



Reboot Your Marketing

They say “marketing has changed.”
But has it...really?

 FinalsiteUniversity

#FinalsiteU | @FinalsiteUK

EYE
FILM

isams

Turtl

LEH

LADY ELEANOR HOLLES

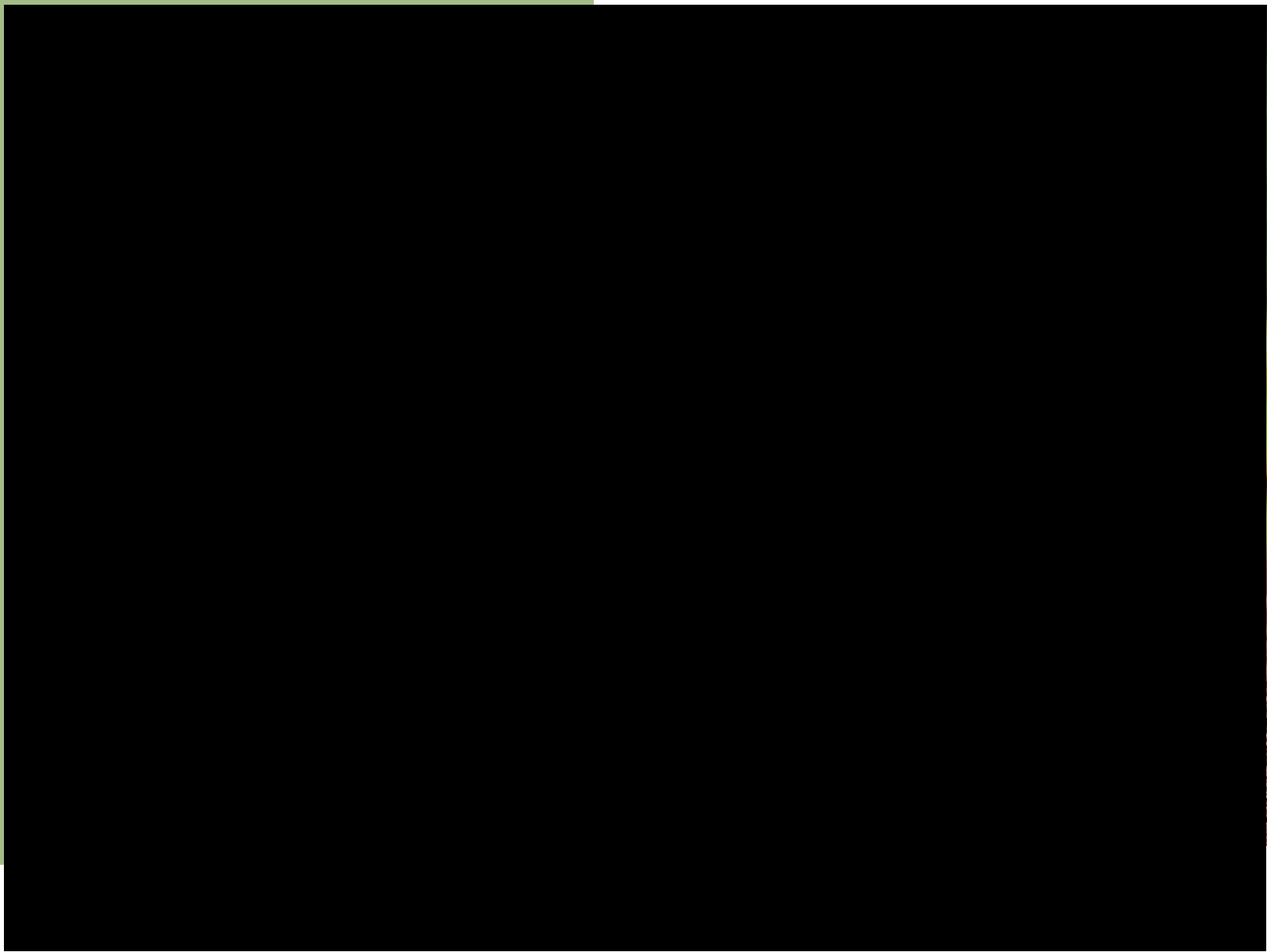
bonjour
SCHOOL PHOTOGRAPHY

WCBS 

 **OpenApply**

Thank You to Our Exhibiting Partners!

SPECIAL THANKS TO JENNIFER BLAIKLOCK AND THE TEAM AT LEH



A Marketing & Communications Platform

Marketing (Attract & Recruit)

- SEO
- PPC
- Social Media
- Advantage



Platform

Safe, Secure,
Compliant
Integrated
CMS



Communications (Engage & Retain)

- Athletics
- Calendars
- Email Marketing
- Email Workflows
- Portals / Groups / LMS
- News via Posts
- Publications
- PagePops
- Admissions
- Design that works

**What does it
mean to “reboot?”**

in a client-centric model

Core Concepts of Marketing Transcend Decades

PEOPLE LOVE AUTHENTICITY

NO ONE LIKES BEING "INTERRUPTED"

VISUALS MATTER

THE POWER OF PERSONALIZATION & TIMING

THE IMPORTANCE OF STORYTELLING

APPEALING TO LOGOS, ETHOS, PATHOS



Ease of Use, Rebooted for 2018.

1980s ad

If you can point,
you can use a Macintosh.

You do it at baseball games. At the counter in grocery stores. And every time you let your fingers do the walking. By now you should be pretty good at pointing.

And having mastered the oldest known method of making yourself understood, you've also mastered using the most sophisticated personal computer yet developed. Macintosh. Designed on the simple premise that a computer is a lot more useful if it's easy to use.



So, first of all, we made the screen layout resemble a desktop, displaying pictures of objects you'll have no trouble recognizing. File folders. Clipboards. Even a trash can.

Then, we developed a natural way for you to pick up, hold, and move these objects around. We put a pointer on the screen, and attached the pointer to a small, rolling box called a "mouse." The mouse fits in your hand, and as you move the mouse around your desktop, you move the pointer on the screen.

To tell a Macintosh Personal Computer what you want to do, you simply move the mouse until you're pointing to the object or function you want. Then click the button on top of the mouse, and you instantly begin working with that object. Open a file folder. Review the papers inside. Read a memo. Use a calculator. And so on.

And whether you're working with numbers, words or even pictures, Macintosh works the same basic way. In other words, once you've learned to use one Macintosh program, you've learned to use them all.

If Macintosh seems extraordinarily simple, it's probably because conventional computers are extraordinarily complicated.



Life is easier on iPhone.

And that starts as soon as you turn it on.



2018 ad

The message hasn't gotten more complicated, it is the medium.

1800s

Billboards (1835)
Ad Agencies (1843)

2000s

Digital Ads (2000)
Inbound Marketing (2005)
Social Media Ads (2006)

1700s

Newspaper Ads

1900s

TV & Radio Commercials, Infomercials,
Banner Ads & Search Ads

Future

What's Next?



Why Reboot?

Address the Pain Points of You and Your Prospective/Current Families

"We need more inquiries and applicants"

"We need more right-fit families"

"We need more donations"

"Our parents complain they can't find information"

"We're not getting enough ROI out of our marketing efforts."

"The competition has a bigger budget and a bigger staff."

Rebooting Your Strategy For The Family Journey

WE WANT TO PUT YOU IN THE POSITION TO WIN!



#FinalsiteU | @FinalsiteUK



YOUR APPLICANT POOL IS SMALLER

- ★ **56%** of millennials are childless (ages 27-37)
- ★ In the US, Millennial households have the **highest number** of households under the poverty line

