



**TATONKA EDUCATION SERVICES**

# **ENROLLMENT EXCELLENCE FOR ALL**

Sammy Arndt, New Program Director



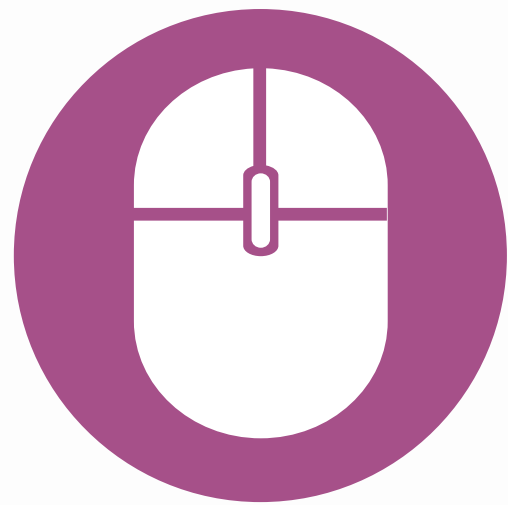


**Who is in the audience?**



# Objective

Create a comprehensive enrollment game plan for the 2022-2023 school year.



**Digital Marketing**



**Trinational Marketing**



**Student Retention**



**Tools To Get Started**



# Get Organized

Take 5 minutes to answer the "Get Organized" questions on your worksheet.



## ENROLLMENT EXCELLENCE FOR ALL

CLCS Work Sheet | March 2, 2022



### Get Organized

- Who oversees the marketing program? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How many hours per week will the program require? \_\_\_\_\_
- Will the person above have enough time to prioritize the program? If not, who else should be assigned? Who should take ownership? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What is your marketing budget? \_\_\_\_\_
- What are some potential barriers you may face? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What is your enrollment goal? \_\_\_\_\_

# Digital Marketing Strategies

**Make a great first impression**



# Digital Marketing Strategies

Make a great first impression



Website Audit



# Digital Marketing Strategies

Make a great first impression



Website Audit



Google Business  
Profile



# Digital Marketing Strategies

Make a great first impression



Website Audit



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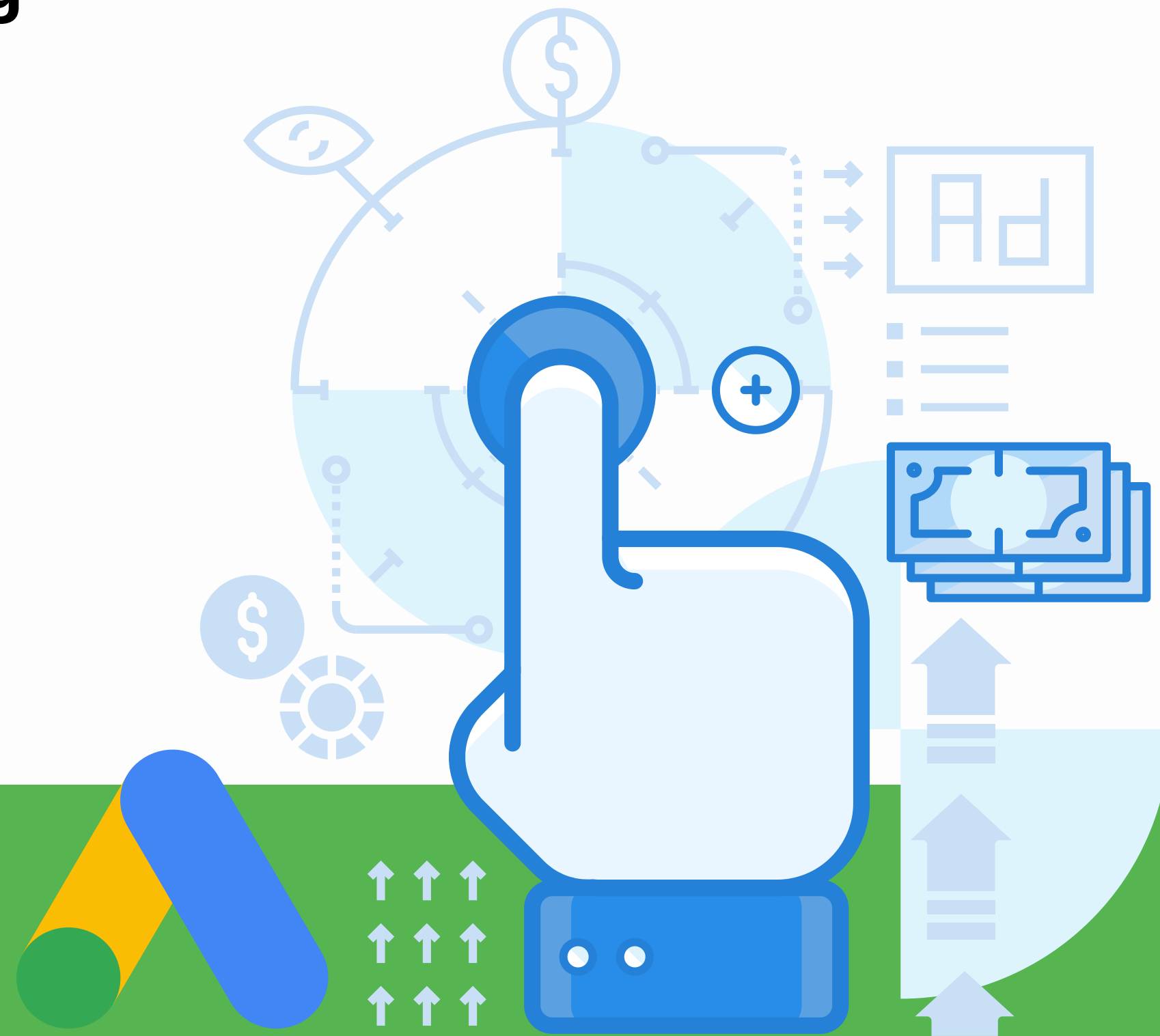
Professional  
Photographs





