



Enrollment Master-Plan

Expert-Level Enrollment and Admissions Strategy



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Introduction

In This Training:

Day 1 How To Market Your School

Day 2 How to convert every enquiry into confirmed enrollment

Day 3 How to create content and distribute
How to Retain Students

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Day 1

In This Training:

How To Market Your School

- 01** Understand where you are and what you have
- 02** Adopt suitable Marketing Strategies
- 03** Create Content that Resonate with your target families





The Need For Strategic Planning

- 01** Educational Landscape is Evolving
- 02** More Challenges are arising in Recruitment and Retention





Strategic Enrollment Process



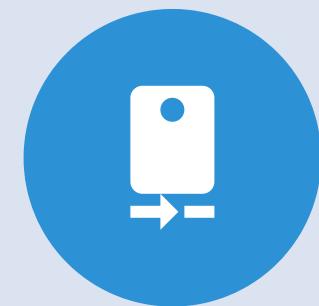
Attract

If you're not promoting your school, you'll lose students to schools who are



Engage

A family has found you. Now you must tell a story that makes them want to engage with you — driving their enrollment decision ever closer to your school.



Enroll

Provide a seamless way to enroll, know how to engage them to aid their decision making



Retain

Use data to pinpoint exactly what's affecting enrollment. Implement growth strategies



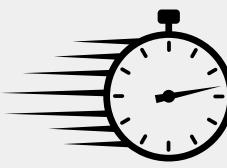
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Your current Marketing Strategy

What are you currently doing to attract students to your School?



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10 Minutes

Your Current Situation

What do you have?

Curricular
Activities
Performance
Facilities
Location
Teachers strength

What don't you have?

Curricular
Activities
Performance
Facilities
Location
Teachers strength

Opportunities

What are some of the things that if you, can bring students to your school?

Threats

What's making it difficult for parents to come to your school?

Strengths

Weaknesses

Opportunities

Threats



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Identifying Your Ideal Families

Who do you think will enroll their children in your school?



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How do you craft your message?

- **Speak to 5 Parents Currently in your school, why they enrolled their children in your school**
- **Speak to 5 parents who are not in your school, what will they look for in order to enroll their children in your school**



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Reaching Your Target Families

What Strategies do you have in place to reach your ideal families?



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Building Awareness & Interest

Attract The Right Families

- Consider the Category of School
- Characteristics of Parents
 - Young families
 - Just Relocated families
 - Middle class looking for affordability
 - High class looking for safety and high quality
 - Children with learning disabilities
 - Parents with Multiple Children
 - Alumni Families

Traditional Marketing Strategies

- Open houses and school tours
- Flyer & brochures
- Community Events and Sponsorships
- Radio and Newspaper Ads
- Billboards and Posters
- Word of mouth and parent referral

Digital Marketing Strategies

- Social Media Advertising
- Google Ads and Search Engine Marketing
- Search Engine Optimisation (Website)
- Email Marketing Campaigns
- Virtual Tours
- Re-Marketing Ads
- Online Reviews and Reputation Management

