



Mountain Lakes School District

SUPERINTENDENT/ASSISTANT SUPERINTENDENT UPDATE

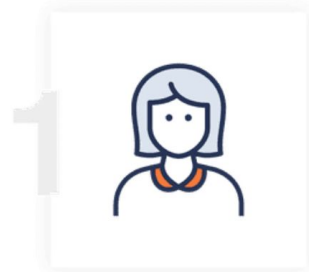
Monday, May 2, 2022

Marketing Campaign



Enrollhand

- The Mountain Lakes School District has partnered with [Enrollhand](#) to help attract, engage & enroll families in our district through a social media campaign.



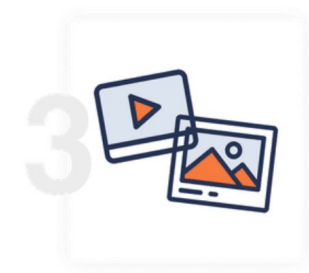
Define the ideal match for our district (COMPLETED) ✓

- This will ensure the most relevant parents in our area will see our ads.



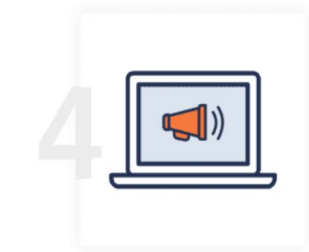
Reveal What We Want (COMPLETED) ✓

- Developing a detailed marketing campaign.



Craft Our Fresh Message (COMPLETED) ✓

- Enroll translates our mission, vision, and values into a digital story



Get the Word Out (Early Stages)

- Our district will show up in front of over 30,000 best-fit families in our area.

Enrollhand

- On-Boarding Process
- District Questionnaire
- Marketing Game Plan Explained
- With our Marketing Game Plan complete, we are Ready to Launch!
- Draft of First Video Release (Facebook)

Enrollhand

Weekly Performance Report

- **Reach:** How many people saw the ad.
- **Impressions:** How many times the ad appeared.
- **Clicks:** Any clicks on Facebook (here's how we build our warm audience that we are going to target moving forward).
- **Post Engagement:** Post engagement includes all actions that people take involving your ads while they're running.
- **Leads Contacted:** How many inquiries our follow-up team reached through text messages or phone calls.
- **Open Conversations:** How many inquiries are still going through our vetting process.
- **Scheduled Calls:** How many inquiries went successfully through our vetting process and requested a call with someone from your school.
- **Text Messages Sent:** How many text messages were sent as a part of our follow-up process to the inquiries.

General Updates and Reminders



Summer Academy 2022

- [Website](#) & [registration](#) open!
- Welcome [email](#) provides all applicable information.
- All courses will be held on campus.
- Monday, June 27th - Friday, July 29th
- Close to 40 offerings
 - Across all grade levels & disciplines