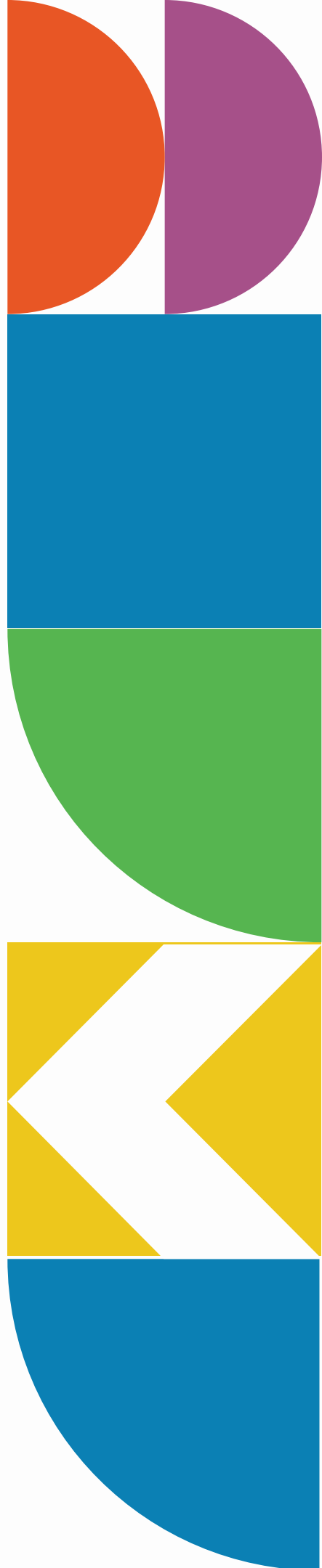
# Digital Marketing Strategies

## Pay Per Click Marketing