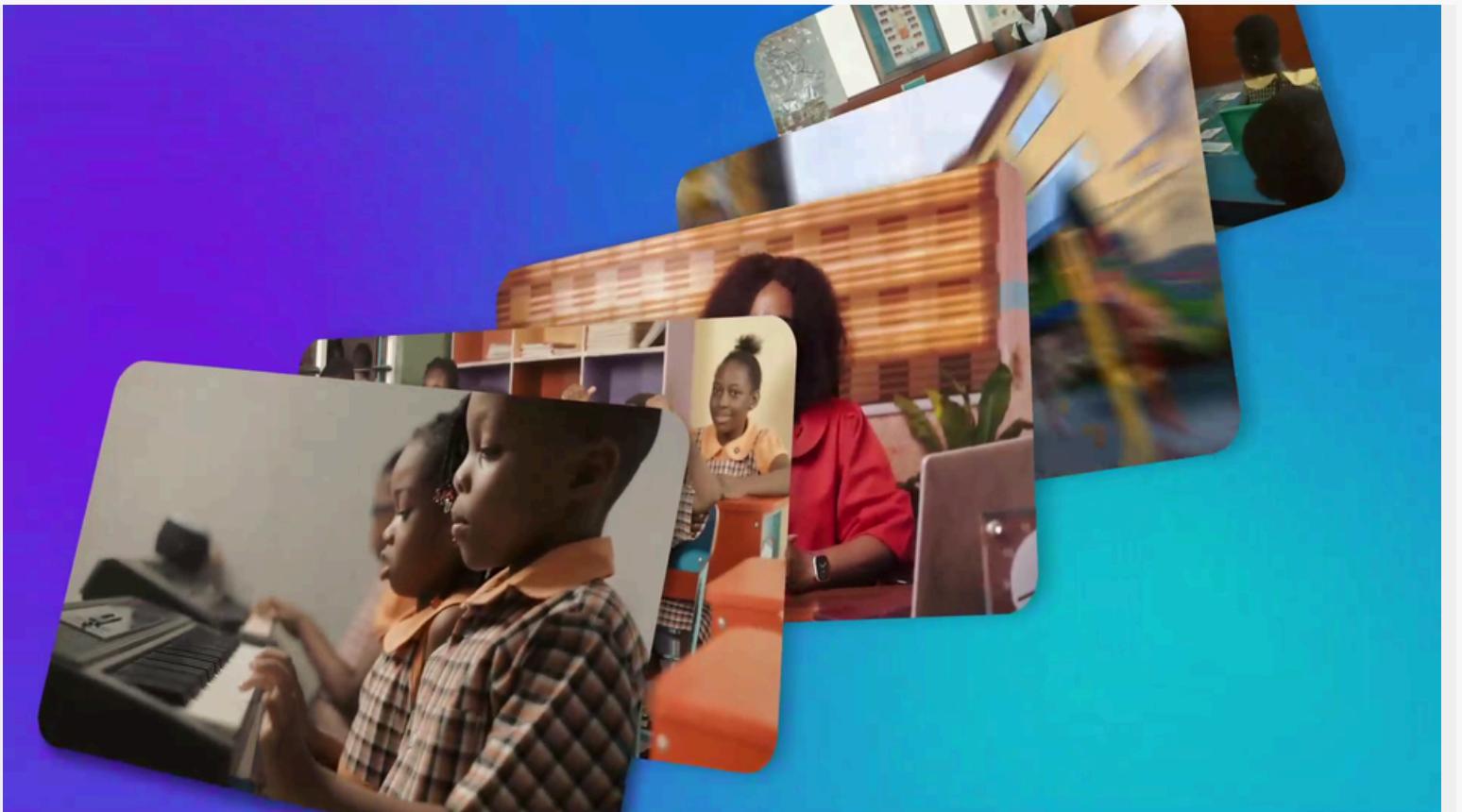


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Building Awareness & Interest

Social Media Advertising

- **Bullet Points:**
 - Leverage platforms like Facebook, Instagram, and LinkedIn to target specific demographics.
 - Use visually compelling content and copy writing (videos, success stories, achievements).
 - Target parents based on interests, location, age, and parental status.
 - Best for promoting open house events, school achievements, and admission deadlines.



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Building Awareness & Interest

Google Ads and Search Engine Marketing

- Appear on the top of Google search results when potential parents search for schools.
- Target specific keywords like "Best Montessori school in [City]" or "Top private schools."
- Use location-based targeting for better reach.
- Key ad formats: Search Ads, Display Ads, and YouTube Ads.

Google top schools in ghana Powered by SURFER

[Lincoln Community School](#)
4.7 ★★★★★ (105) · International school
Accra · 030 221 8100
Open · Closes 4:30 pm
"It also tries to connect with the local community on several levels."

[Galaxy International School](#)
4.5 ★★★★★ (87) · Primary school
Accra · 030 396 7814
Open · Closes 4 pm
"The teachers really care for their students, and the class sizes are small."

[The Victoria Grammar School](#)
4.6 ★★★★★ (26) · International school
Accra · 054 453 5965
Open · Closes 4:30 pm
"But what truly sets it apart is the exceptional results it delivers."

More places →

 patstune.org
<https://patstune.org> · 2024/01/23 · top-10-overall-best... :

[Top 10 Overall Best Senior High Schools in Ghana - Patstune](#)
46 3,572 · 1 · TITLE CHANGED
23 Jan 2024 — Top 10 Overall Best Senior High Schools in Ghana · Presec Legon · Wesley Girls Senior High School · Achimota Senior High School · Aburi Girls ...

 Scribd
<https://www.scribd.com> · document · Top-20-WASSCE... :

[Top 20 WASSCE Ranking Schools in Ghana For 2023](#)
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Top 20 WASSCE · 1. St James Seminary Senior High School · 2. ST Francis Xavier Junior Seminary · 3. Opoku Ware Senior High School · 4. Wesley Girls Senior High ...

 Ghana Education Service - GES
<https://ges.gov.gh> · SHSTVET_SCHOOLS · PDF :

[SENIOR HIGH AND TECHNICAL VOCATIONAL SCHOOLS](#)

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Building Awareness & Interest

Search Engine Optimisation (Websites/blogs)

- Improve your website's ranking on search engines organically.
- Optimize content with keywords parents search for (e.g., "Top schools in [City]").
- Ensure mobile-friendly and fast-loading website design.
- Regularly update the blog with educational content and school news.

Welcome to Marigold School

At Marigold School, we believe in nurturing each child to reach their full potential!



Located in the heart of Tema Community 22, we are dedicated to providing an excellent education within a warm and supportive environment.

What would you like to do today?

