



# YOUR SCHOOL TOUR

Learnings from a “Professional Secret Shopper”



# ABOUT BRIGHT MINDS MARKETING AND NICK LEROY

## BRIGHT MINDS MARKETING

- Boutique marketing firm specializing in helping schools improve their student enrollment.
- Over 100 clients in 9 states

## NICK LEROY, FOUNDER AND PRINCIPAL CONSULTANT

- 2 years as ED of the Indiana Charter School Board
- 15 years as a global marketing executive with Eli Lilly & Co.
- MBA (with honors) from Emory University



# AGENDA



The school tour as part of your overall enrollment process



The financial and time implications of a strong school tour



What not to do - real examples of tour mistakes



How to optimize the different steps in the school tour process

# THE 4 COMPONENTS TO A STRONG ENROLLMENT SYSTEM

## MARKETING

Attracting prospects

Identifying those prospects

Nurturing those prospects

COME TO A RECRUITING EVENT

## RECRUITMENT

Positive experience at every recruitment event

Closing the deal / enroll

Create a positive onboarding experience

ENROLLING STUDENTS

## RETENTION

Listening to your constituents

Measuring your constituent's satisfaction

Improving based upon their feedback

RETAINING STUDENTS

**OPERATIONS: KNOW YOUR SELF, YOUR ENVIRONMENT, YOUR COMPETITION, AND YOUR CUSTOMER. CREATE MESSAGES THAT RESONATE WITH HER AND HAVE WAYS TO DELIVER THOSE MESSAGES**



## THE KEY METRIC IN MEASURING YOUR TOUR'S EFFECTIVENESS

### CONVERSION RATE (YIELD RATE)

Total number of  
enrolled students

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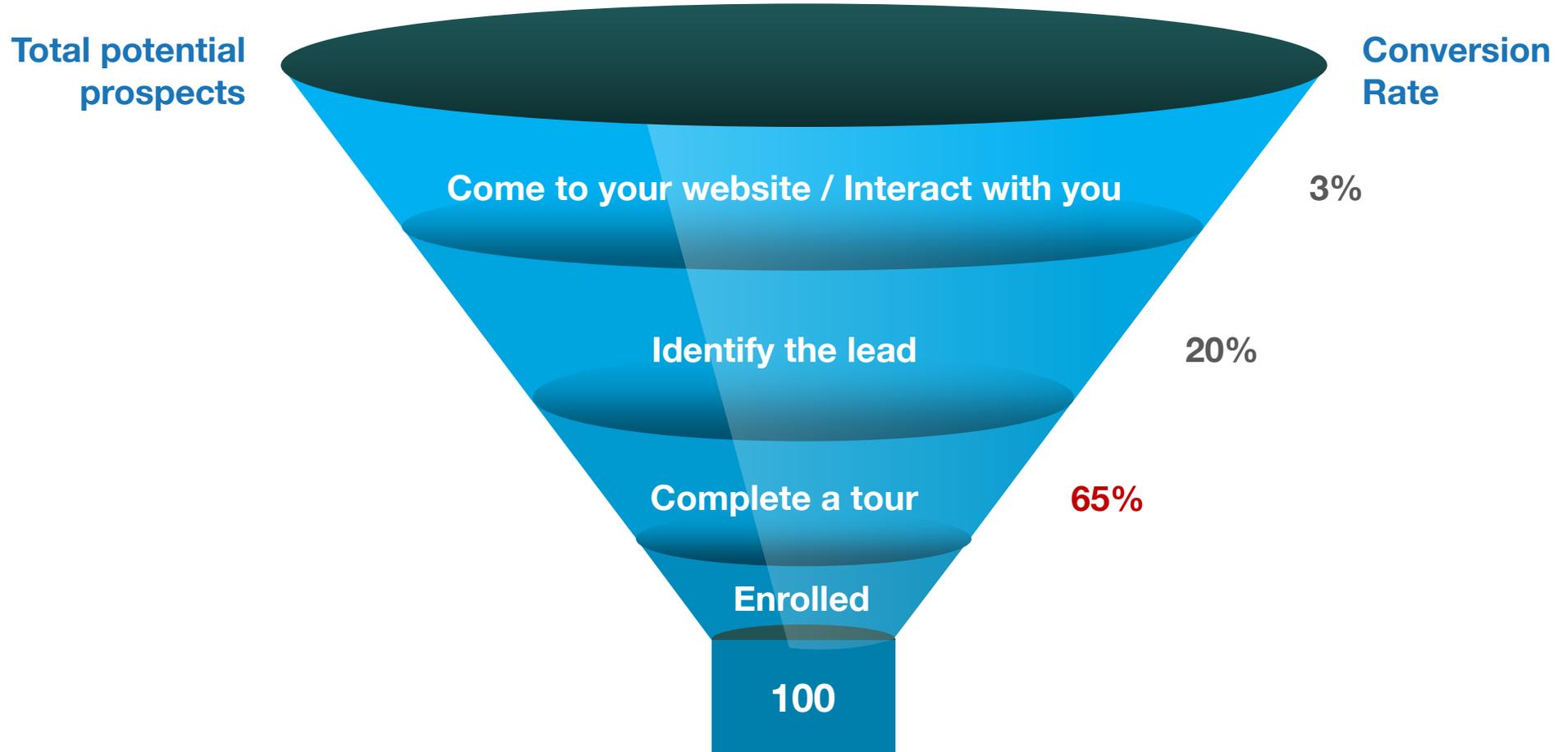
Total number of  
students who  
toured

