wherever your prospective students are engaging with you, you should provide a positive experience. That's often as simple as making sure people are finding the answers to their questions, that you're responding and engaging with people, and generally being helpful.

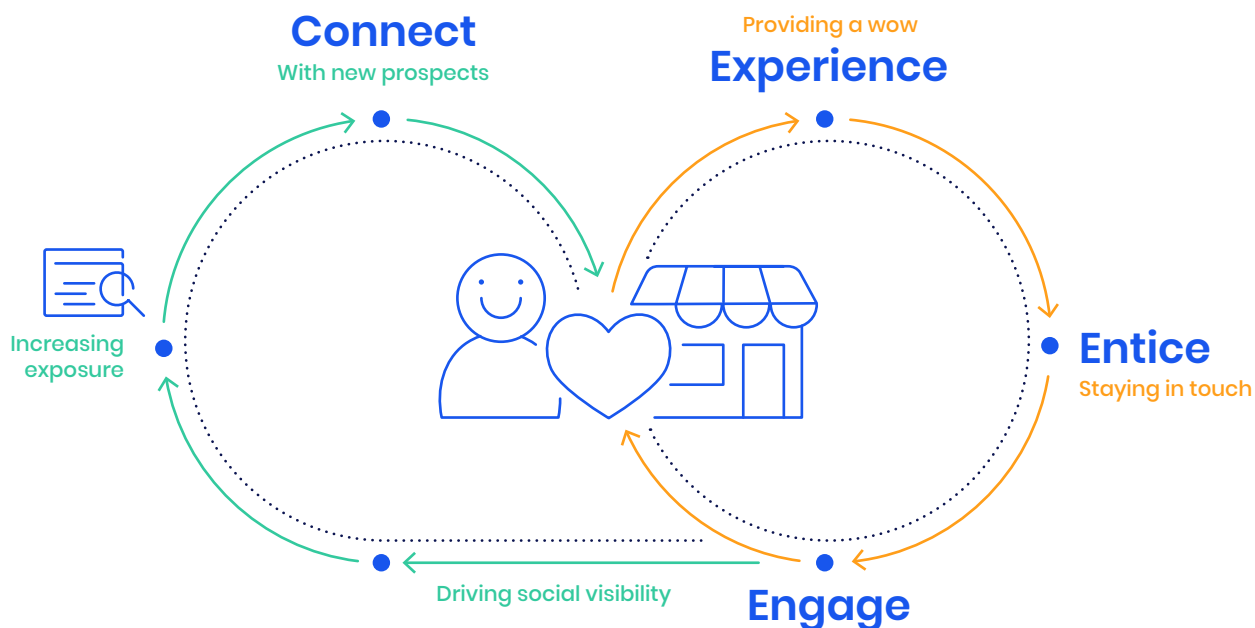
Entice

At this stage where someone is feeling good about your school, it's a great time to entice them to stay in touch with you. This could be mean following you on social channels, or even better, joining your email list.

Engage

Next, engage with these people who have opted to connect with you on a regular basis. This engagement is at the heart of the relationship between any brand and its customers.

Engagement keeps you top of mind and puts you on the path to more enrollments, loyalty, referrals, and increased exposure for your school. Simply put, engagement creates more awareness for your school and brings more people to your door.



When your connections engage with you on social, forward your emails, or share your content with their contacts, those interactions create more visibility for your school. In turn, this engagement makes more people aware of your school and feeds into the ways people find you online in the first place.

And that's how it all works together.

By focusing on those core elements of connect, experience, entice, and engage, a school can create the relationships and interactions that keep existing students enrolled and increase word of mouth and social visibility that brings fresh enrollments to your school on a regular basis.