[Virtual Tour of School](#)[Admissions Enquiry](#)[Enroll Now!](#)

Your Child's Journey
Begins Here

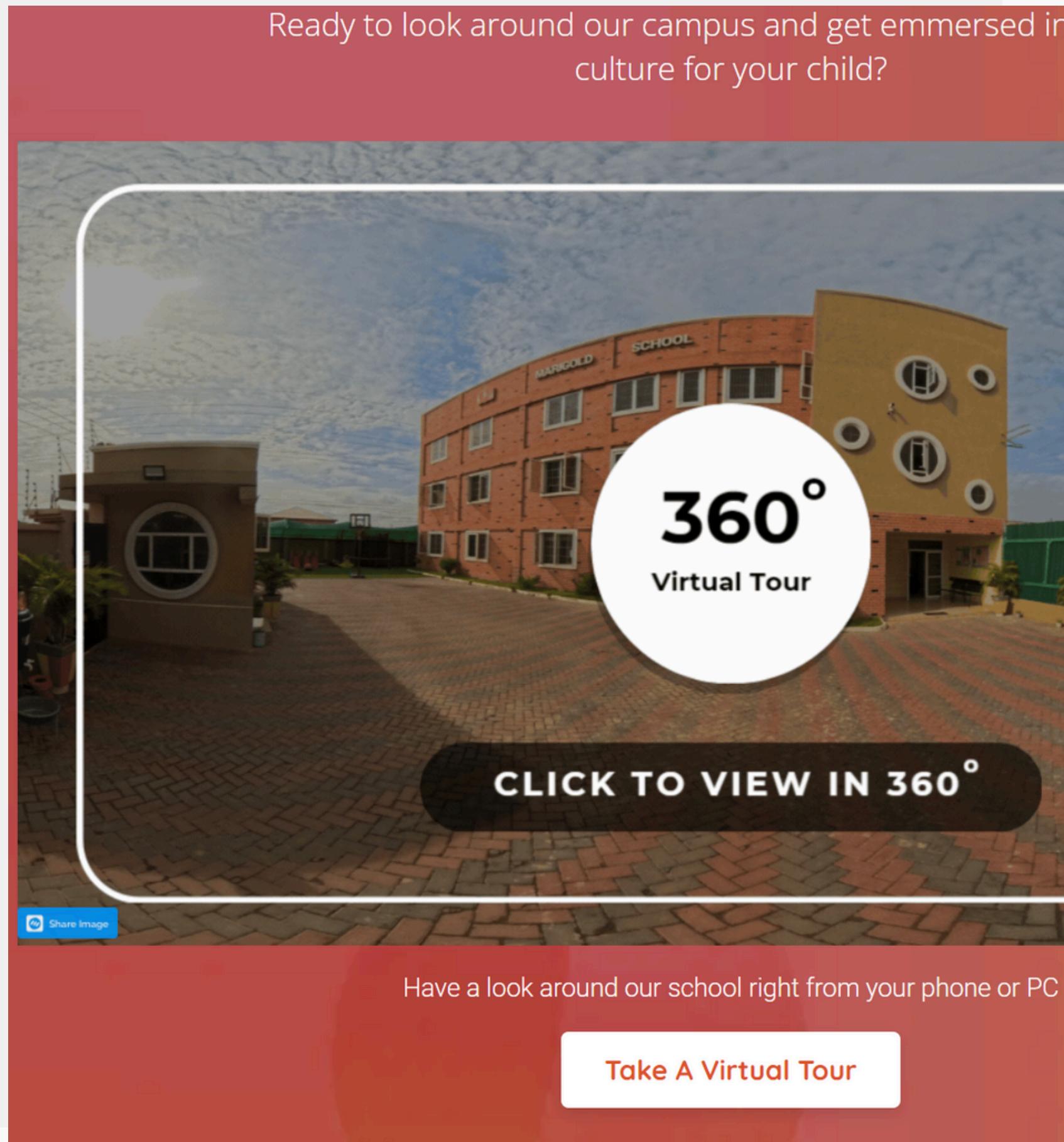
Every child is unique. At Marigold, we celebrate this uniqueness. Our mission is to inspire academic excellence while fostering curiosity, creativity, and imagination. We are a Christian institution grounded in values of integrity, perseverance, and inclusivity.

Attraction

Building Awareness & Interest

Virtual Tours

- Offer 360-degree video tours of your campus to engage remote or busy parents.
- Use interactive elements to showcase classrooms, facilities, and special programs.
- Promote these tours via social media, email campaigns, and your website.
- Increases conversions as parents can experience your school from home.



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Building Awareness & Interest

Re-Marketing Ads

- Re-target parents who've visited your website but haven't completed an inquiry or enrollment form.
- Use Facebook Pixel or Google Ads to deliver personalized ads.
- Remind visitors about deadlines, events, or upcoming open days.
- Helps increase conversion rates by re-engaging interested leads.



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Building Awareness & Interest

Online Reviews and Reputation

- Encourage current parents to leave positive reviews on Google Maps, Facebook, and school review sites.
- Respond to reviews, both positive and negative, professionally and promptly.
- Highlight success stories and testimonials in marketing content.
- Manage and monitor your school's online reputation using tools like Google Alerts or Review Trackers.



Let's Know How This Training Is Helping You

Quick Survey



Resources For Download

- **Recorded Session**
- **Day 1 - Lesson Notes**
- **Day 1 - Worksheet**

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Thank You

Contact us to learn more

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