

*Using Google Adwords, part 6*

for your community. For example, in Napa schools have enrollment events in November. Find out when schools in your area are holding their events and plan to hold your events and do your advertising in that window.

This is also a good way to promote specific events such as your open house (or Education Expo), school success seminar in the fall, etc. Plan to run promotion ads for no more than two to three weeks in advance of the event.