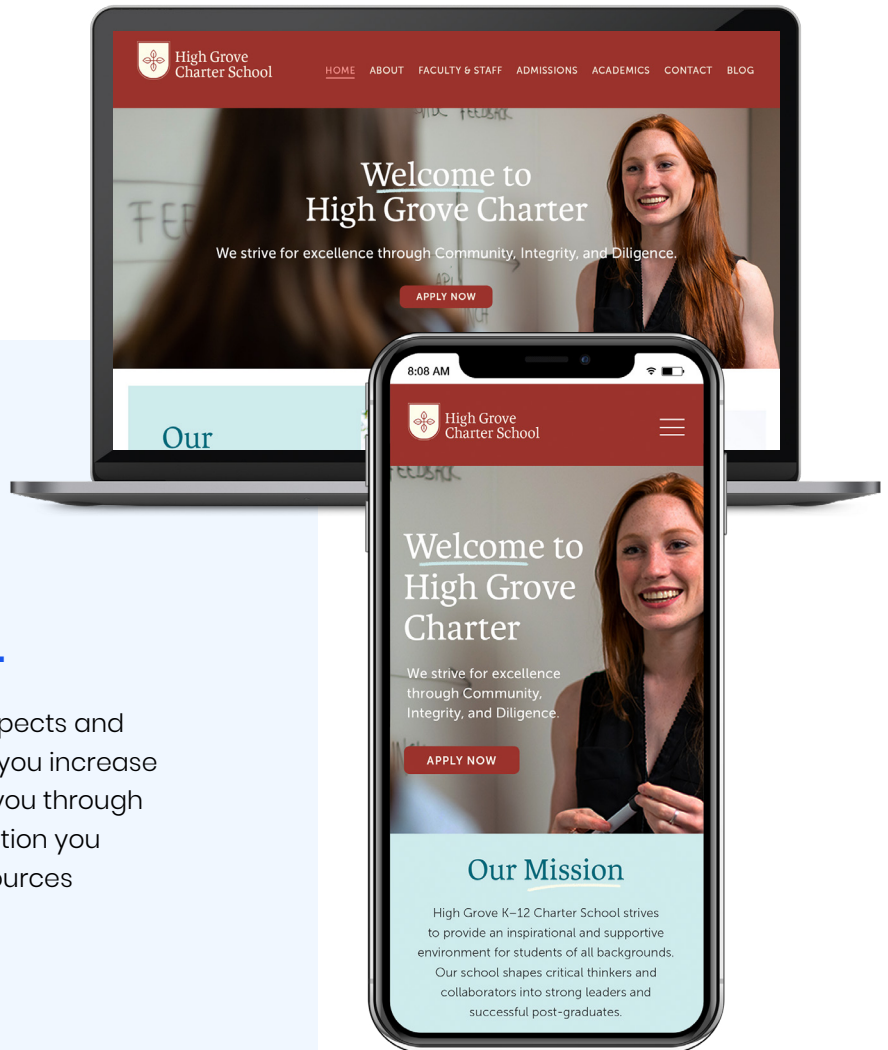
TO RECAP

Here's how you
can take action:



Create a mobile-responsive website as a resource for potential customers.

By answering questions of prospects and creating content that's helpful, you increase the chances of people finding you through search, consuming the information you provide, and sharing those resources with their connections.



TO RECAP

Here's how you
can take action:



Capture email addresses from website visitors.

Offer a promotion or exclusive content to entice people to join your email list. Then you'll have a way to follow up and encourage people to consider enrollment.

The screenshot displays the High Grove Charter School website. At the top, a navigation bar includes links for HOME, ABOUT, FACULTY & STAFF, ADMISSIONS, ACADEMICS, CONTACT, and BLOG. The main content area features a prominent white box with the heading "Get your college tour checklist!". Below this, a subtext states: "You'll also receive news and updates including important dates, upcoming events, and more." The form includes two input fields labeled "NAME" and "EMAIL ADDRESS", followed by a red "SUBMIT" button. Below the form, there is a section titled "Our Mission" with a paragraph describing the school's commitment to providing an inspirational and supportive environment for students of all backgrounds. To the right of the text is a photo of five diverse students sitting together. Below the mission section is an "ABOUT US" button. Further down, the "At a Glance" section features three dark teal boxes with white text and icons: "50 YEARS IN OPERATION" (with a school building icon), "775 TOTAL STUDENTS" (with a backpack icon), and "100% COLLEGE ACCEPTANCE RATE" (with a graduation cap icon). Below this is a list of school levels with right-pointing arrows: "Primary School | Kindergarten–Grade 2", "Lower School | Grades 3–4", "Middle School | Grades 5–8", and "High School | Grades 9–12". To the right of this list is a section titled "Who We Educate" with a paragraph explaining that the school offers tuition-free education from primary school through high school ages. At the bottom, a dark red banner contains the text: "Want to become a part of High Grove Charter School? We'd love to have you be a part of our community. Come for a visit or enroll today!" and two buttons: "ENROLL NOW" and "SCHEDULE A VISIT".