65 students enrolled

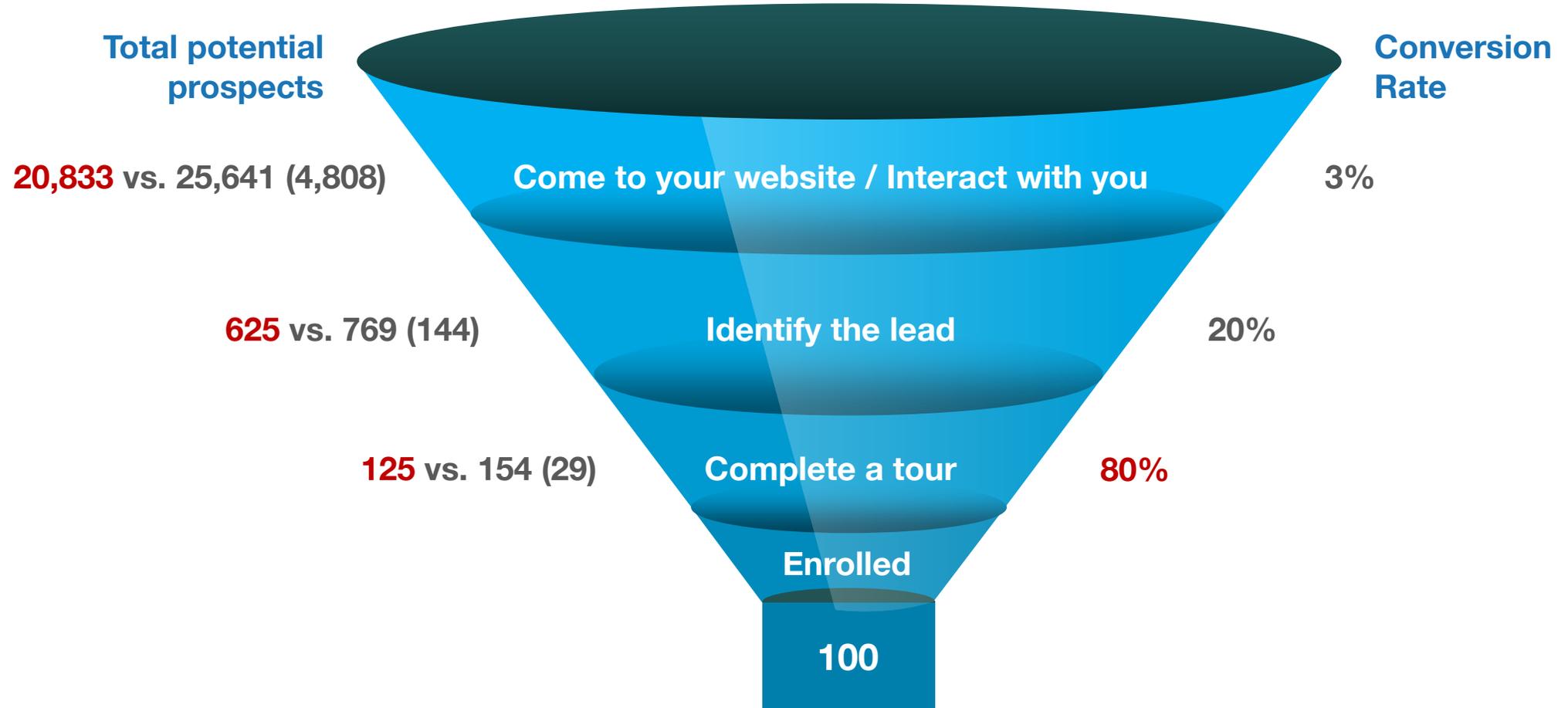
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100 students toured  
=  
Conversion rate of 65%

