

SECTION 6

ENHANCING YOUR
ONLINE PRESENCE



Digital Marketing

- PRIMARY GOAL: **Generate leads** - get them in the building.
 - Call-to-Action: “**Call or Visit**” not “Email Us”
 - Use Information as a **hook**.

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 - Use Information as a **hook**.
- SECONDARY GOAL: Pre-sell the undecided.
 - Make a **case** for Christian education.

Digital Marketing

- TIP #1: Don't give them a reason to **say no**.

Digital Marketing

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- TIP #2: Don't give them a reason to **stay home**.

Digital Marketing

- TIP #1: Don't give them a reason to **say no**.
- TIP #2: Don't give them a reason to **stay home**.
- STRATEGY: Use two different PLATFORMS:
 - Prospective Families - **generating leads**
 - Current Families - **customer service**

Tuition on the Website?

"Since our attendance at the January Marketing Boot Camp, we have seen results that are directly related and quantifiable. Before we even left the boot camp, we were already making changes and updates to our website.

The **single biggest decision was to remove the tuition schedule** and force people to contact us for that information. Just last week our digital marketing team reported a noticeable uptick in all of our analytics. Our 'click-through-rate' (CTR) is above an astounding 13%, where normally a good average would be between 1.8 and 2.5!

While we were already seeing numbers we had not seen in years within every category (Inquiries, Tours, Applications, Acceptance and Enrollment), **there has been an additional increase of almost 16% since removing the tuition schedule.**"

Digital Marketing

- EMAIL MARKETING - Create a drip campaign.

Information Request

Please enter your e-mail address below.

- Email Address
- First Name
- Last Name
- Phone Number
- Address
- Zip Code

Getting it done right, null uses [SafeUnsubscribe®](#), which reliably removes your email address from our lists.
Note: In each email you receive, there will be a link to unsubscribe or change areas of interest. Your privacy is important to us - please read our [Email Privacy Policy](#).



The Rock School

Dear Jim,

Thank you for your interest in The Rock School. It is our experience that the best decision is made when both parents visit our campus for an education consultation. This is a great opportunity to tour our facility, meet some of our staff, and learn more about the specific programs that we offer and how they will benefit your child.

We offer assessments early and well guide parents a free, no-obligation consultation to discuss your child's specific educational needs and objectives. This is a first-matching mission for parents, so you won't encounter any pushy sales tactics.

We award over \$150,000 in financial aid to families each year. We'll tell you how to apply for one of our financial aid programs during your visit.

The admissions process is ongoing. Applications are reviewed by our admissions team as they are received. Classes are filled on a first-come basis. To review the materials you requested, please click on these links:

[School Profile](#)
[Financial Aid Sheet](#)
[Custom Schedule](#)
[Enrollment & Application](#)
[Middle & High School \(7-12\) Application](#)

Call (202) 331-7820 to schedule your appointment and find out the difference an education from The Rock School can make.

Connecting Faith, Family, & Education.



Jim McKenzie, Principal
email: jmckenzie@rockschools.org
phone: 302-331-7820
web: <http://www.therockschools.com>

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The Rock School | 9810 SW 24 Avenue | Gainesville, FL | 32607

Digital Marketing

- EMAIL MARKETING - Create a drip campaign.
- SOCIAL MEDIA:
 - ___ percent of word-of-mouth referrals happen online.

Digital Marketing

- EMAIL MARKETING - Create a drip campaign.
- SOCIAL MEDIA:
 - **7 percent** of word-of-mouth referrals happen online.
 - Millennials: **64%** offline WOM | **29%** Social Media

Facebook Marketing

- PROMOTED POSTS - **Boost** a post for an upcoming event, relevant blog post, or noteworthy news.
- LEAD ADS - create a **lead generation ad** to capture new leads.
- PIXELS - use this retargeting tool to reach people who have already visited your **website**.

Website Audit

- Pages 64 + 65 in your workbook

Why It Matters?

- Online "digital" revenue made up **28%** of all nonprofit fundraising in 2021.
- Online registration for nonprofit memberships, events and attendance **grew by 32%** in 2021.