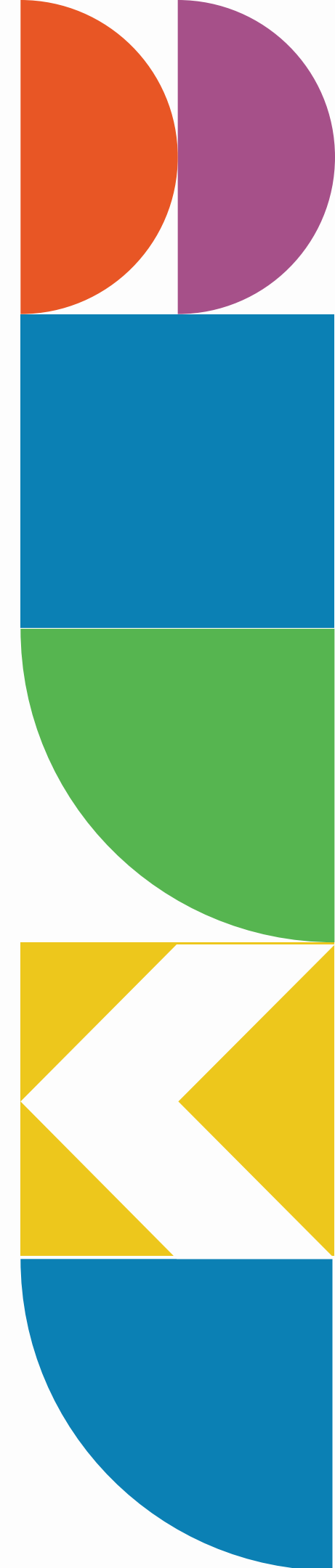
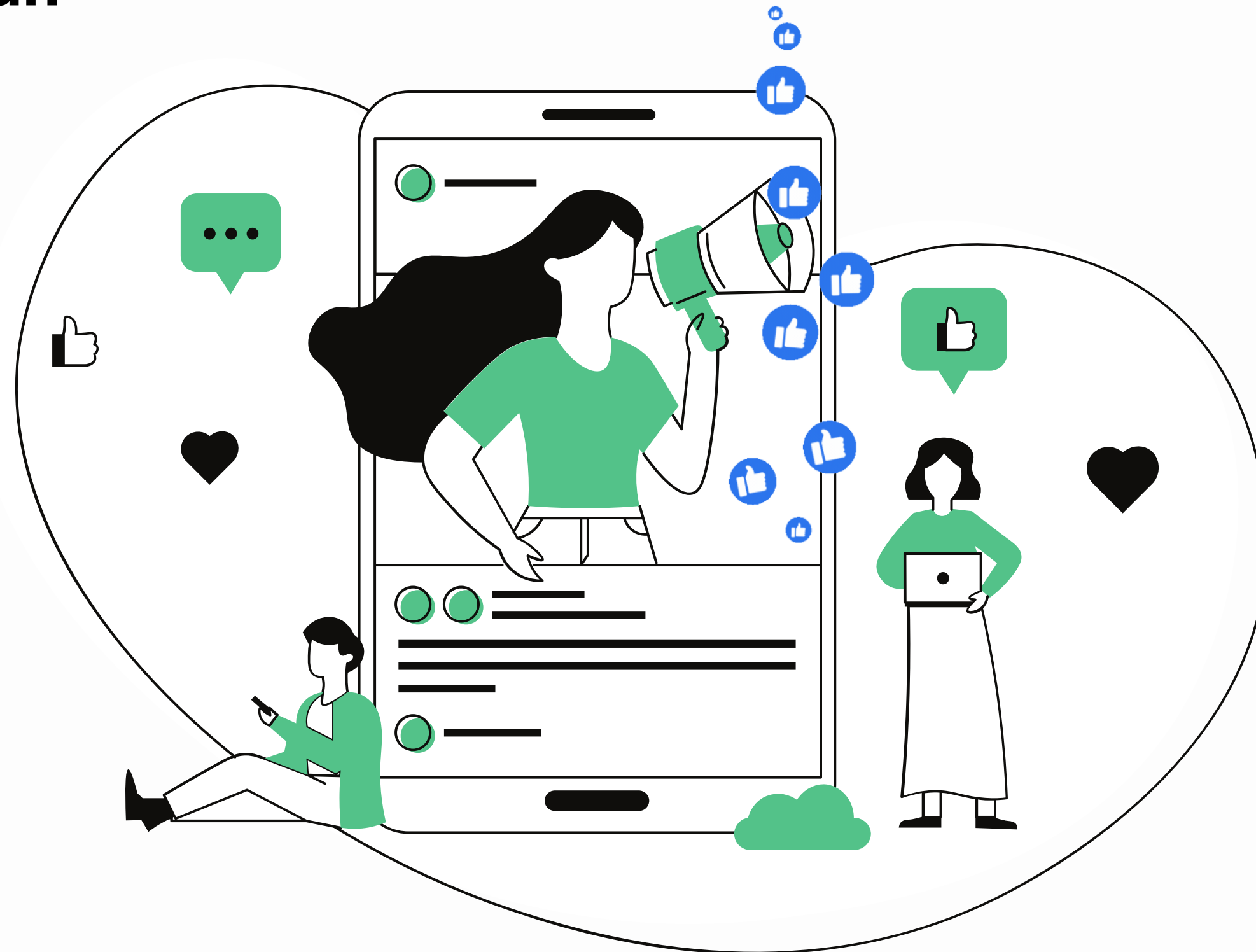
# Digital Marketing Strategies