# IMPORTANCE OF A GOOD TOUR: 65% CONVERSION RATE



# IMPORTANCE OF A GOOD TOUR: 65% CONVERSION RATE





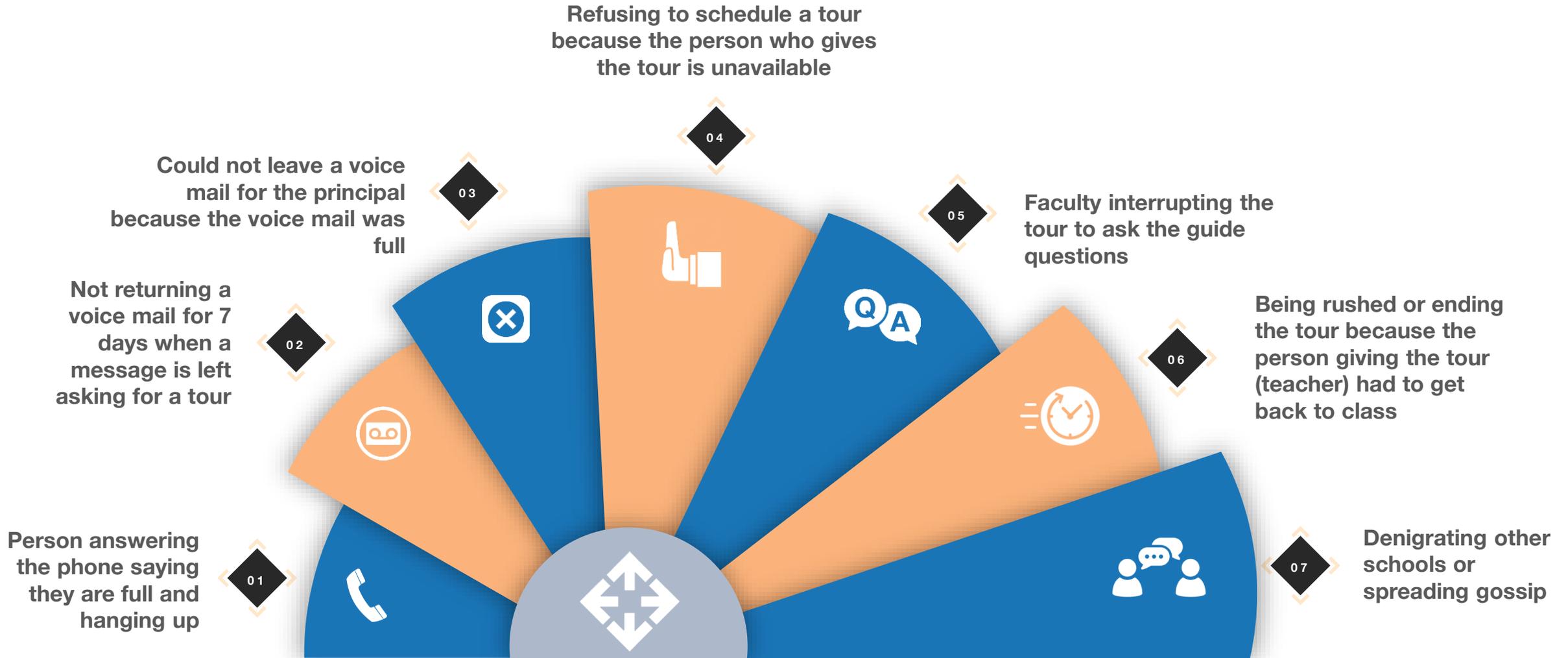
## **A GOOD YIELD RATE**

**Increases the amount of students at your school**

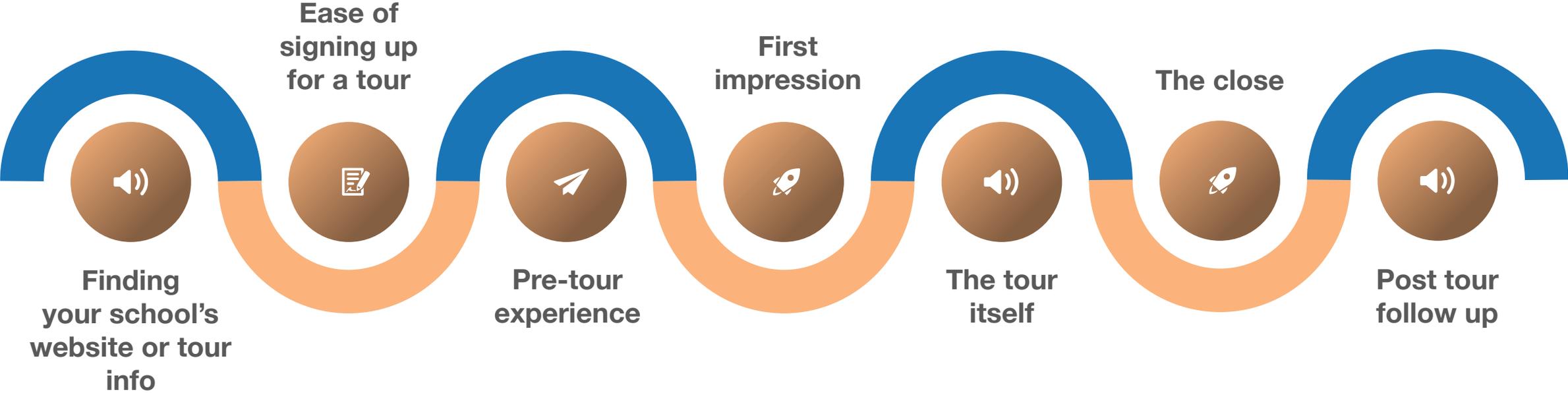
**Does not require a significant increase in money – just tweaking processes**