COMPETITION IS STIFFER



GETTING A PIECE OF THE PIE IS HARDER

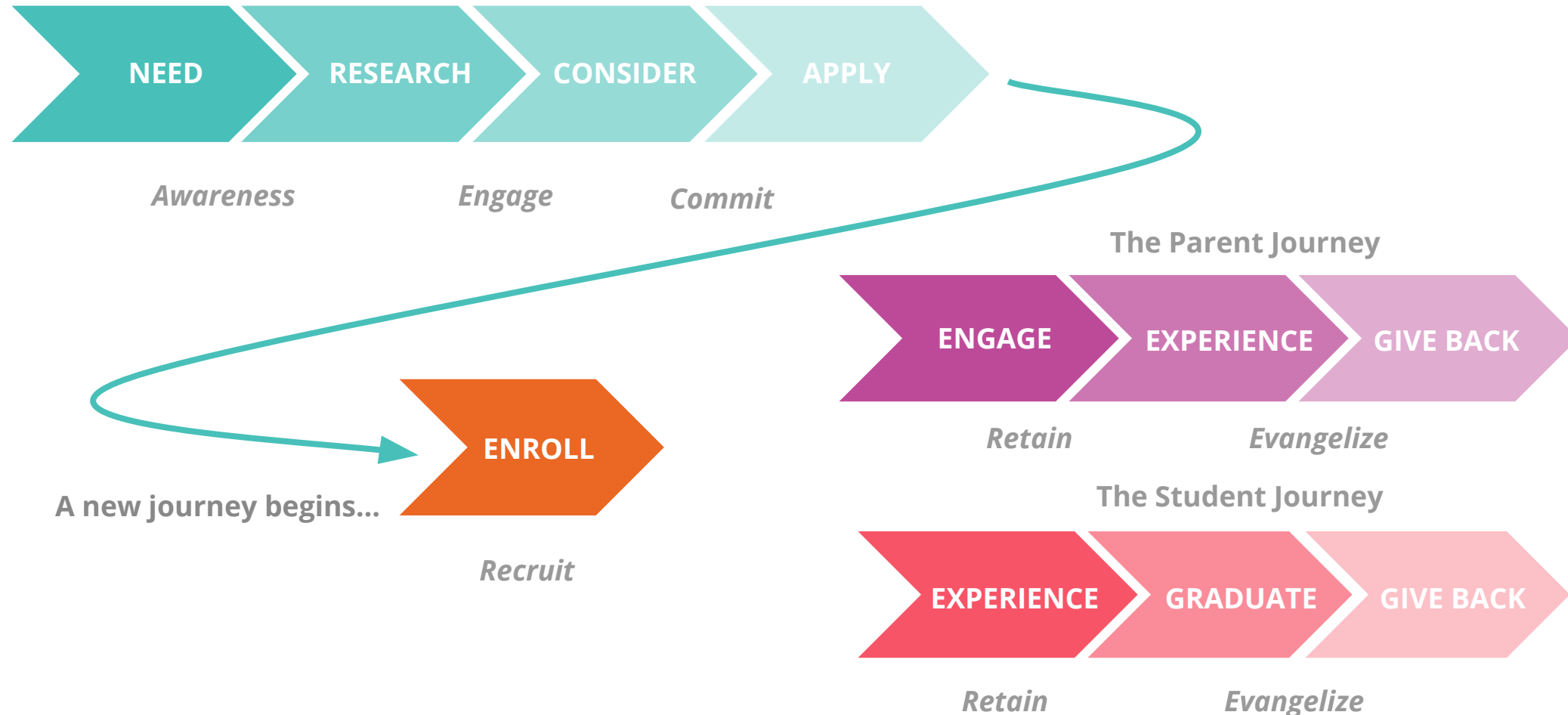
- ★ **29%** of millennial parents express brand loyalty
- ★ **84%** of consumers don't trust traditional advertising
- ★ More than **80%** of millennials rely on reviews and recommendations, while **37%** turn to social media



For years, the “family journey” and “funnel” were thought to look like this:



But really, it looks more like this:

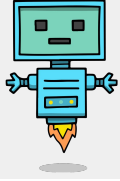


THIS IS INBOUND MARKETING





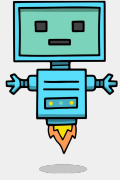
NEED



REBOOT

NEED

To identify “**need,**” you must be able to pinpoint the **pain points** and **obstacles** of your ideal prospects, as well as the **questions they ask** to find answers when they begin **researching**.



REBOOT

RESEARCH

WHAT WE KNOW:

The Way Prospects Research is **Different**

80%

of all online searches
begin with an
unbranded term

55%

of millennials go to
Google before a brand's
website

84%

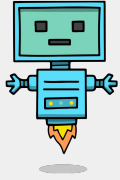
of adults trust an
online review as much
as a personal
recommendation

90%

of consumers read
online reviews
before visiting a
business

22%

of consumers won't visit
your website if there is a
negative story on the
SERP



REBOOT

RESEARCH

WHAT WE KNOW: Google is Always Changing

The Google Carousel

Visibility of Reviews

40% of new website traffic comes from mobile

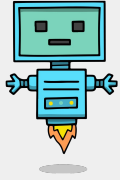
Google search results for "boarding schools in New Jersey". The carousel includes:

- Blair Academy
- Peddie School
- Lawrenceville School
- The Pennington S...
- Hun School of Princeton
- Purnell School
- Saint Benedict's Pr...
- American Boychoir Sch...

Below the carousel, a link for "New Jersey Boarding Schools | BoardingSchoolReview.com" is shown. The "Reviews from the web" section displays:

Source	Rating	Count
Niche	4.6/5	47 reviews
Boarding School Review	5/5	1 review
Facebook	4.6/5	96 votes

Buttons at the bottom: "Send to your phone" and "Send".



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RESEARCH

WHAT WE KNOW: Social Media Presence Matters

Parents and Grandparents are more active on Facebook

Young parents and teens love Instagram

Twitter's popularity transcends generations

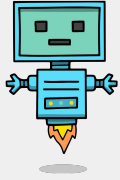
Taft School
@TaftSchool Follows you
Independent boarding and day college prep school for students in grades 9-12
Watertown, Connecticut
taftschool.org
Joined April 2009

Tweets 1,100 Following 241 Followers 5,333 Likes 149

Tweets Tweets & replies Media

Taft School @TaftSchool · 22h
Taft Pride is on the line! Help us reach our goal of 44% alumni participation by June 30. Please show your support at taftschool.org/give

Don't get left behind.



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RESEARCH

WHAT WE KNOW: Building Trust is Key

Bad first impressions are long-lasting

Addressing the needs of prospects across all mediums is important

Creating articles and content that build trust is essential



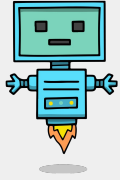
[The Top 5 Reasons Why An All-Boys School Is The Way To Go](#)

Dec 5 2017



[Best Boots for Navigating a New England Campus](#)

Dec 27 2017

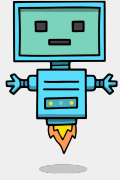


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RESEARCH

WHAT TO DO ABOUT IT

- ★ **Remember where the experience starts:** Invest time and budget into SEO, PPC, and a social media strategy
- ★ **Invest in Content Marketing:** Position yourself as an “expert” with content (blogs are most popular) that answers their questions and resolves obstacles
- ★ **Keep in mind the importance of peer reviews:** Get social proof (reviews, testimonials, etc.)



