

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