## Geomarketing



# Digital Marketing Strategies

## Social Media Plan





# Traditional Marketing Strategies

## Short Term Strategies





# Traditional Marketing Strategies

## Short Term Strategies



Community Referrals

# Traditional Marketing Strategies

## Short Term Strategies



Community Referrals



Host a community  
event

# Traditional Marketing Strategies

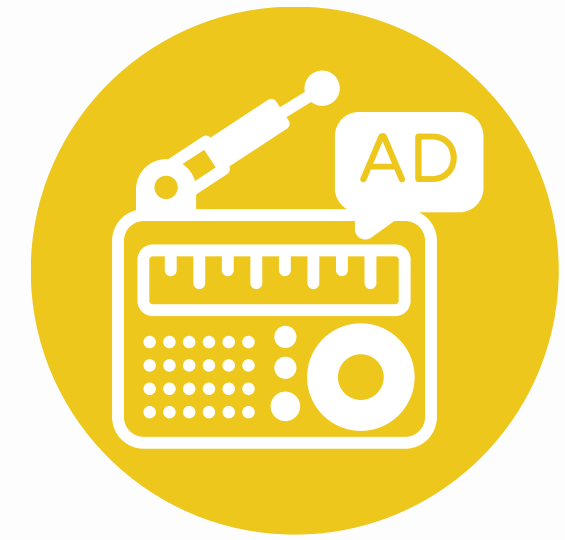
## Short Term Strategies



Community Referrals



Host a community  
event



Public Ad

# Traditional Marketing Strategies

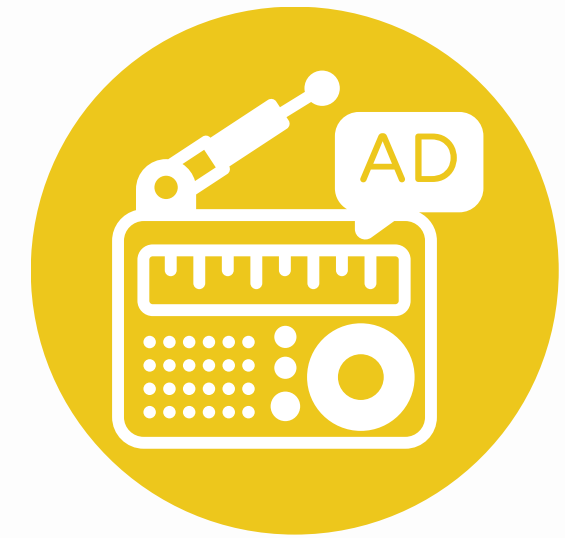
## Short Term Strategies



Community Referrals



Host a community event



Public Ad



Flyers



# Traditional Marketing Strategies

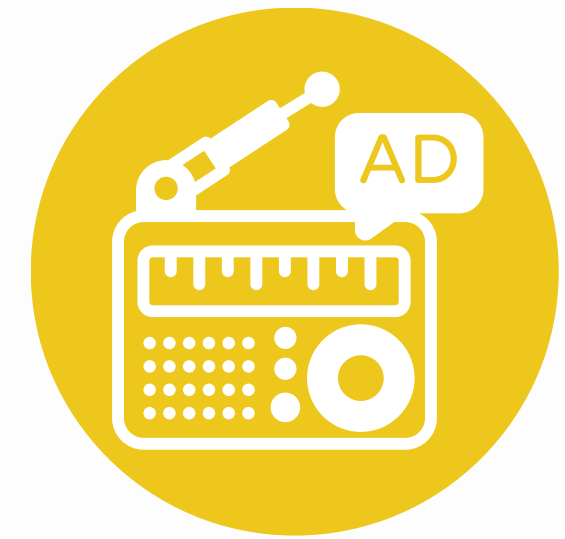
## Short Term Strategies



Community Referrals



Host a community event



Public Ad



Flyers



Yard Signs

# Traditional Marketing Strategies

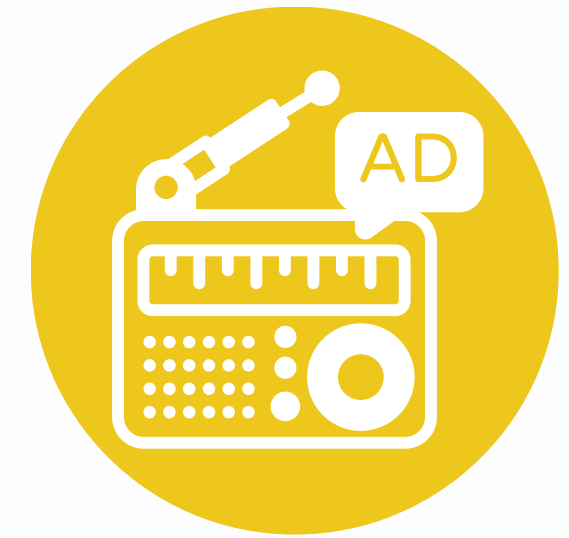
## Short Term Strategies



Community Referrals



Host a community event