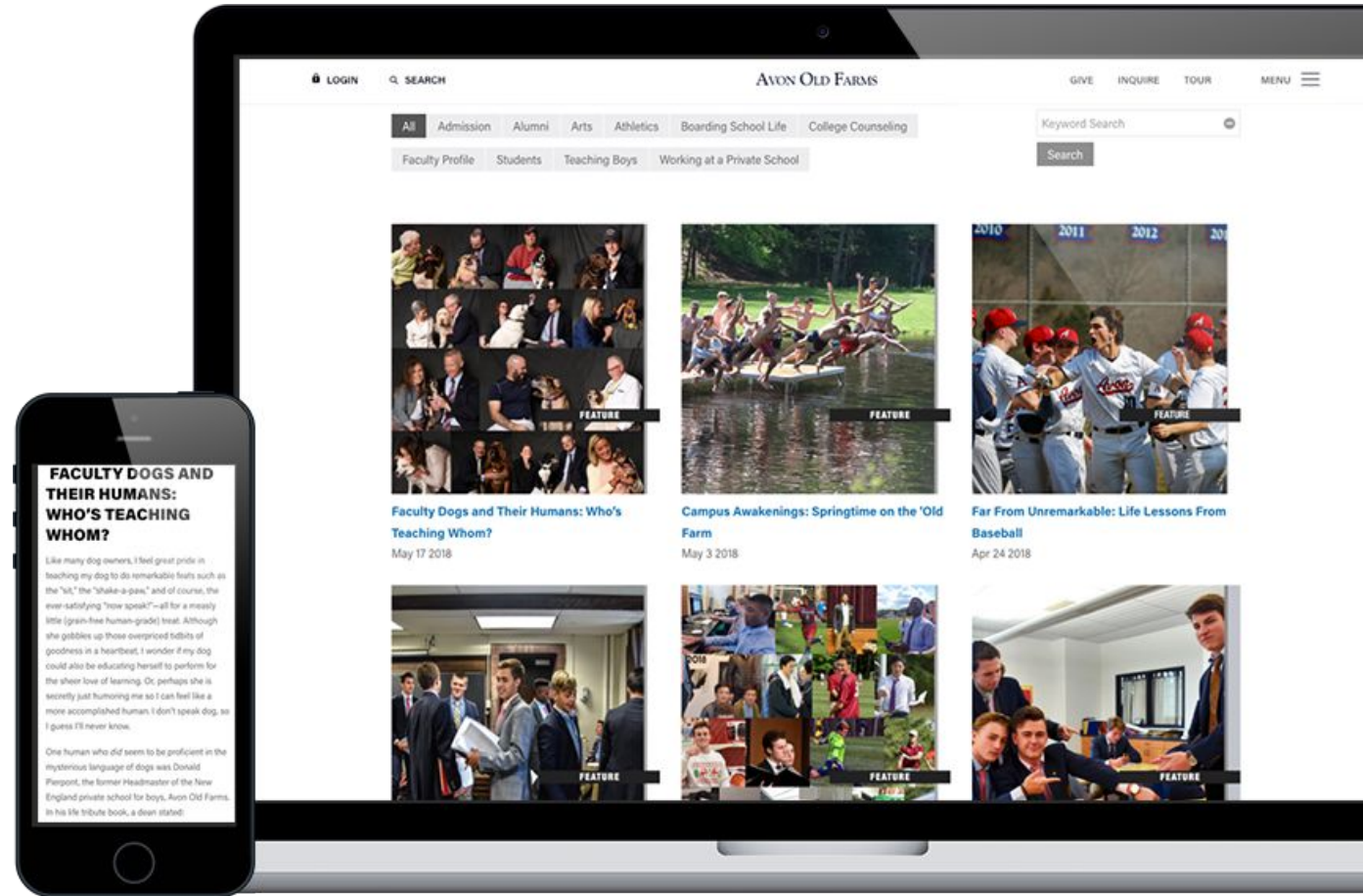
REBOOT

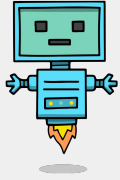
WITH FINALSITE

RESEARCH

Finalsite Posts: An SEO-Friendly Solution to Content Marketing

- ★ Blogs
- ★ Curriculum Guides
- ★ News
- ★ Spotlights & Testimonials





REBOOT

WITH FINALSITE

RESEARCH

SEO & PPC

- ★ Google changes its algorithm 12 times per year
- ★ Essential for being “found” in the searches that matter
- ★ Built-in SEO tools
- ★ Dozens of best practice guides

Page Settings

GENERAL LINKED **SEO** NAV INFO ACCESS CONTROL PERMISSIONS

SEO Title

Private Boarding & Day School | Massachusetts | Berkshire School Custom

SEO Description

Berkshire School is a co-ed college preparatory boarding school offering a rigorous academic course of study. Learn more today! Custom

SEO Keywords

Home, private college preparatory school Berkshire Massachusetts Western New Englani Custom

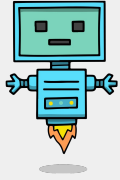
Custom <head> Content

Open Graph Image

No Image Set Resources > File Manager > Custom

SEO Services ↗

CANCEL SAVE



REBOOT
WITH FINALSITE

RESEARCH

CONSULTING & FINALSITE ADVANTAGE

172,800

The Number of Ad Impressions Managed by The Consulting Team

1,200

Clicks per day on Finals site managed Ads

1.1

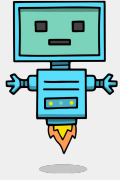
Average position in Google of Finals site-optimized sites

30,000

Finals site-managed social media impressions each month



CONSIDER



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CONSIDER

WHAT WE KNOW:

- ★ Your Website's Design Matters
- ★ Millennial Parents and Generation Z Crave Personalized Experiences
- ★ Everyone hates filling out long forms
- ★ Privacy Matters

7 Seconds

All it takes for a first impression on your website

42%

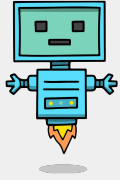
More conversions when content is personalized

51%

Of millennials selected email marketing as their #1 communication

13.5%

The conversion rate of forms with 5 or fewer fields (the highest)



REBOOT

CONSIDER

WHAT TO DO ABOUT IT:

Improve Your School's Website: Design, content, UX, and personalization all matter.

Change the Way you Think about Forms: Inbound marketing thoughtful. Long SIS forms are not.

Adopt a New Admissions Funnel: Ongoing, authentic and helpful communication is key

Focus on Content Marketing: Blogs, videos, and other resources are *still* essential at this stage



FIND YOUR OWN GR

Learn More

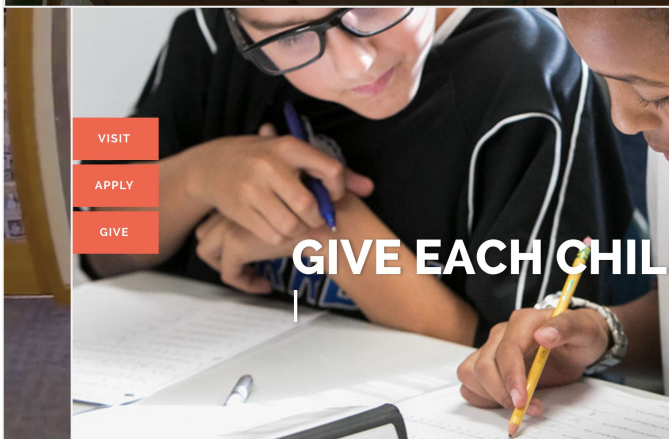
GEMS World Academy
Switzerland

ngs
and day
rity, joy,

Our mission is to be an exemplary learning community—enriched by differences, informed through inquiry, global in reach.

Our Core Values

- Inquiry-Based Learning
- Global Perspective
- Individual Responsibility



VISIT

APPLY

GIVE

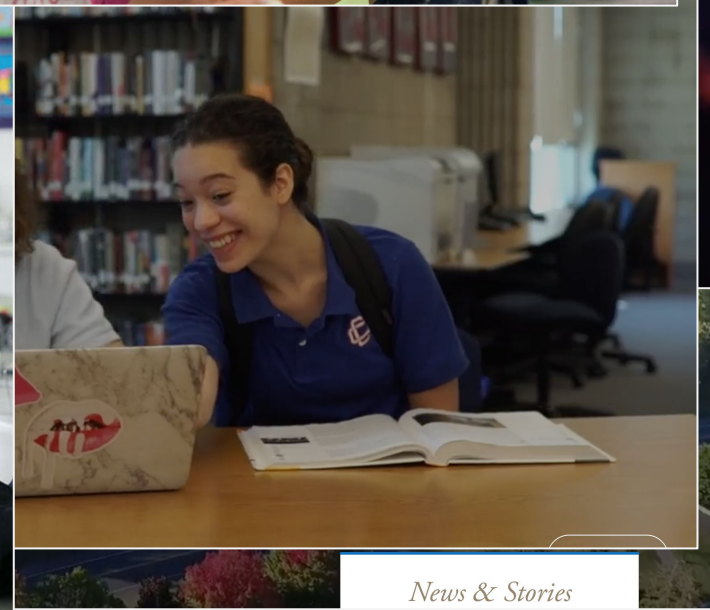
GIVE EACH CHIL



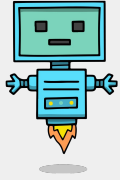
With us, your child will learn to love learning

A school built around your child

GEMS World Academy



News & Stories



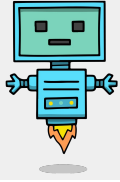
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WITH FINALSITE

CONSIDER

WHAT WE'RE DOING ABOUT IT TO HELP:

- ★ Continuing to Invest in Our Design Process
- ★ Building New Inbound Marketing Software to Help:
 - **NEW:** Personalization Element (Available Now)
 - **NEW:** Messages Module (in Beta)
 - **NEW:** Drip Campaigns & Workflows (Coming Soon)
 - **NEW:** Forms Module (Coming Soon)



REBOOT

WITH FINALSITE

CONSIDER

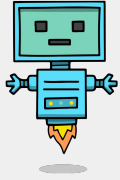
NEW! PERSONALIZATION ELEMENT

Goal: Enable you to offer a customized website experience

Create segments based on continent, country, state and/or language.

International Students

Continent	equals	Asia	OR	
Continent	equals	Africa	OR	
Continent	equals	Antarctica	OR	
Continent	equals	Europe	OR	
Continent	equals	Oceania	OR	
Continent	equals	South Amer	OR	
+ OR				
+ AND				



REBOOT

WITH FINALSITE

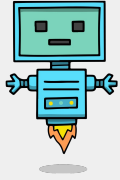
CONSIDER

NEW! PERSONALIZATION ELEMENT

Add the element to
any page of your
website

Standard	Module	<u>Layout</u>	Social	Shared
2 Column Layout	3 Column Layout	4 Column Layout		
Accordion	Container	Personalization		
Tabs				

Place Below Place Above



NEW! PERSONALIZATION ELEMENT

Edit Personalization Panel Element Settings

Title

Display Panel to visitors in the segment(s):

Edit Personalization Panel Element Settings

Title

Display Panel to visitors in the segment(s):

Learn More About Our School!

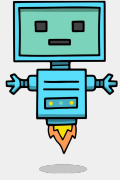
International Students
This would be content for international students.

Tennessee
This would be content for local students in TN.

body p

Cancel Save

ADD PANEL



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CONSIDER

NEW! PERSONALIZATION ELEMENT

Personalized
content is
automatically
served up based on
your settings!

International Student Office

WMA's rich history of enrolling and supporting international students began in 1847 when Monson Academy enrolled Chinese students, the first school in the United States to do so. Thai and Japanese students followed soon after. The international student body has remained a foundation of the school for more than 150 years and continues to this day.