# REAL TOUR EXPERIENCES TO AVOID

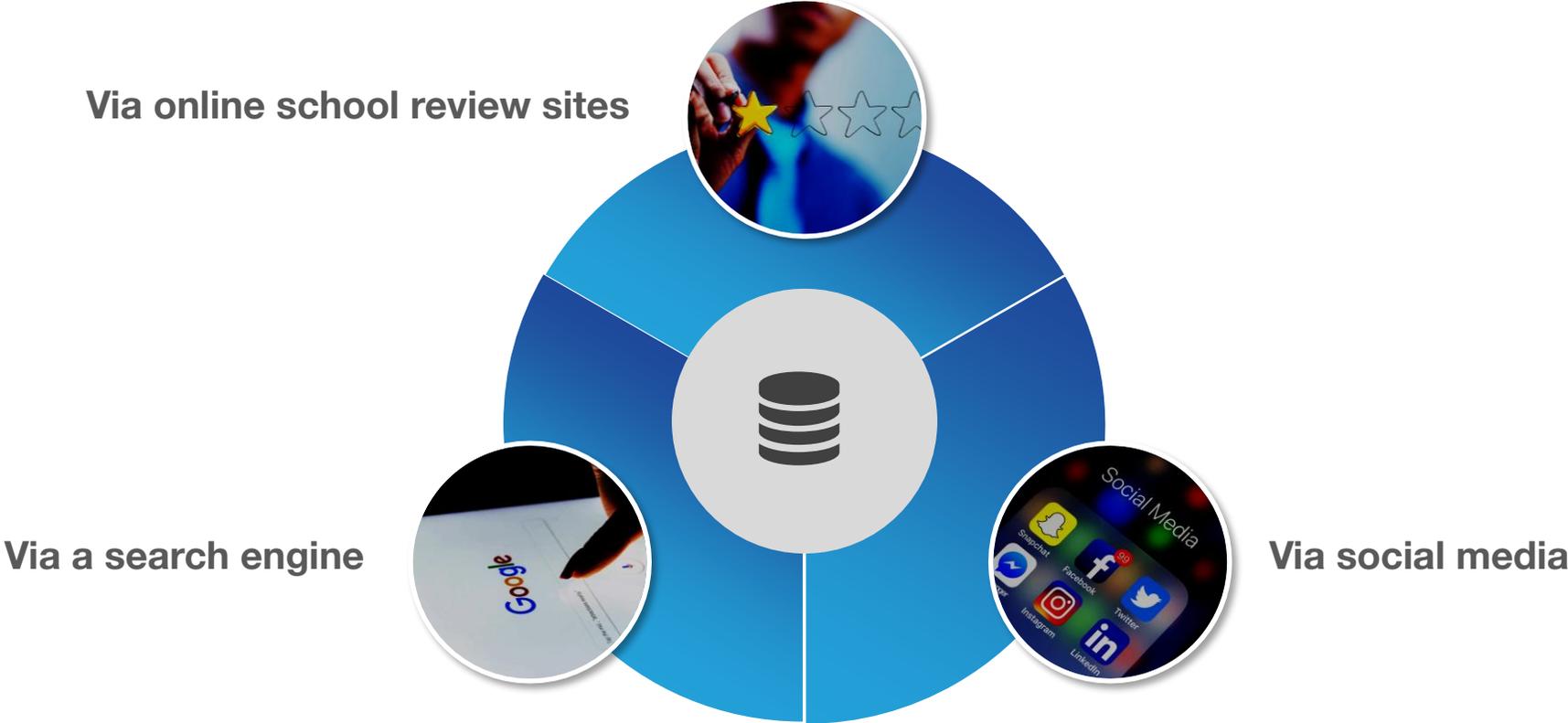
OVER 50 SCHOOL TOURS AROUND THE COUNTRY



# WHAT ARE THE DIFFERENT STEPS IN A TOUR?



# ARE YOU THERE WHEN THEY ARE SEARCHING FOR YOU

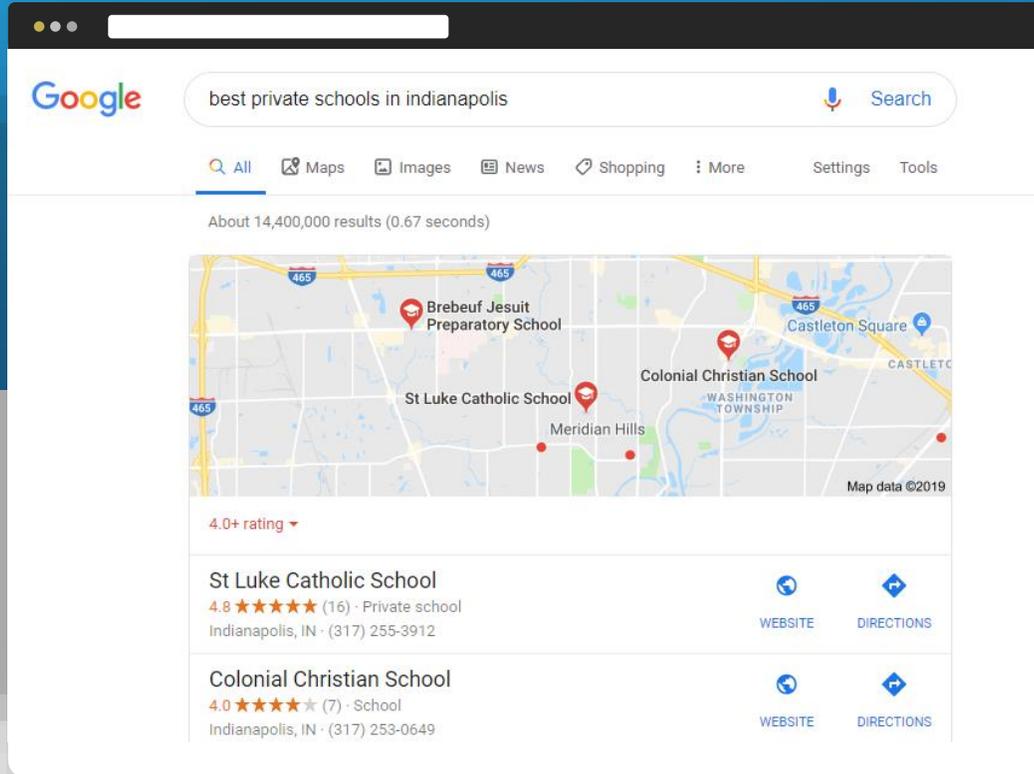


# THE IMPORTANCE OF SEO AND LOCAL REGISTRATION

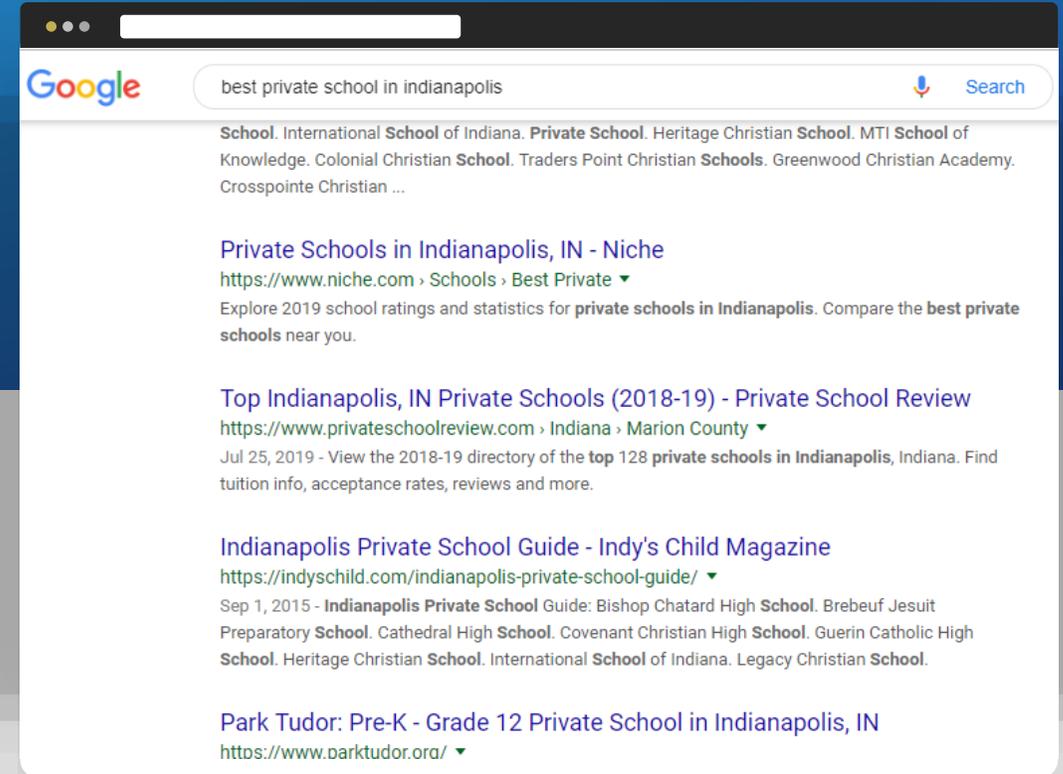
**BRIGHT MINDS MARKETING**

**WHERE DO YOU SHOW UP ON A  
BASIC GOOGLE SEARCH ON “BEST PRIVATE SCHOOL IN YOUR CITY”?  
[WWW.GOOGLE.COM](http://WWW.GOOGLE.COM) (BEST PRIVATE SCHOOL IN INDIANAPOLIS)**

# LOCAL GOOGLE AND SEO ARE CRITICAL TO BEING FOUND



Local Google Registration



SEO

# Online reviews: www.GreatSchools.org

2<sup>10</sup> Charter School Of The Dunes

Review Save Nearby schools

See the 3 nearest high-performing schools

## REVIEW THIS SCHOOL

Terrible Bad Average Good Great

## RECENT COMMENTS



Parent

Overall experience ★★★★★

My youngest had been at CSD since 3rd grade and he has done nothing but improve. He was kind of behind when he started there. Now he is testing at average and above average on he scores. They help him... [More](#)

Submitted by a parent · November 30, 2016

Report Review



Parent

Overall experience ★★★★☆

CSD looks great on the outside but not as good on the inside. I have children attending here, going on their 3 year, and not much has changed. Alot of the children here are very wild and misbehaved, and... [More](#)

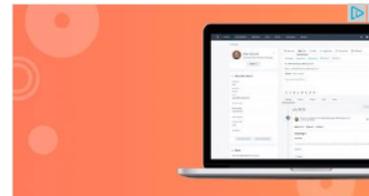
Submitted by a parent · October 26, 2016

Report Review



Overall experience ★★★★★

I have two children at thos school. K and 7th. I have found all of the staff to be



