

Add a call to action to your website

Inviting website visitors to schedule an Education Success Consult

“There's no such thing as a successful marketing campaign unless there is a successful call to action.”

Jeremy Smith
marketingland.com

Regardless of how people first hear about your school, they will look it up online. Although I can't address all the details of an effective website in a brief newsletter, I can tell you that all effective promotional tools must have a "call to action." Your call to action needs to get parents on campus—and to meet you.

You can accomplish this on your website in one of two ways:

Option #1 -- Add a "Schedule an Education Success Consult" *button* to your home page

Clicking this button will take the viewer to a subpage titled, "What is an Education Success Consult?" This page will have one short paragraph explaining that your school has learned:

- Most parents believe choosing the right school for their child is highly important
- Most parents want to gather as much information about a school as possible when making that choice
- The best way to provide information and answer parents' individual questions and concerns is in a personal conversation with our principal
 - » The second paragraph should be one or two sentences describing your commitment to a) listening to each family's goals for their child(ren) and b) giving them all the information possible so they can make the best school choice for their child(ren)--whether that is your school or not.

The last paragraph is one sentence: Call xxx-xxxx today to schedule your Education Success Consult. (If your website has the capability, and you are confident your system will not let anyone fall through the cracks, you can offer parents the option of signing up for a time online. I strongly recommend you test this system carefully.)

Option #2 -- Add "Call xxx-xxxx today to schedule an Education Success Consult" to your home page

If you can't quickly and easily add a subpage to your site with a button linking to it on your home page--this is your fall back option. With this approach you still have the call to action, the most vital part, but you are missing the chance to position yourself as someone who understands the challenges parents face in school choice and who is there to help regardless of what parents choose.

In either case -- Add the same call to action, in the same relative position, on each page of your website.

That may seem like overkill, but you don't know what part of your website will spark a parent's interest and motivate them to act. Whenever that motivation happens, it needs to be clear what to do and simple to do it. Putting it in the same place on every page makes it clear and simple.

But we already say, "Enroll today."

If this is the case, please change this immediately!

Would you rent or buy a home after looking at it online but not walking through it? Don't insult parents by asking them to "enroll today" before they've been on your campus and met you. If they have two kids in school, their school payment could be nearly as much as what they pay for their rent or mortgage. And they are trusting you with their child to boot.

Psst. If you don't remember what an Education Success Consult is, look it up at the front of this binder "Handle leads effectively, part 7"

Delegating:

Everything today can be delegated.

Binder tab: January

School size: All

Marketing process step:

- 1) Who are we?
- 2) What do families want?
- 3) What needs to change?
- 4) How do we tell our community?
- 5) How do we track results?