The International Students Office at Wilbraham & Monson Academy exists to provide an information and support system for students from more than 30 countries. Students, parents, and families of our international students can expect a warm and welcoming experience when dealing with the office. Inquiries may be directed to Gayle Hsiao, Director, at ghsiao@wma.us or 413.596.9103.

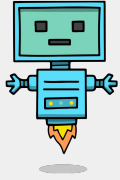
Resources available to current and new students at Wilbraham & Monson Academy include:

- Making travel arrangements and ground transportation to and from the airport
- New International Student Orientation schedule
- Various themed meals
- Bradley Airport (Windsor Locks, Conn.), bus, and train pick up and drop offs at all major breaks
- English as a Second Language classes
- Student tutors who can assist in their native language

Resources

Opening of School

In advance of our opening of school for 2018 - 2019, WMA students will need to complete paperwork, make travel and end of summer plans and get ready for a great academic year. Information will be posted here when ready.



NEW! MESSAGES MODULE (BETA)

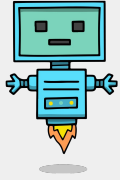
Goal: Improve email marketing efforts, save you time

Improved Analytics

The screenshot displays the 'Messages' module interface. On the left is a navigation menu with options: Lists, Messages, Templates, Dynamic Content, Permissions, and Settings. The main content area shows a report titled 'I Need Your Help, %recipient.firstname%!'. A notification states: 'This activity log is available for up to 90 days from the time of send. This log will no longer be available in 90 days.' Below this is a legend for event types: Delivered (blue), Opened (green), Clicked (orange), Complained (red), Bounced (purple), and Dropped (pink). A 'Filter by email' search box is present. The activity log table contains the following data:

Date/Time	Event	Email	Summary
6/11/2018 1:05pm	delivered	keegan.soncha@finalsite.com	250
6/11/2018 1:05pm	clicked	lynn.baer@finalsite.com	http://www.finalsite.com
6/11/2018 1:05pm	clicked	daisey.fahringer@finalsite.com	http://www.finalsite.com
6/11/2018 1:05pm	clicked	jim.moore@finalsite.com	https://youtu.be/EU6KmmW38Aw
6/11/2018 1:05pm	clicked	jim.moore@finalsite.com	http://www.finalsite.com
6/11/2018 1:05pm	clicked	lynn.baer@finalsite.com	https://youtu.be/EU6KmmW38Aw

On the right side of the interface, there are tabs for 'Summary' and 'Activity Log', and a vertical sidebar showing 'Activity Log' and 'sent: 9'.



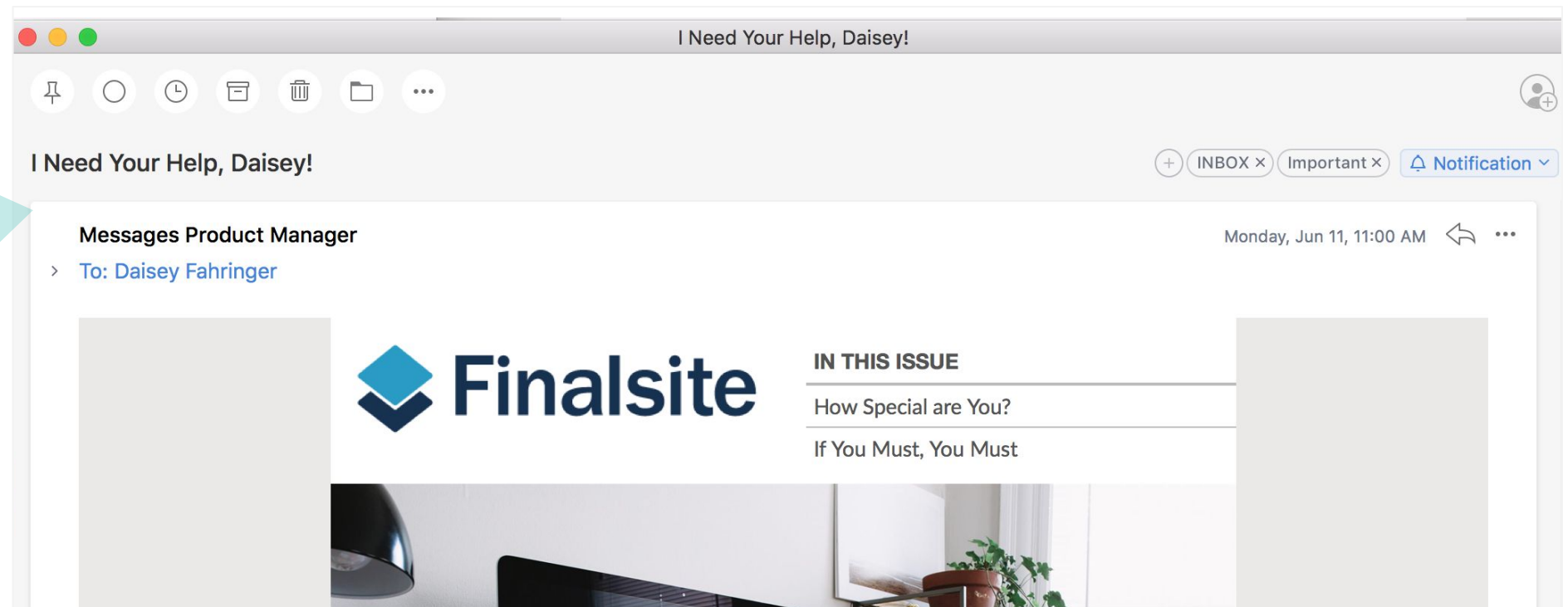
REBOOT

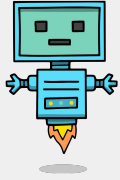
WITH FINALSITE

CONSIDER

NEW! MESSAGES MODULE (BETA)

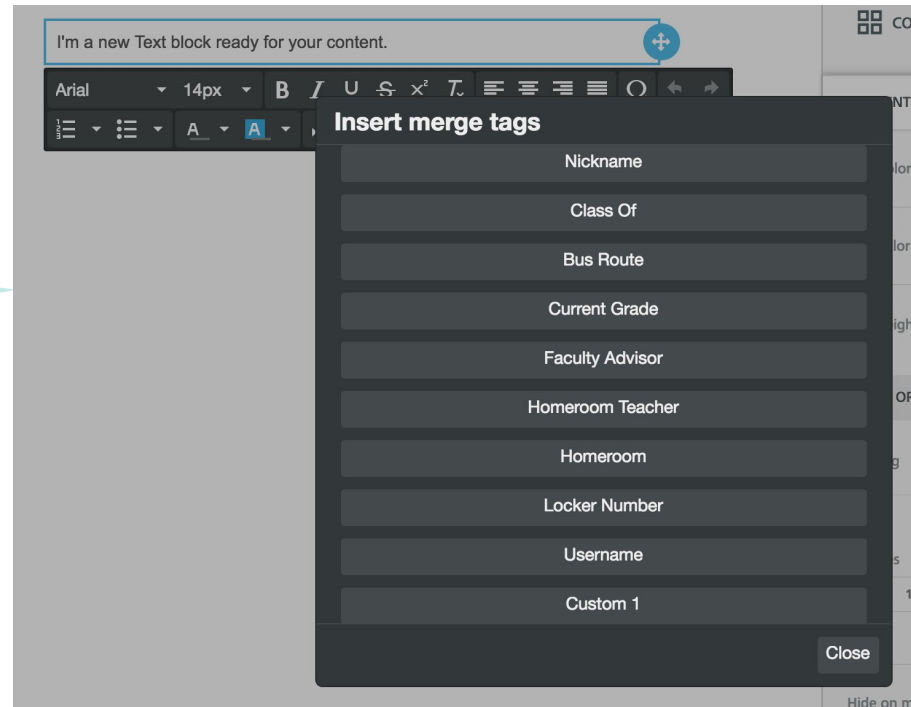
Personalized subject line and improved personalization tools

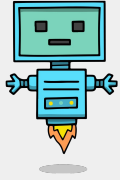




NEW! MESSAGES MODULE (BETA)

Even more fields for personalizing emails





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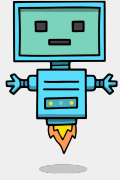
CONSIDER

COMING SOON!

EMAIL AUTOMATION

Goal: Automate simple email processes to nurture prospects, increase inquiries, enrollment, etc.

The screenshot displays the 'Automations' section of a software interface. On the left is a sidebar menu with options: Dashboard, Lists, Messages, Dynamic Content, Find Recipient, Lost Contacts, Templates, Permissions, Settings, and Automations (highlighted). The main area shows a workflow for an 'Inquiry nurture campaign'. It starts with a trigger: 'FORM SUBMISSION' from the '2018 Inquiry Form'. This leads to a 'WAIT' step for 1 hour, followed by a 'SEND EMAIL' step with the subject 'Email 1: Thank You For Your Interest!'. Below this is an 'ADD ACTION' button, followed by an 'ACTION' step labeled 'Open settings to configure'. The workflow then leads to another 'FORM SUBMISSION' trigger from the '2018 Fall Open House' form, and finally ends with an 'END AUTOMATION' step.