Public Ad



Flyers



Yard Signs



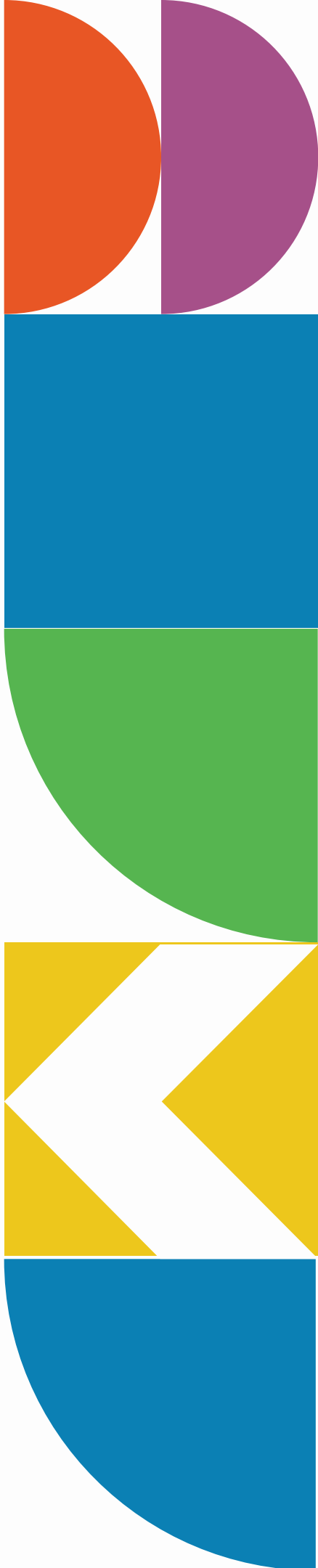
Direct Mailers

# Traditional Marketing Strategies

## Long Term Strategies



- Partner with local preschools/daycares
- Partner with middle school/high schools
- Attend community events
- Partner with local businesses





# Retaining Enrollment

***"Acquiring a new customer can cost five times more than retaining an existing customer."***

- Taylor Landis Outbound Engine

# Retaining Enrollment



Handwritten Cards

# Retaining Enrollment



**Handwritten Cards**



**Positive Phone Calls**

# Retaining Enrollment



**Handwritten Cards**



**Positive Phone Calls**



**Community Surveys**

**YOU  
got  
this**

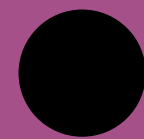
**YOU  
got  
this**

**YOU  
got  
this**

**Start Early**



**Prioritize**

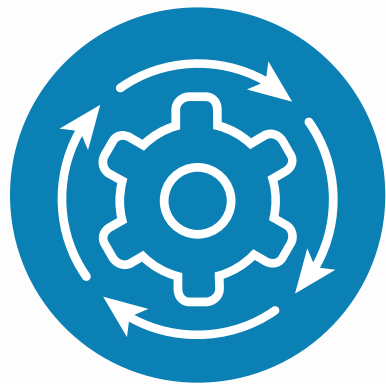


**Stay Organized**





ACADEMICS



OPERATIONS



FINANCE



[WWW.TATONKAEDUCATION.ORG](http://WWW.TATONKAEDUCATION.ORG)



**Thank You!**

