



# How to drive new admissions during the pandemic



NIDO MARKETING



## Step 1: Make a list

“The money is in the list”

- Prospects
  - Segment by program
- Previous families (alumni)
- Strategic partners
- Existing students
- “Lost” students

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## Step 2: Define your pipeline

- New parent inquiry
  - Tour scheduled (pending)
  - Tour complete
  - Application submitted
  - Application accepted
  - Enrollment agreement signed
  - Intake complete
  - Closed (Enrolled)
  - Closed (Lost)
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## Step 3: Craft your message

- Custom messaging for each segment
  - Start with Lost and Existing families
  - Aim for “yes” or “no”
    - Never “Maybe”
    - If “No”, Find out why
  - Track your progress
  - Follow up! (8 touches)
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## Pro-Tips:

- Address objections directly
  - Use content to provide value
  - You are always giving
  - Ask for help
  - Ask for referrals
  - Be open about any issues or concerns
  - Take away the risk
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# Cultivate your list

- Make compelling offers (Give!!!)
- Add a lead magnet to every page of your site
  - White papers
  - Quiz
  - Tuition document
  - Downloads
  - Videos
  - Etc.
- Elevate yourself to the status of a thought leader
- Follow up!!



## Tell people how to “buy”

- Consistent “calls to action”
- Schedule a tour (virtual tours)
  - Online scheduling
- Online applications
- Make yourself available
- Answer the phone
- Follow up!!!

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## Ask for the sale

- We think we're an excellent fit for each other...
  - Would you like to move forward with enrollment?
  - How soon would you like to enroll?
  - Etc.
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## Invest in your website

- Quality content
- Mobile responsive
- Contact information readily apparent throughout the site
- Fast loading
- Easy to navigate



Google  
My Business

## Google My Business

- Optimize your profile
- Update hours
- Add compelling imagery
- Cultivate testimonials
- Choose the right category

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# Questions?



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