REBOOT

WITH FINALSITE

CONSIDER

COMING SOON!

NEW FORMS for INBOUND

Goal: Help your school get more conversions

- ★ **New** simplified Interface
- ★ **New** integration with other modules like Messages and Workflows

Fall Open House

Constituent Section Title

Click to Add Content

First Name

Email Address

Why are you interested in our school?

ADD CONSTITUENT ELEMENT

Which Open House do you wish to attend?

October 4 | 11am

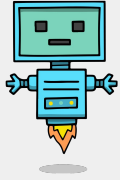
October 5 | 11am

October 12 | 11am

ADD SECTION



APPLY



REBOOT

APPLY

WHAT WE KNOW:

- ★ Commitment is inconsistent
- ★ “Ghost” applications are up. (Skip the inquiry. Skip the tour. Go straight to Apply.)
- ★ Overall enrollment is down

80%

of education search sessions do not end with a conversion

182

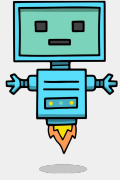
Average # of completed applications a school receives

5:1

Average ratio of inquiries to enrolled students

79

Average number of newly enrolled students each year



REBOOT

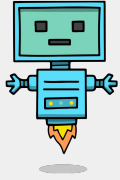
WITH FINALSITE

APPLY

PARTNERSHIP WITH OPENAPPLY

Goal: Help your school get more inquiries, applications and enrolled students with a custom, personalized approach to the standard admissions funnel





REBOOT WITH FINALSITE

APPLY

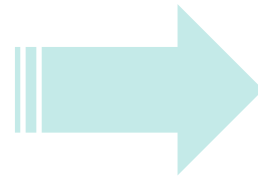
PARTNERSHIP WITH ISAMS, OPENAPPLY & MISSs

OpenApply interface showing a student profile for Samuel Epelbaum. The profile includes personal details, contact information, and a list of activities.

First Name	Applicant Middle Name(s)	Last Name	Date of Birth
Samuel		Epelbaum	February 18, 2011 (5y)

Latest Activity

- Monday, September 12, 2016
 - Samuel Epelbaum's Kindergarten application in Primary was submitted. 8:55 AM
 - Samuel Epelbaum's Kindergarten application in Primary was submitted. 8:00 AM
 - Samuel Epelbaum's Questionnaire was sent. 8:55 AM
 - tour of Chatham Campus was scheduled. 8:00 AM
 - Samuel Epelbaum's Submit School Records was re-opened. 8:00 AM
 - Samuel Epelbaum's Submit School Records was completed. 8:55 AM



Automation workflow configuration for an inquiry nurture campaign.

- Dashboard**
- Lists**
- Messages**
- Dynamic Content**
- Find Recipient**
- Lost Contacts**
- Templates**
- Permissions**
- Settings**
- Automations**

Inquiry nurture campaign

What will cause a user to be added to this automation?
FORM SUBMISSION
2018 Inquiry Form

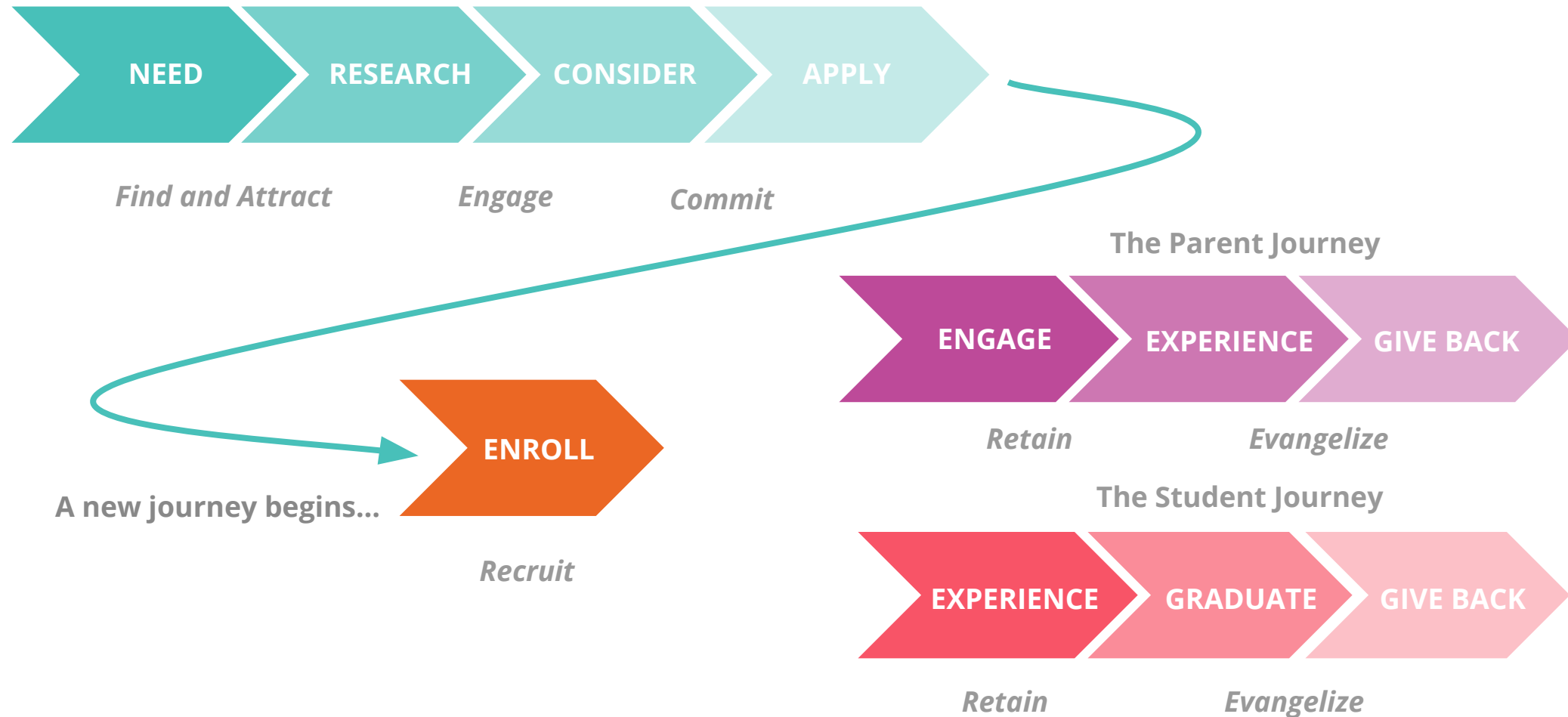
Once they are added to this Automations, what would you like to happen automatically?

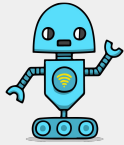
- WAIT 1 hour
- SEND EMAIL
Email 1 : Thank You For Your Interest!
- ADD ACTION
- ACTION
Open settings to configure
- FORM SUBMISSION
2018 Fall Open House
- END AUTOMATION