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# Social Media Best Practice (Circle City Prep)

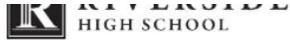
The image shows a browser window displaying the Facebook page for Circle City Prep. The browser's address bar shows the URL <https://www.facebook.com/CircleCityPrep/>. The Facebook navigation bar is visible at the top, with the user's name 'Nick' and options for 'Home', 'Create', and notifications. The page header features the Circle City Prep logo, which consists of three hands reaching up inside a red circle with a white star. Below the logo, the page name 'Circle City Prep' and the handle '@CircleCityPrep' are displayed. A navigation menu on the left side includes 'Home', 'Reviews', 'Photos', 'Videos', 'Posts', 'Events', 'About', 'Community', and 'Info and Ads'. The main content area shows a 'Create Post' section with a 'Write a post...' prompt and options for 'Photo/Video', 'Tag Friends', and 'Check in'. Below this is a 'Recommendations and Reviews' section. The first review, from November 9, 2017, states: 'The teachers and leader are truly invested in educating every child. This is a place where the teach... See More'. The second review, from June 5, 2018, says: 'Thank you for accepting my daughter in your school. I really appreciate i t. See More'. To the right of the reviews is a '4.9 out of 5 - Based on the opinion of 9 people' rating. Below the rating is a photo of children in a classroom and a section titled 'ABOUT CIRCLE CITY PREP' with the text 'Our Story' and 'Now enrolling Kindergarten, First and Second Grade Scholars. http://circlecityprep.org/enroll/ See More'. At the bottom right, there is a 'Chat (28)' button.