TO RECAP

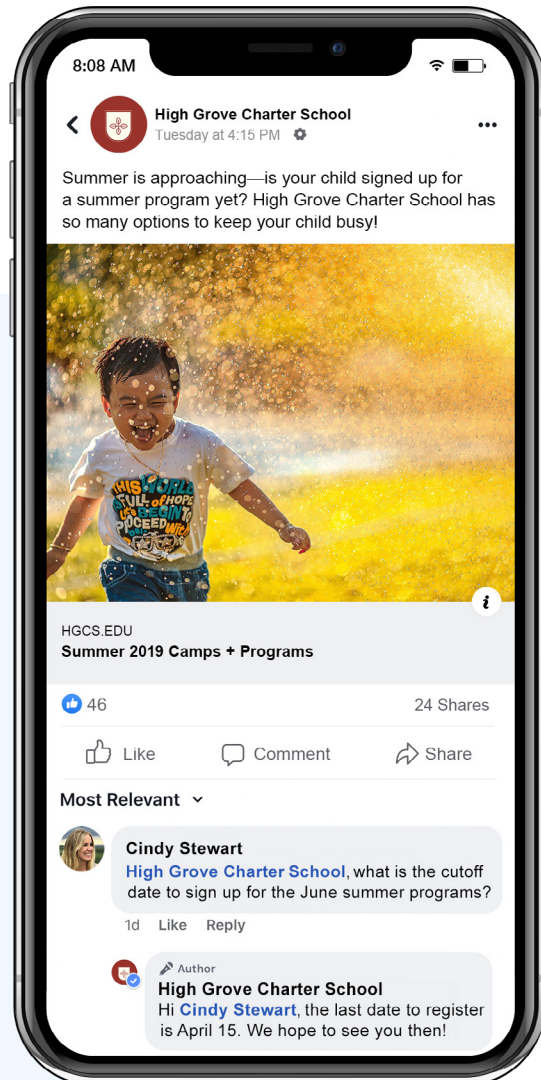
Here's how you
can take action:



Interact and engage on social.

Remember it's called **social media** for a reason.

Social works best when you're not just asking people to enroll in your school. Use social to generate awareness, support customer service, and drive action. Ultimately, try to get social followers to take the next steps by visiting your website and joining your email list.



TO RECAP

Here's how you
can take action:



Engage with reviews to build trust.

Say “Thanks” when students or parents of students take the time to say positive things about your school. Also, be sure to attend to negative reviews as well.

People are looking to see how you'll respond. Sometimes the feedback is legitimate, sometimes it's not. Respond professionally to see if you can rectify the issue. People watching can tell if someone's being unreasonable.

The screenshot shows a Yelp profile for 'High Grove Charter School', which is marked as 'Claimed'. The profile has a 4.5-star rating from 14 reviews. Below the rating are buttons for 'Write a Review', 'Add Photo', 'Share', and 'Save'. A 'Recommended Reviews' section is visible, featuring a search bar and a 'Sort by Yelp Sort' dropdown. One review is shown from Devon Bailey, dated 12/10/2019, with a 5-star rating. The review text is: 'I just moved to Chapel Hill from the West Coast, and was worried about finding the perfect charter school for my daughter. High Grove proved to be a great fit—students get a lot of one-on-one time with the teachers, and they only hire the best!'. Below the review is a response from Nicole Sherman of High Grove Charter School, dated 12/10/2019, with a 5-star rating. The response text is: 'Thank you for taking the time to share your experience! We are happy to hear that your daughter is settling in well at High Grove. We are happy to have her!'. On the right side of the profile, there is a sidebar with the school's website 'hgcs.edu', a phone number '(555) 641-9301', and a 'Get Directions' button.