ENROLL



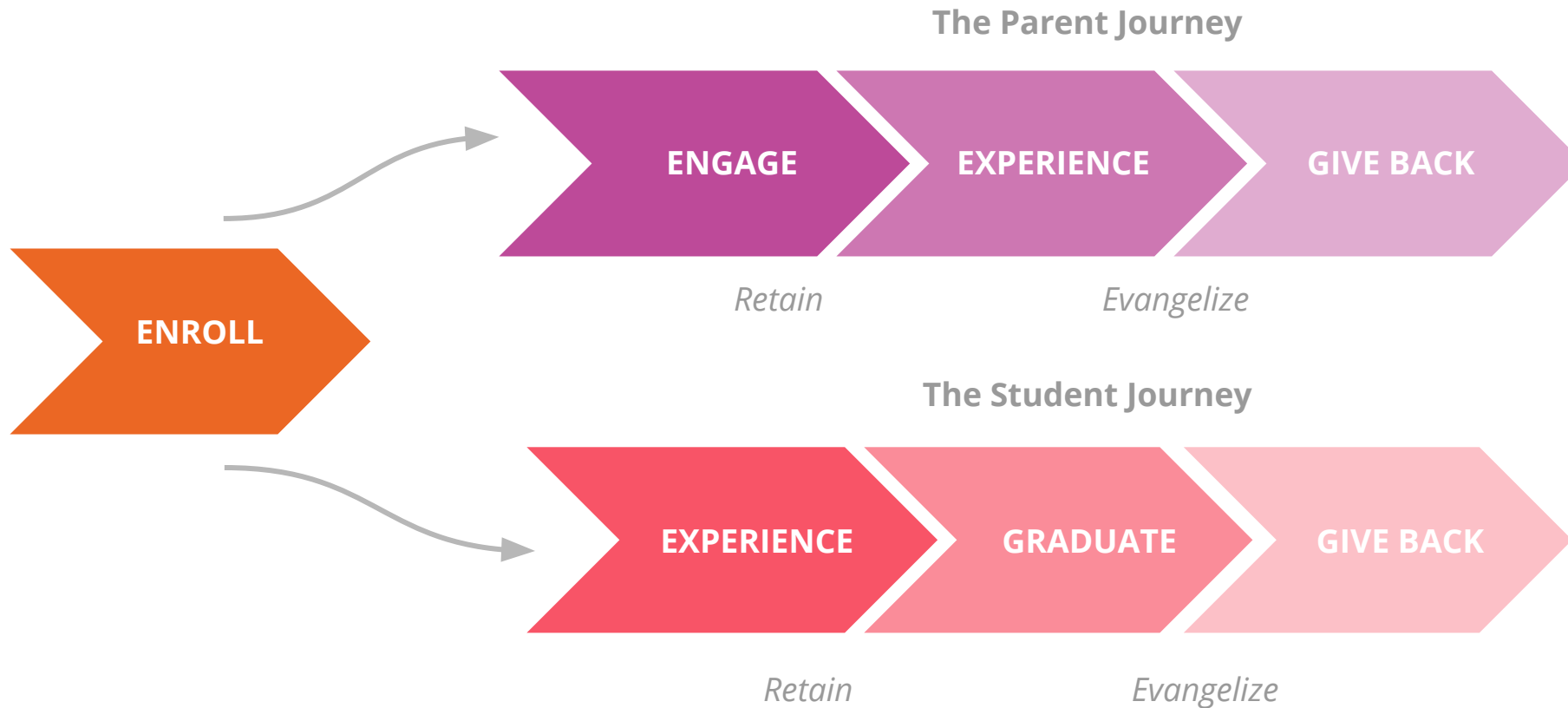
Quick Recap...





FORK IN THE ROAD

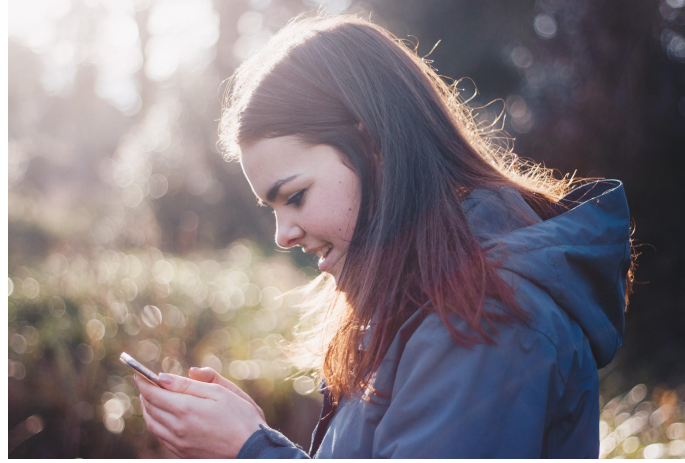
SAME TACTICS, PERSONALIZED APPROACH



Different Audiences, Different Strategies



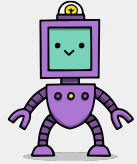
THE MILLENNIAL
PARENT



THE GEN Z STUDENT



THE GRANDPARENT



REBOOT

RETAIN

WHAT WE KNOW:

- ★ Student retention is more affordable than acquisition
- ★ Ongoing engagement, communications is key
- ★ WOMM, online reviews and recommendations help grow brand awareness and enrollment

10%

Average private school attrition rate

51%

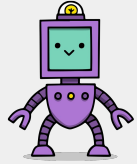
Of millennials select email marketing as their #1 communication

79

Average number of newly enrolled students each year

59%

Of Consumers express brand loyalty to those who show appreciation

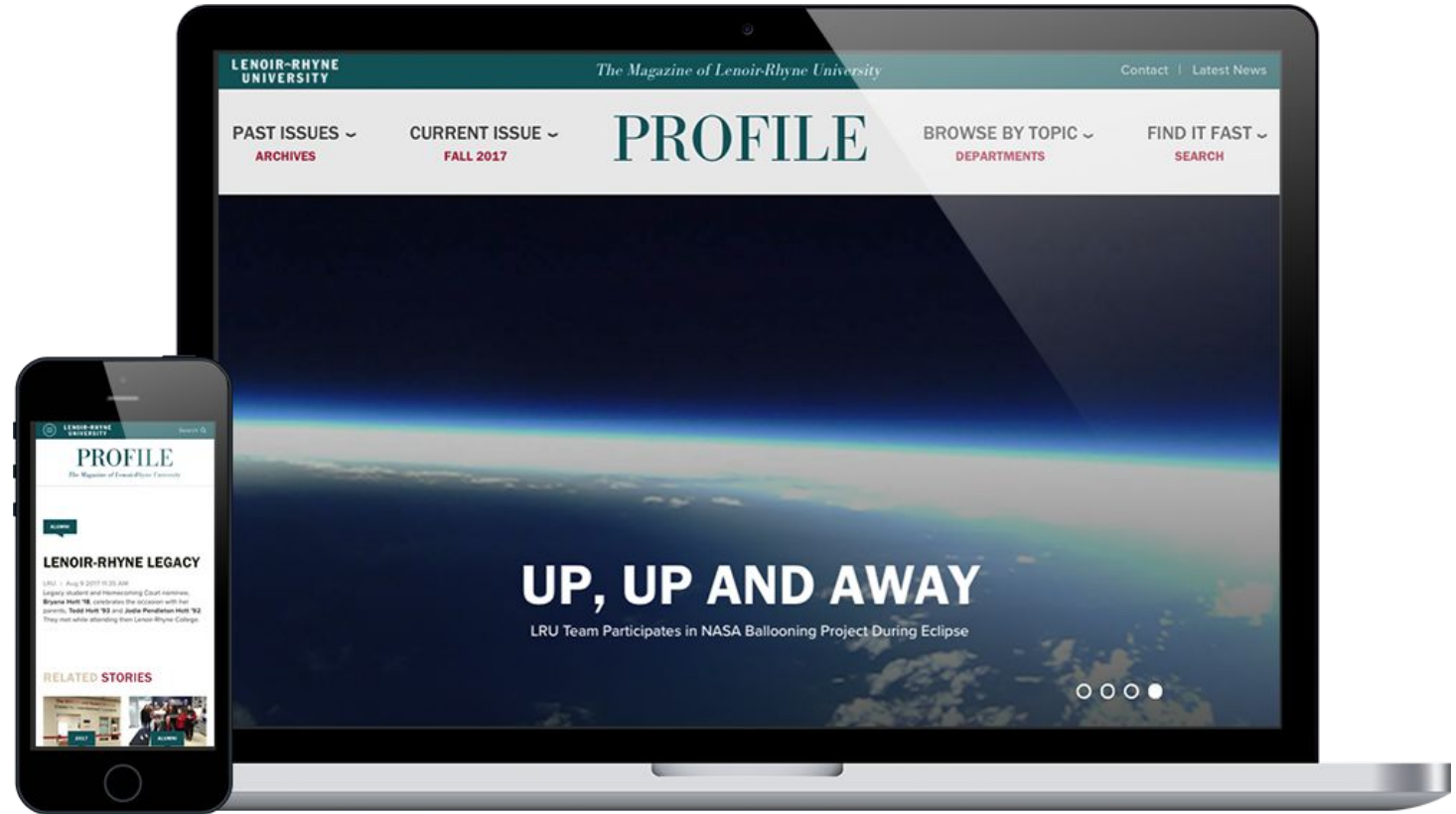


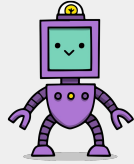
REBOOT

WITH FINALSITE

RETAIN

ENGAGE YOUR COMMUNITY WITH PUBLICATIONS





REBOOT

WITH FINALSITE

RETAIN

GIVE STUDENTS A ROLE WITH FINALSITE POSTS

MKA | MONTCLAIR KIMBERLEY ACADEMY

ABOUT ADMISSIONS ACADEMICS ARTS ATHLETICS STUDENT LIFE SUPPORTING MKA ALUMNI

Diversity & Inclusion Clubs Community & Service Learning Global Experience Sustainability Publications House System Bookstore

HUMANS OF MKA

"When people look at us I want them to see the real us. How we smile, how we laugh, how we relate, and how we live, together."

The goal of this project is to connect students with one another and to strengthen our bond as a community. The project will mimic the idea of Brandon Stanton's "Humans of New York."