## HOW DO THEY KNOW ABOUT THE TOUR / SIGN UP TO ENGAGE?

- **Make your enrollment information the center point of your website**
- **Be as flexible as possible for them to engage with you**
  - **Standard tour times**
  - **Online registration**
    - **Capture their contact information**
    - **Capture how they heard about you**
- **Virtual school tour**



# Best Practice: Prominence of Enrollment (Riverside High School)



[Academics](#)

[Student Life](#)

[Families](#)

[About Us](#)

[Enroll](#)

[Give](#)

## Now Enrolling!



The application window to enroll at Riverside High School is now open! Visit our [Enroll](#) page to learn how to apply or sign up to shadow a student, attend an information session, or tour the school!

[Enroll](#)

# Best Practice: Standard Tour Dates (Purdue High School)

## SHADOW A CURRENT STUDENT

Shadow Days start at 9am During Shadow Days, your prospective student shadows a current 9th grade student for an immersive experience that includes personal learning time, hands-on project time, group instruction, and independent study. Shadow Days conclude at 2:30pm. Space is limited. A Techie T-shirt and lunch is provided.

Students interested in the North school may shadow a student downtown.

**When are Shadow Days?**  
Several Dates Available

**To sign up, click the button below:**

Sign up for a Shadow Day

**For questions or concerns, contact:**  
[studentrecruitment@pphs.purdue.edu](mailto:studentrecruitment@pphs.purdue.edu) OR 317.832.1200

## TOUR THE DOWNTOWN HIGH SCHOOL

Tour the PPHS Downtown campus at 49 W. Maryland Street Space H10B, Indianapolis, to see a learning environment designed to foster free thinking, conversation, and project-based learning about the subject material at hand.

Students interested in the North school may tour the downtown location until the Broadripple campus is ready.

**When are Tours?**  
2nd & 4th Tuesdays/Thursdays\* at 10am.

*\*Excludes holidays and school breaks.*

**To sign up, click the button below:**

Sign up for a Tour

**For questions or concerns, contact:**  
[studentrecruitment@pphs.purdue.edu](mailto:studentrecruitment@pphs.purdue.edu) OR 317.832.1200

**BEST PRACTICES:  
VIRTUAL SCHOOL TOUR (ORCHARD PRIVATE SCHOOL)**  
[Click to Play](#)

# INFORMATION TO GATHER IN TOUR / SHADOW REGISTRATION

- **Contact name**
- **Email address**
- **How they heard about you**
- **Interests of the student**
- **If they were referred by a current family – that family's name**
- **Optional – current school**





You never get a second chance  
to make a first impression.

Will Rogers

# THINK ABOUT THE TOTALITY OF THE WHOLE EXPERIENCE

- Do you send a confirmation email and a reminder one day prior?
  - Do you include directions to your campus and any other relevant answers?
- How is the phone answered?
  - Confusing phone tree or simple to get a real person?
  - If you have a phone tree – is there an option for prospective families?
  - Does your receptionist understand his/her role in recruitment?
- Where do they park?
  - Do you have a designated “future family” parking space?
- Are they greeted with a personalized sign?
  - Personalized welcome?



# SIGNING IN

- Have an iPad or something else for them to sign in if you didn't collect it already
- Gather full contact information for future nurturing
- Make sure you ask how they heard about your school

