

The Perfect Enrolment Boosting Strategy

Follow this blueprint and video to gain clarity about how to build a thriving enrolment intake in your school.

THREE CORE COMPONENTS OF THE PERFECT ENROLMENT BOOSTING STRATEGY

1

HAVE A **"SMART-SITE"** AS OPPOSED TO A "WEBSITE"

2

A VARIETY OF "SALES" **AUTOMATION** TOOLS TO SAVE TIME

3

PROFESSIONALLY CRAFTED **CONTENT** TO TELL YOUR STORY

**THE GOAL = MORE ENROLMENTS WITH LESS WORK AND
A BETTER EXPERIENCE FOR YOUR FUTURE FAMILIES**

To accomplish this you need a smart-site (1) that is dedicated to taking your visitors (prospective families) on a carefully thought out journey that informs, entertains but most importantly engages (3) them in the culture and uniqueness that is YOU! Take all information off your site that is not relevant to your prospective families and just let them immerse themselves in high quality images and video content (3) of your school in action.

COMMIT TO GETTING YOUR DESIGN & VISUAL ELEMENTS PERFECT

Invest in building automated workflows (2) with the latest digital technology available today to encourage school tours and attendance at information evenings. Give your prospective families red-carpet service on auto-pilot (2) in the background and in-turn boost enrolments.

Stick with this plan to stand out above the rest and before too long you will have a waiting list to get into your school!

- Richard Mills