Contact: Julia Helleisen at humansofmka@mka.org

Alix Talkow '18
Julia Helleisen Jun 12 2018 9:00 AM

Ethan Kuhl '18
Julia Helleisen May 25 2018 9:00 AM

Jared Brunner '18
Julia Helleisen May 18 2018 9:00 AM

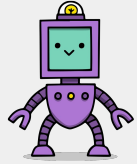
Jillian Fishback '20
Julia Helleisen May 11 2018 9:00 AM



Photographed by: [Phil Cantor Photography](#)

“ Above all, MKA taught me to value myself. I’ve always been a passionate person; the high school didn’t give me that, but it did show me what to do when those passions start spilling out of my guts inexplicably, and likewise gave me the tools to sculpt them into things to be proud of. ”

I’ll admit that, like most freshman, I came to the high school scared to be myself or get involved, though I definitely never would’ve admitted it. Sure, I went all out in my Halloween costume as a brooding Marilyn Manson, and had a lot of fun doing it, but I never would’ve gotten on stage and made a show out of it like I did in my later years. I stopped by my teachers’ offices now and then for conversation, but the exploration that has helped define my experience just wasn’t there yet; I wanted to keep my head down, get good grades, and play a little hockey—that was all.

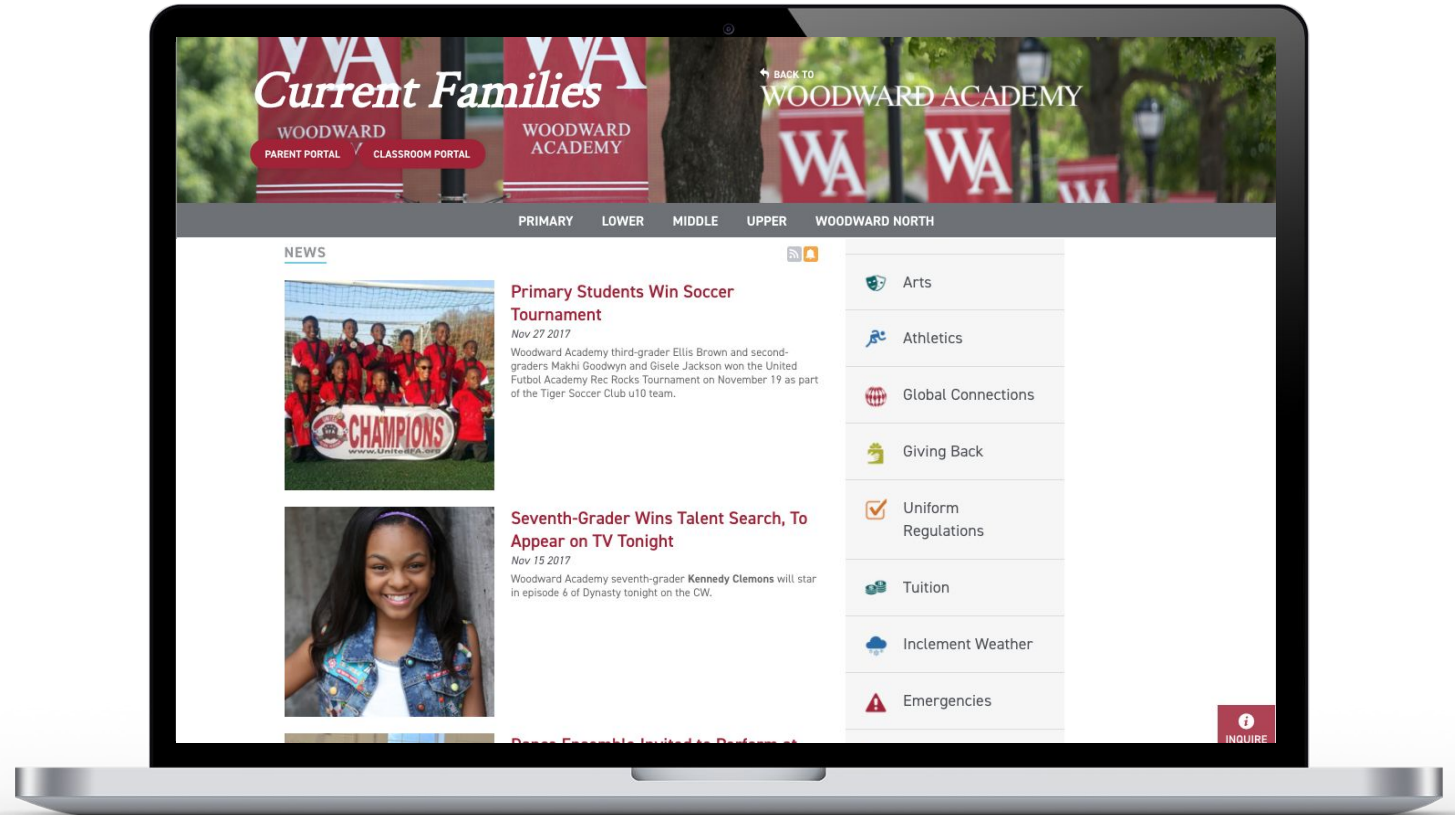


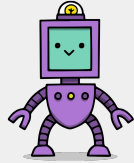
REBOOT

WITH FINALSITE

RETAIN

SIMPLIFY THE EXPERIENCE WITH PORTALS





REBOOT

WITH FINALSITE

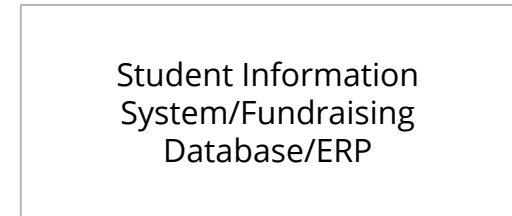
RETAIN

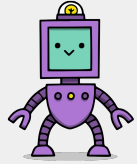


isams

70+
SSOs!

BLACKBAUD





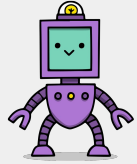
REBOOT
WITH FINALSITE

RETAIN

**NEVER STOP SELLING THE VALUE
OF YOUR SCHOOL**



GIVE BACK



REBOOT

GIVE BACK

WHAT WE KNOW:

- ★ Getting donations is hard
- ★ Schools often reach out just when they need a donation, rather than maintaining engagement
- ★ Inbound Marketing works

9.5%

Median Annual
Giving Participation
of Alumni/ae

67%

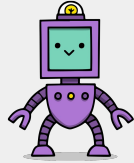
Median Annual
Giving Participation
of Parents

10.4%

Median Annual
Giving Participation
of Parents of
Alumni/ae

13.9%

Median Annual
Giving Participation
of Grandparents



REBOOT

GIVE BACK

WHAT TO DO ABOUT IT:

- ★ Online Giving
- ★ Easier to Give Back
- ★ Be Engaging
- ★ Sell Value and Stories

ALUMNAE CURRENT FAMILIES CALENDAR NEWS

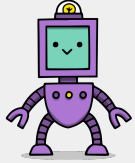
ABOUT ADMISSION ACADEMICS ARTS **Harpeth Hall** ATHLETICS PROGRAMS STUDENT LIFE GIVING

Day of Giving 2018

Thank you for joining us on our 4th annual Day of Giving! We had a lot of fun and were inspired by our generous community of alumnae, parents, grandparents, faculty, and friends who supported keeping Harpeth Hall among the top schools in the country!

Day of Giving Reaches New Record!
[Read news story for more details here.](#)

NEW DAY OF GIVING RECORD! \$165,901	26 STATES + D.C. AND FROM AS FAR AWAY AS BULGARIA + INDIA	
789 TOTAL DONORS 300 MORE THAN LAST YEAR	484 ALUMNAE DONORS #HHMAKEANIMPACT	142 STUDENT DONORS #HHDAYOFGIVING