**CUSTOMER INFORMATION SHEET**

CUSTOMER NAME: \_\_\_\_\_

MAIN TELEPHONE NUMBER OF CUSTOMER: | | \_\_\_\_\_

MANUFACTURER: MacroTel International Corporation \_\_\_\_\_

MODEL: MT-104 \_\_\_\_\_

FCC: 950USA-0128(FE-1)  
950USA-0128(ME) \_\_\_\_\_

REM: 1/00 \_\_\_\_\_

FACILITY INTERFACE CODES: 65M To Line - T1/E1 \_\_\_\_\_

SERVICE ORDER CODE: 8/0P \_\_\_\_\_

REQUIRED NETWORK INTERFACE JACK: C.O. Lines - RJ45C  
E.M. To Line - RJ45B \_\_\_\_\_

MODEL # \_\_\_\_\_

SERIAL # \_\_\_\_\_

\_\_\_\_\_

 **MACROTEL**  
INTERNATIONAL CORPORATION



**THE TOUR EXPERIENCE**  
**SHIFT YOUR PARADIGM**

**BRIGHT MINDS MARKETING**

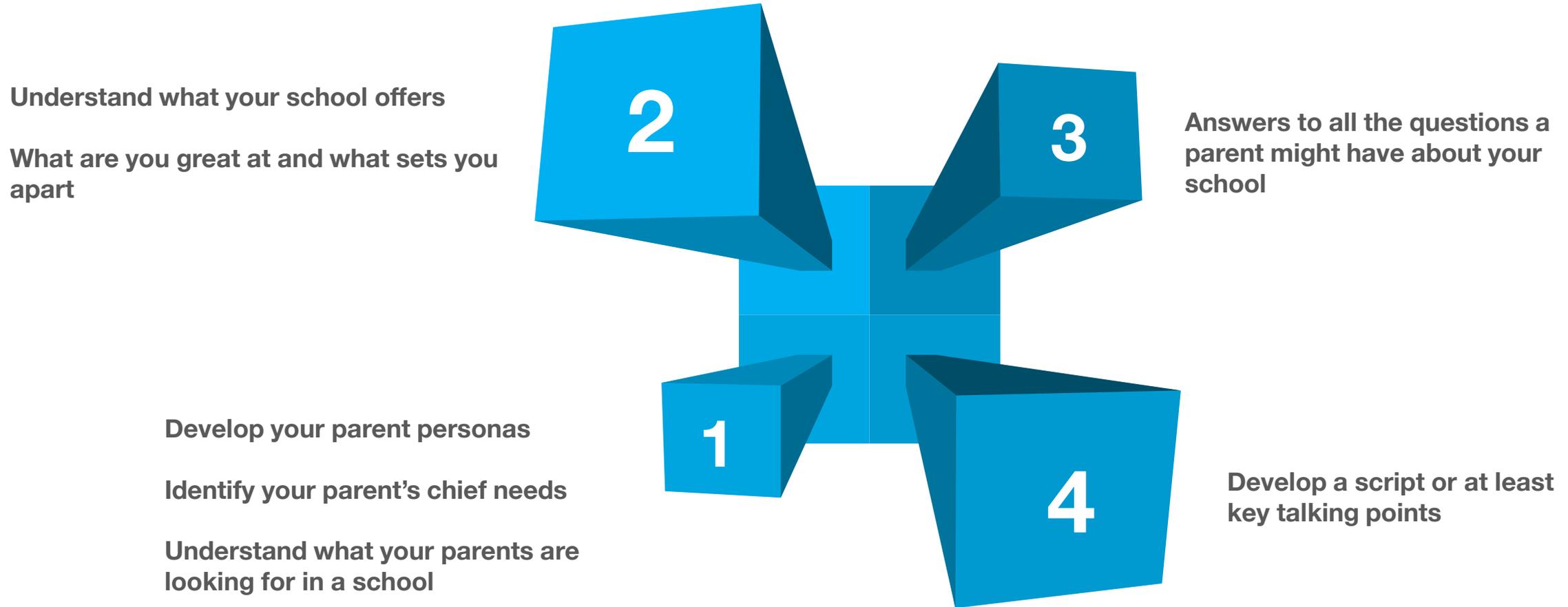
**THE TOUR IS NOT ABOUT YOUR SCHOOL!**  
**THE TOUR IS HELPING THE PARENT ENVISION AND WANT THEIR**  
**STUDENT TO ENROLL AT YOUR SCHOOL**



## **BEFORE YOU START THE TOUR**

- **Understand the child**
- **Understand the parent's goals**
- **Understand the student's interests**
- **Customize your tour against the parent's goals and student's interests**

# DEVELOPING YOUR SCHOOL TOUR STRATEGY



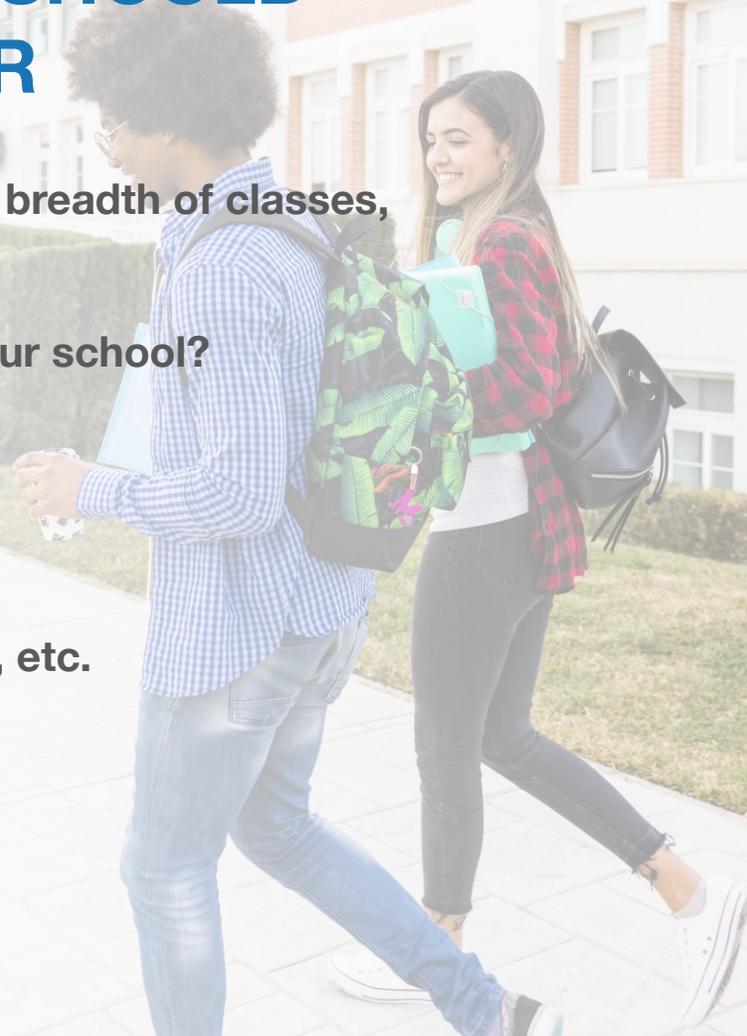
# THE TOUR EXPERIENCE

- Who should give the tour?
- How long should the tour take?
- What should the tour cover?