TO RECAP


Here's how you
can take action:



Use email marketing
to provide exclusive,
helpful, and
promotional content.


Email marketing allows you
to build more meaningful
relationships and drive
enrollments because people
have opted-in to receive
information from you.

They're more engaged with
your school than the typical
social media follower. Provide
subscribers with information
and opportunities they won't
receive anywhere else. Email
can also drive action on your
social channels.

 High Grove
Charter School


[f](#) [t](#) [i](#) [l](#) [p](#) [v](#)

OUR SITE | SCHEDULE A VISIT | CONTACT US | FAQ





Let's Connect!

Follow us on Instagram and like us on Facebook to stay
up-to-date on all things High Grove! We feature students
and events on a weekly basis.



FOLLOW






12

Like Comment Share

LIKE



12 High Grove Rd, Chapel Hill, NC 27514 | questions@highgroveschool.edu | 555.641.9301

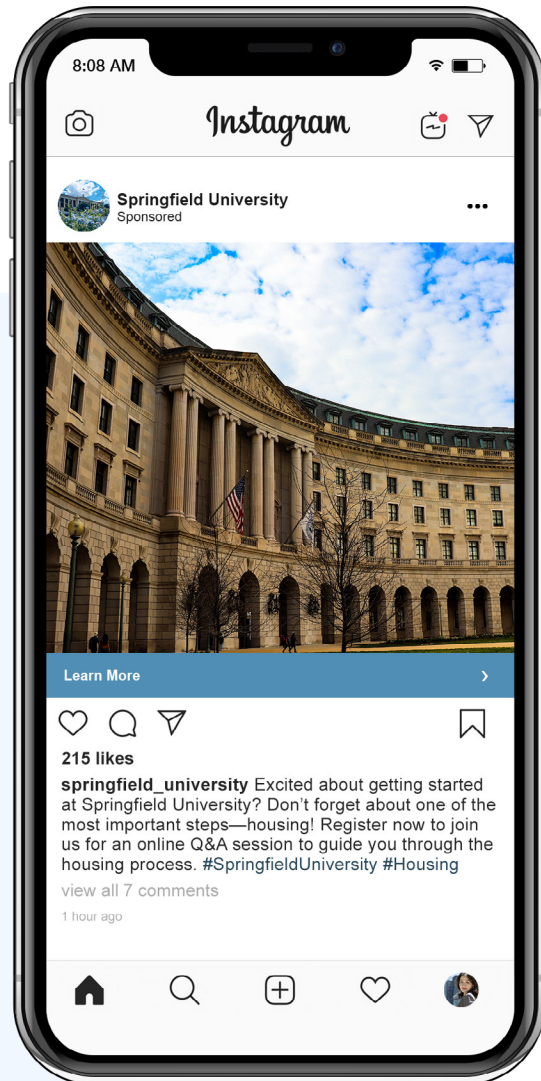
TO RECAP

Here's how you
can take action:



Amplify your efforts with paid advertising.

With your fundamentals in place, you can drive traffic to your website, expose your school to more people, and collect more email addresses to drive even more enrollments.



How will you know your online marketing efforts are working?

There's no shortage of things to measure today. Likes, followers, shares, opens, and clicks are all leading indicators. Don't focus on these vanity metrics alone to determine success. Pay attention to the things that are meaningful for your business.

Some high-level questions you should answer to gauge success:

- Are people visiting your website?
- Are people joining your email list?
- Are people contacting you?
- Are people enrolling?

How long does online marketing take to work?

From an organic, or non-paid perspective, you should think in terms of months. But once you build that foundation and have those strong relationships with your customers, the time frame shortens. Then you can experiment with paid advertising to amplify those efforts that are working.

REMEMBER

Across all that you're doing online, the idea should be to use your mobile-responsive website, email marketing, social channels, business listings, content, and advertising to be useful to your current and potential parents or students.

- Create your website as a resource.
- Use other channels to drive people to your website.
- Capture email addresses and engage to drive new and repeat business.



How online marketing can work for you

With your knowledge of how to make online marketing work for your enrollment program, you're ready to take those next steps.



By doing these things you'll get the word out about your school, drive more people to your website, and do more business.

