

Online Leads

How to Increase New Family Leads Through Online Marketing

A Presentation by
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Effective Websites...

The use of Calls to Action (CTAs) and Tracking is revolutionizing Christian-school sites.

The new data just now available shows two best practices:

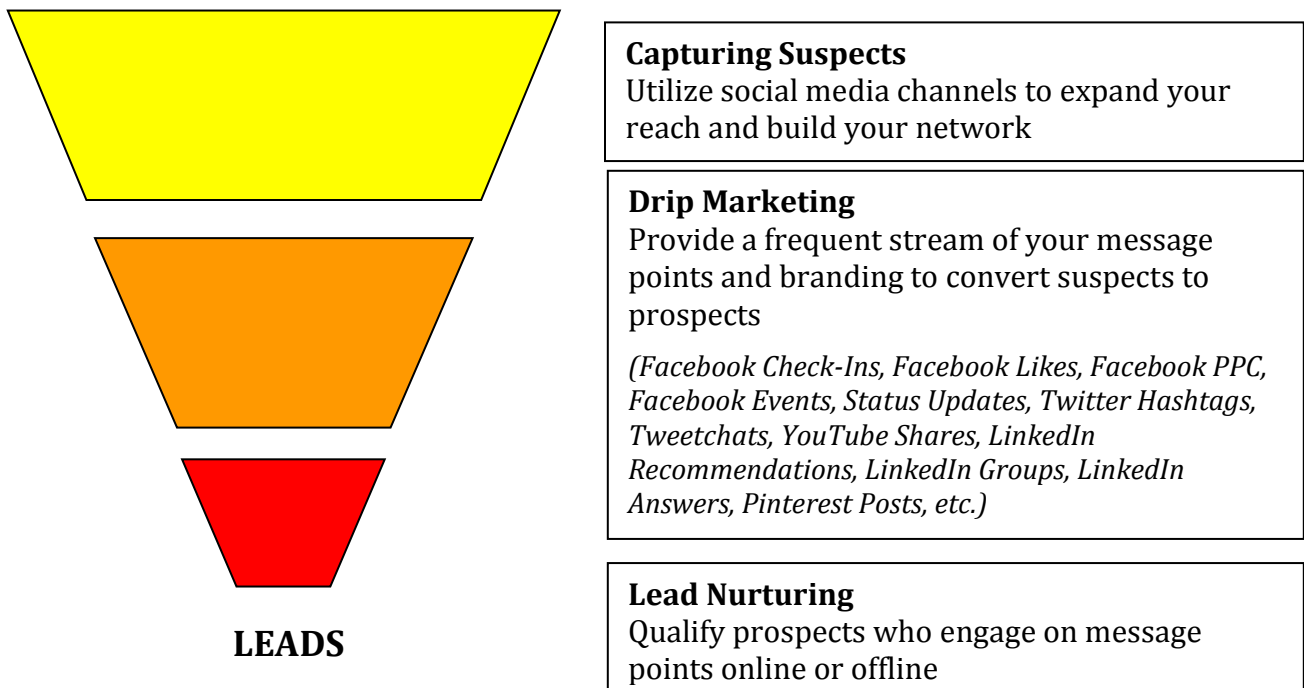
- Drive PPC traffic to landing pages
- Address “The Money Question”

By carefully explaining your school’s value proposition, its resources and goals, you give the prospect the information needed to make a thoughtful decision. The use of Calls to Action (CTAs) encourages the viewer to contact you through the submission of a form or a call to schedule an Educational Success Consultation, which, in turn, increases the opportunity to further qualify the lead.

...and Effective Social Sites...

The goal is to get parents through the door to increase close rates. This can be done by utilizing all of your prospects’ social media channels to boost online traffic. Publishing relevant content (text, image, video, podcasts, etc.) and utilizing compelling CTAs will increase response rates. An important part of this will be reaching prospects on mobile platforms.

The ‘Leads Funnel’



Establishing a “social culture” is key. Everyone should be encouraged to contribute, and everyone's posts will work together to accomplish these goals. It's not like the old days when communication was funneled through one (often overworked) administrator, increasing the chances of a bottleneck. Today, everyone helps to cast a net that is far greater and more effective

...Achieve the Goal: Get Parents Through the Door

LEADS EASIEST TO CLOSE		
<i>New family came because of:</i>	<i>New family identified themselves to you by:</i>	<i>New family came to know you more in depth by:</i>
Word of Mouth referral	Showing up individually in person at your school	Visiting on-site with the Principal
Church-related	Showing up in person at a group event	Visiting onsite with the Director of Marketing (Development)
Internet-related (good content)	Calling you by phone	Visiting onsite with the Secretary
Signage / external appearance	Filling out an internet form	Reading the website only
Print / radio / TV other paid advertising / Direct mail	Sending your school an email	Reading your literature only
LEADS HARDEST TO CLOSE		

Resources

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Let us know if you want a copy of one of our presentations or if there's anything else we can do to help!