# CRITICAL COMPONENTS THAT SHOULD BE DESCRIBED DURING A TOUR

1. **Your academics (state letter grade, style of teaching, breadth of classes, etc.)**
2. **Unique aspects of your school that sets up apart**
3. **Your successes – where do your students go after your school?**
4. **Your approach to technology**
5. **Special education**
6. **Diversity**
7. **Extracurricular opportunities**
8. **Meal service**
9. **Logistics – after school opportunities, transportation, etc.**
10. **Do you have a wow moment?**



# CRITICAL EXPERIENCES THAT SHOULD HAPPEN DURING A TOUR



**Example of a teacher in action**



**Meet the Principal**

# THE CLOSE

- Don't ever let them walk out the door and say "I hope you call us"
- Go for a soft close; "Did I answer all of your questions?", "Are there other things about our school that I can answer"
- Move them to the next stage
  - Upcoming event at your school / Shadow day opportunity
  - "Would you like an application?"
- Don't let them leave empty handed
  - Give them swag
  - Give them good collateral information



# THE FOLLOW UP

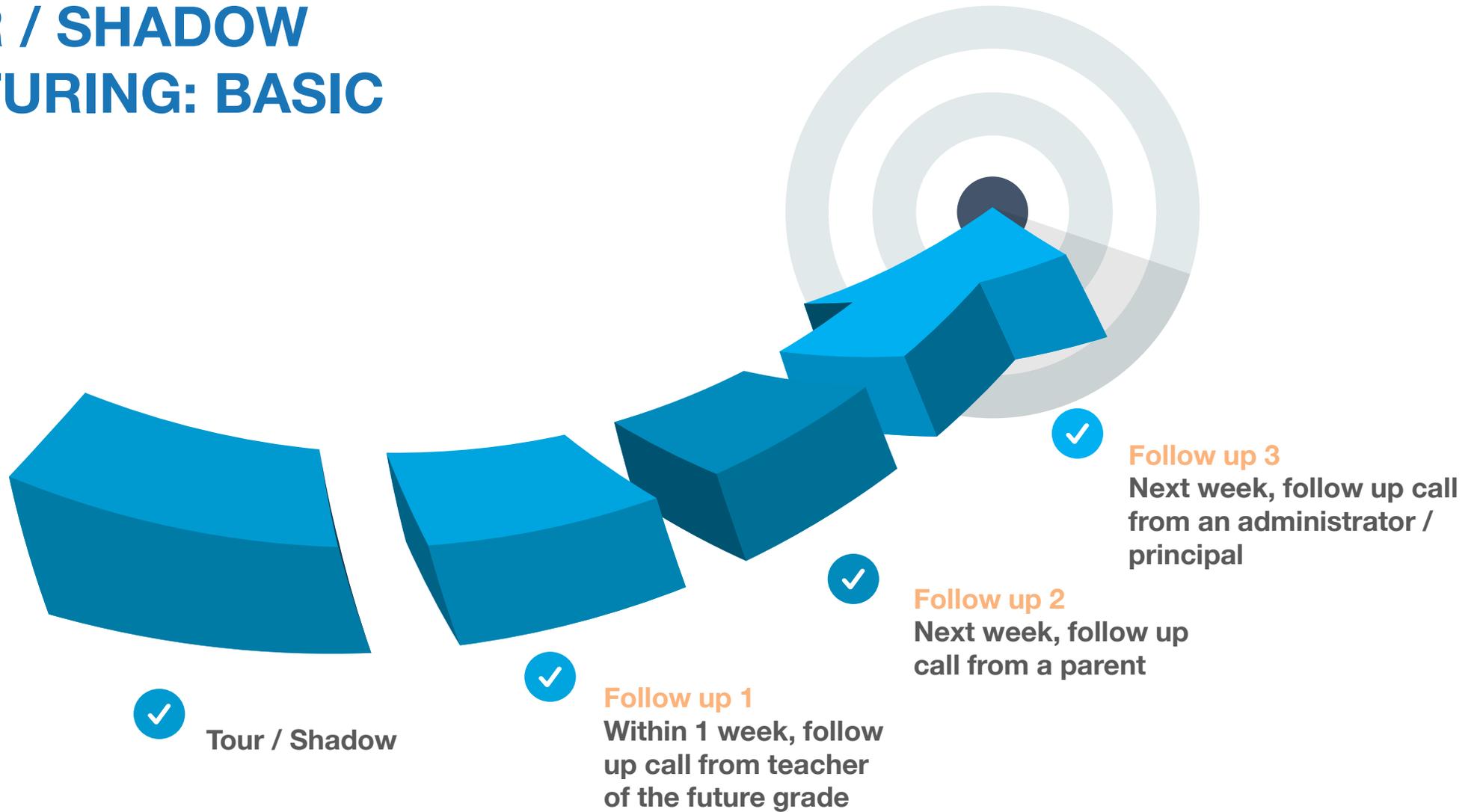
ONE OF THE MOST CRITICAL COMPONENTS  
OF THE EXPERIENCE

Recommended follow up activities:

1. Standard thank you email template ready to go
  - A thank you for visiting and let us know if you have any additional questions
  - Providing a listing of any upcoming events that you are hosting or would give them an insight into your school (sporting events, activities, etc.)
  - Link to register for a shadow day
2. Personal (handwritten) note from the principal
3. Drop them into follow up cadence



# TOUR / SHADOW NURTURING: BASIC



Results: Yield rate increase from 76% to 92%  
(Net increase of 4 students)

A blurred background image of a young man and woman sitting at a desk, smiling and looking at a laptop screen. The man is on the right, wearing a light blue button-down shirt, and the woman is on the left, wearing a white top. They appear to be in a professional or educational setting.

## **TOP 10 TENANTS OF A GOOD SCHOOL TOUR**

- 1. Make it as easy as possible for prospective parents to find your school**
- 2. Make it as easy as possible for parents to engage in a tour**
- 3. Make sure the entire staff knows about the importance of school tours**
- 4. Start the “courting process” as soon as they sign up**
- 5. Strong first impression**
- 6. Make the tour about them and their child – not about you!**
- 7. The tour is too important to not script it out**
- 8. The tour is designed to allow them to envision their child at your school and wow them**
- 9. Don’t be afraid to ask for the enrollment**
- 10. You will lose more families by not following up than you will by checking back in with them**



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