You've got this. You've got us.

CONSTANTCONTACT.COM

Is your business online ready?

Review the following information. If you answer “no” on any of these items, a Constant Contact marketing advisor can point you in the right direction.



Call our marketing helpline:

(888) IDK-MKTG
(888) 435-6584

Do you have a logo for your school?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a domain name?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a website?	<input type="radio"/> YES	<input type="radio"/> NO
Is it mobile responsive?	<input type="radio"/> YES	<input type="radio"/> NO
Does it include at least these six pages?		
<i>Homepage</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>About Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Faculty & Staff Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Admissions Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Academics Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Contact Page</i>	<input type="radio"/> YES	<input type="radio"/> NO
Are you answering the appropriate questions for visitors on each page?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using the appropriate imagery and photography throughout your site?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a way to capture email addresses from your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you offering something of value in exchange for an email address?	<input type="radio"/> YES	<input type="radio"/> NO
Have you ever run an SEO audit on your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are you using an email marketing tool to stay in touch with customers and prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a Welcome Series ready to automatically go out to new subscribers?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to send an email at least once a month?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have any ideas for other emails you want to automate?	<input type="radio"/> YES	<input type="radio"/> NO

Are you using social media channels for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Have you reserved your school name on the major social channels?	<input type="radio"/> FACEBOOK <input type="radio"/> TWITTER <input type="radio"/> INSTAGRAM <input type="radio"/> LINKEDIN <input type="radio"/> PINTEREST <input type="radio"/> YOUTUBE	
Have you chosen one channel as your primary area of focus?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people trying to interact with your school on this channel?	<input type="radio"/> YES	<input type="radio"/> NO
Have you set business goals for your social activity across the three categories?		
<i>Awareness</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Engagement</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Driving Action</i>	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written social plan to achieve those goals?	<input type="radio"/> YES	<input type="radio"/> NO
Have you identified the listings and review sites that are important for your business?	<input type="radio"/> YES	<input type="radio"/> NO
Have you claimed your school on these listings and sites?		
<i>Google My Business</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>Yelp</i>	<input type="radio"/> YES	<input type="radio"/> NO
<i>School Specific Listings</i>	<input type="radio"/> YES	<input type="radio"/> NO
Have you confirmed the information is accurate on these sites?	<input type="radio"/> YES	<input type="radio"/> NO
Are you engaging with people on these platforms?	<input type="radio"/> YES	<input type="radio"/> NO

Do you have a way to easily create content on your website such as a blog?	<input type="radio"/> YES	<input type="radio"/> NO
Have you made a list of commonly asked questions from your prospects?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan to publish answers to those questions on a consistent basis?	<input type="radio"/> YES	<input type="radio"/> NO
Are you currently doing any paid advertising?	<input type="radio"/> FACEBOOK <input type="radio"/> INSTAGRAM <input type="radio"/> GOOGLE <input type="radio"/> SCHOOL SPECIFIC PLATFORMS	
Have you set aside a small budget to test your paid advertising efforts?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a written plan for paid advertising efforts?	<input type="radio"/> YES	<input type="radio"/> NO
Do you have a key metric that's important for your organization?	<input type="radio"/> YES	<input type="radio"/> NO
Are you looking beyond vanity metrics and paying attention to the metrics that matter for your organization?	<input type="radio"/> YES	<input type="radio"/> NO
Are more people visiting your website?	<input type="radio"/> YES	<input type="radio"/> NO
Are more people joining your email list?	<input type="radio"/> YES	<input type="radio"/> NO
Are more people contacting you?	<input type="radio"/> YES	<input type="radio"/> NO
Are more people enrolling?	<input type="radio"/> YES	<input type="radio"/> NO

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Constant Contact is an online marketing platform built to simplify the complex task of marketing your idea, even if you're a beginner. And our award-winning team of marketing advisors is there for every customer, every step of the way, offering live, real-time marketing advice on the phone or online anytime you get stuck.

Whether it's creating great-looking email marketing campaigns, running Google Ads to get more website traffic, or finding new customers on social media, we've got all the tools, features, and expert guidance you need to help you succeed—all in one place.



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