REBOOT

WITH FINALSITE

GIVE BACK



MOBILE AND INTERNATIONALLY FRIENDLY

110

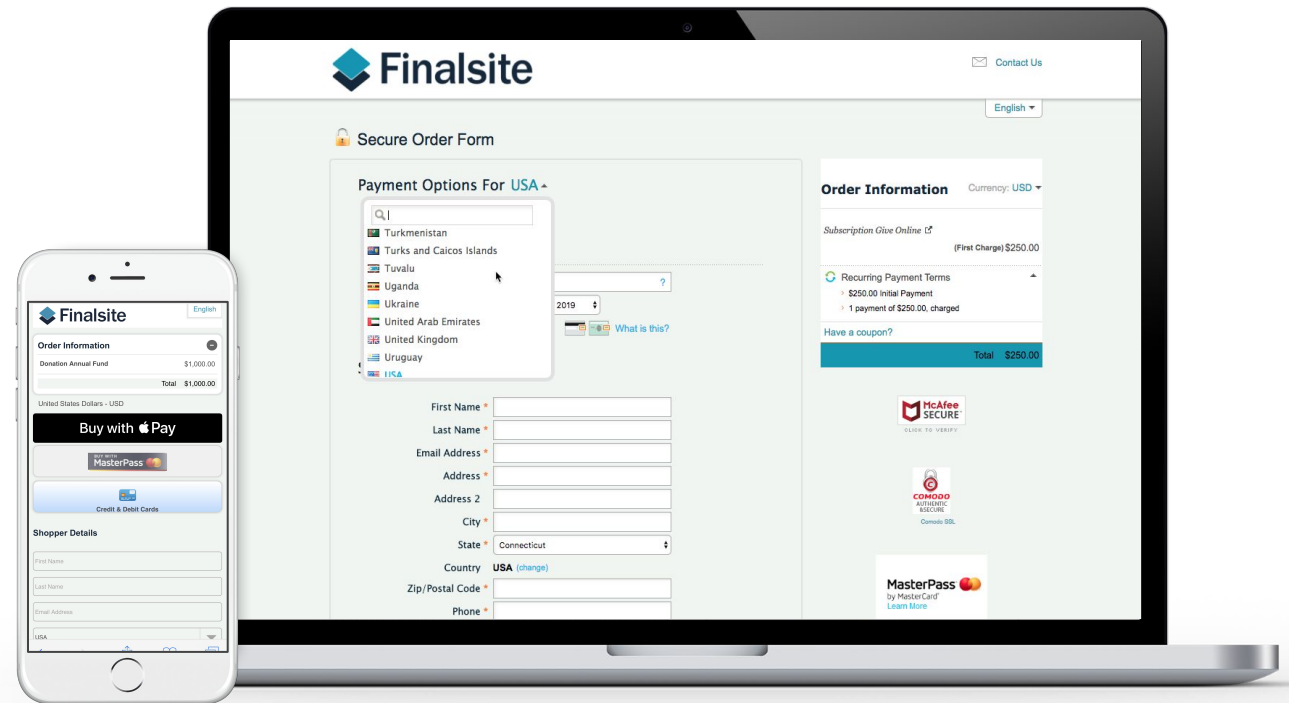
Accepted
Payment Methods

100

Supported
Currencies

30

Automatically Translated
Languages

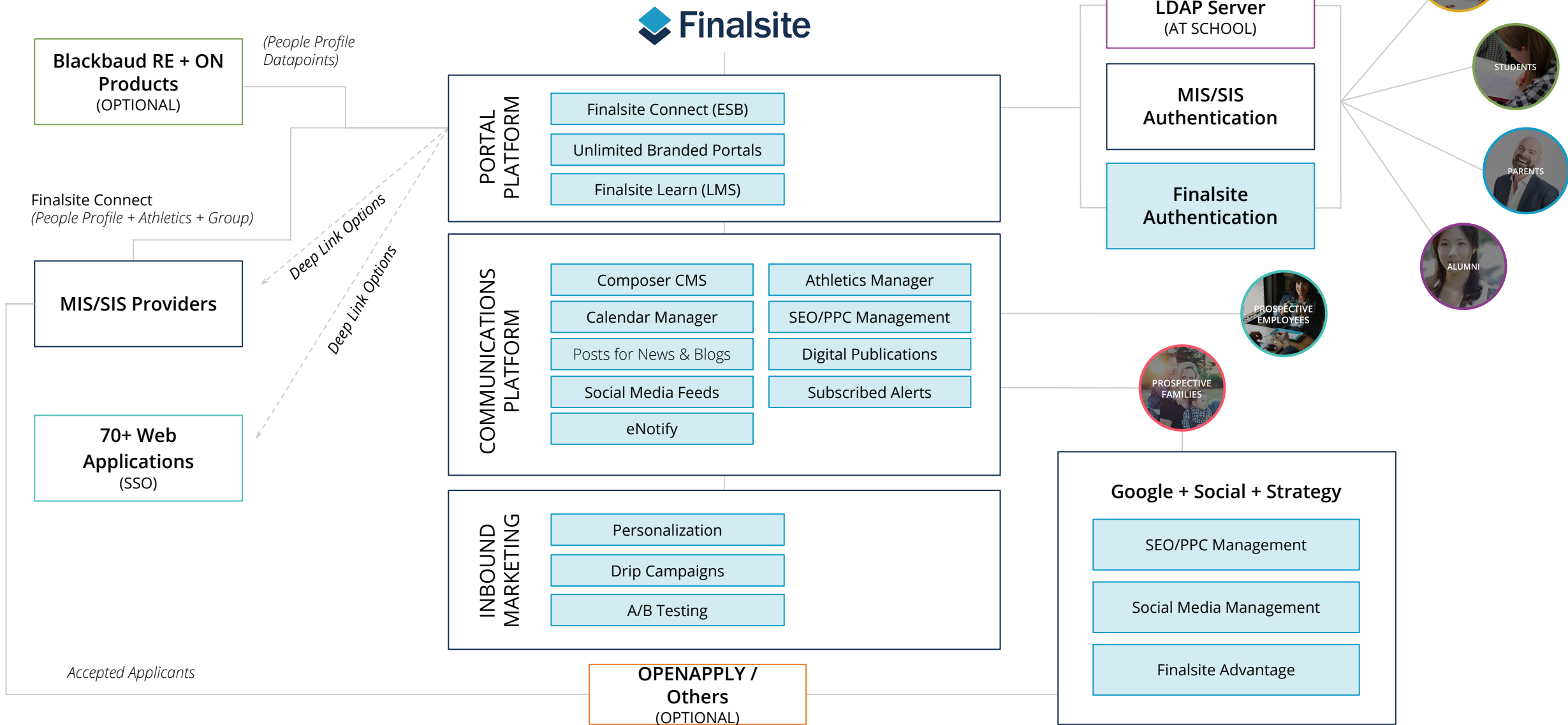


OUR Product and Data Strategy



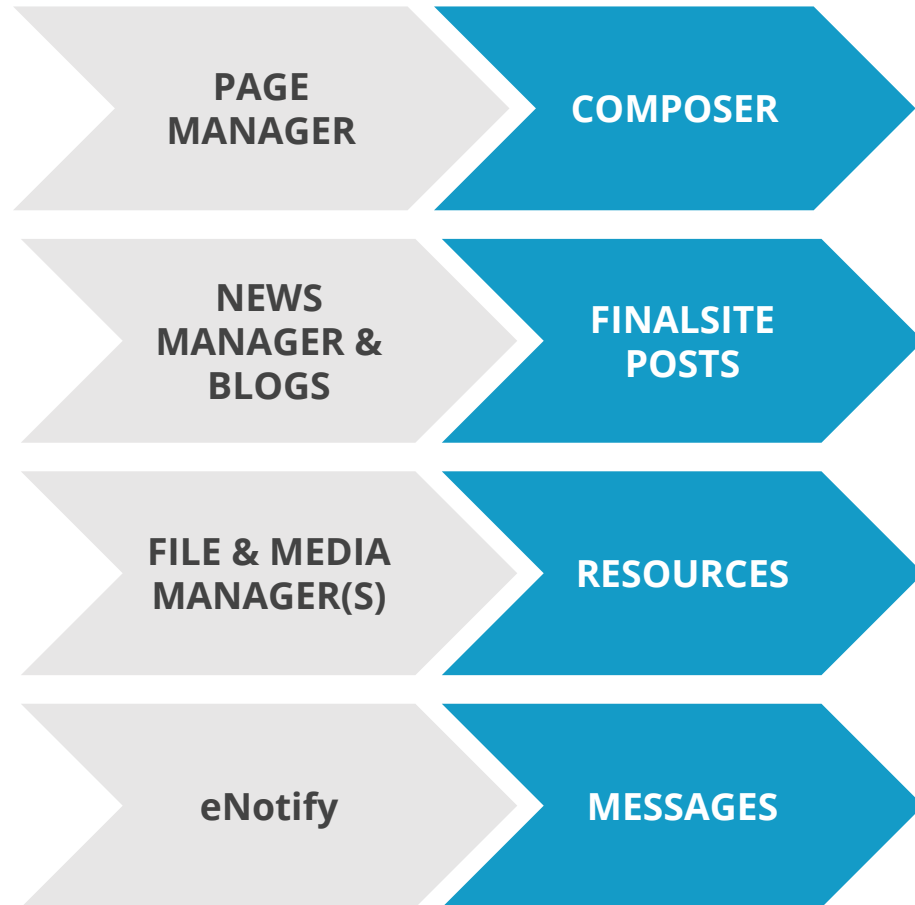
#FinalsiteU | @FinalsiteUK

Finalsite Integration Roadmap



PRODUCT ROADMAP

Marketing & Communications Platform



WHAT'S NEXT?

- ★ Email automation
- ★ iOS & Android app
- ★ Open Apply integration
- ★ Blackbaud NXT integration

CONTINUING TO UPGRADE MODULES

- ★ Forms Manager
- ★ Calendar Manager
- ★ Athletics Manager
- ★ Commerce module

PRODUCT ROADMAP

Information Security, Privacy and GDPR



PRODUCT ROADMAP

Future Hosting Architecture

- Exploring public cloud options (Google)
- Exploring containerization architecture
- Additional geographic locations would allow for off-hours maintenance in each time zone

We are **VERY EXCITED** about the Future and our partnership with



Thank You & Have a Great Conference!

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