



90-Day Enrollment Marketing Plan Template

for K-12 Private Schools

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This comprehensive template will guide you through creating and implementing an effective 90-day enrollment marketing plan for your K-12 private school, even with a limited budget. Use this document as a working tool – customize each section to fit your school’s unique needs, grade levels, and resources.

How to Use This Template:

- 1 START WITH GOALS:** Begin by setting clear, measurable enrollment targets by grade level.
- 2 COMPLETE EACH SECTION:** Work through each component, customizing for your school’s divisions (Lower, Middle, Upper).
- 3 IMPLEMENT IN PHASES:** Follow the 90-day timeline, focusing on the appropriate priorities for each phase.
- 4 TRACK CONSISTENTLY:** Update the channel performance tracker weekly.
- 5 REVIEW AT CHECKPOINTS:** Conduct thorough reviews at 30, 60, and 90 days.
- 6 ADJUST AS NEEDED:** Be flexible and willing to reallocate resources based on what’s working.
- 7 DOCUMENT LEARNINGS:** Record successful strategies and lessons learned for future recruitment cycles.

Section 1: Goals & Objectives

ENROLLMENT TARGETS

TARGET	CURRENT NUMBERS	90-DAY GOAL
TOTAL INQUIRIES		
SCHOOL TOURS SCHEDULED		
SCHOOL TOURS COMPLETED		
FAMILY INTERVIEWS		
ENROLLMENT DEPOSITS		
FINAL ENROLLMENT		

PRO TIP: Break down your enrollment targets by grade level or division (Lower School, Middle School, Upper School) to identify specific areas needing attention.

KEY PERFORMANCE INDICATORS (KPIs)

KPI	CURRENT RATE	90-DAY GOAL
INQUIRY TO TOUR RATE		
TOUR TO INTERVIEW RATE		
INTERVIEW TO DEPOSIT RATE		
YIELD RATE (DEPOSIT TO ENROLLED)		
COST PER INQUIRY		
COST PER ENROLLMENT		
SIBLING ENROLLMENT RATE		
CURRENT FAMILY RETENTION RATE		

Section 2: SWOT Analysis

STRENGTHS

What advantages does your school have? What do you do better than competitors?

1

2

3

4

WEAKNESSES

What could you improve? What should you avoid?

1

2

3

4

OPPORTUNITIES

What advantages does your school have? What do you do better than competitors?

1

2

3

4

THREATS

What could you improve? What should you avoid?

1

2

3

4

Section 3: Target Audience Personas

PRIMARY PERSONA: EARLY EDUCATION/ELEMENTARY PARENTS

NAME: _____

- Demographics (age, income, location):
- Educational priorities for young children:
- Pain points with current schooling:
- Information sources for school research:
- Decision timeline (when they start considering options):
- Key decision makers in the family:
- Messages that will resonate with this family:

SECONDARY PERSONA: MIDDLE/UPPER SCHOOL PARENTS

NAME: _____

- Demographics (age, income, location):
- Educational priorities for young children:
- Pain points with current schooling:
- Information sources for school research:
- Decision timeline (when they start considering options):
- Key decision makers in the family:
- Messages that will resonate with this family:

Section 4: Unique Value Proposition

CORE VALUE PROPOSITION

A clear statement of the tangible results a student/family gets from choosing your school

SUPPORTING EVIDENCE BY DIVISION

List concrete examples that prove your value proposition for each school division

LOWER SCHOOL (K-5):

1

2

3

MIDDLE SCHOOL (6-8):

1

2

3

UPPER SCHOOL (9-12):

1

2

3

Section 5: Budget Allocation Worksheet

TOTAL AVAILABLE BUDGET: \$ _____

MARKETING CATEGORY	BUDGET ALLOCATION	% OF TOTAL	NOTES
DIGITAL MARKETING	\$	%	
CONTENT CREATION	\$	%	
OPEN HOUSES & EVENTS	\$	%	
PRINT MATERIALS	\$	%	
PARENT AMBASSADOR PROGRAM	\$	%	
COMMUNITY PARTNERSHIPS	\$	%	
CONTINGENCY (15-20%)	\$	%	
TOTAL	\$	100%	

GRADE-LEVEL BUDGET ALLOCATION

SCHOOL DIVISION	PERCENTAGE	BUDGET	ENROLLMENT POLICY
LOWER SCHOOL (K-5)		\$	
MIDDLE SCHOOL (6-8)		\$	
UPPER SCHOOL (9-12)		\$	
ALL-SCHOOL MARKETING		\$	
TOTAL	100%	\$	

PHASE-BASED BUDGET ALLOCATION

PHASE	DATES	BUDGET	KEY FOCUS
DAYS 1-30		\$	FOUNDATION & QUICK WINS
DAYS 31-60		\$	CONTENT & CAMPAIGN LAUNCH
DAYS 61-90		\$	OPTIMIZATION & CONVERSION
TOTAL		\$	

Section 6: Marketing Channel Strategy

CHANNEL SELECTION & PRIORITIZATION

CHANNEL	PRIORITY (H/M/L)	PRIMARY GOAL	KEY METRICS	OWNER
SCHOOL WEBSITE				
EMAIL				
SOCIAL MEDIA				
GOOGLE BUSINESS PROFILE				
PARENT AMBASSADORS				
COMMUNITY PARTNERSHIPS				
OPEN HOUSES & TOURS				
LOCAL FAMILY EVENTS				
OTHER				

Section 7: Content Plan

CONTENT INVENTORY

List content assets you already have that can be repurposed

1

2

3

4

5

DIVISION-SPECIFIC CONTENT CREATION SCHEDULE

CONTENT TYPE	TOPIC/FOCUS	GRADE LEVEL	CHANNELS	DUE DATE	STATUS

CONTENT IDEAS BY DIVISION:

Lower School: Kindergarten readiness, early literacy, play-based learning, foundation skills, class size benefits

Middle School: Student transitions, social-emotional support, specialized programs, athletics opportunities

Upper School: College preparation, advanced coursework, leadership development, outcomes/college acceptances

Section 8: 90-Day Marketing Calendar

DAYS 1-30: FOUNDATION SETTING & QUICK WINS

WEEK	KEY ACTIONS	RESPONSIBLE	DEADLINE	STATUS
1				
2				
3				
4				

30-DAY CHECKPOINT REVIEW DATE: _____

DAYS 31-60: CONTENT CREATION & CAMPAIGN LAUNCH

WEEK	KEY ACTIONS	RESPONSIBLE	DEADLINE	STATUS
5				
6				
7				
8				

60-DAY CHECKPOINT REVIEW DATE: _____



DAYS 61-90: OPTIMIZATION & CONVERSION FOCUS LAUNCH

WEEK	KEY ACTIONS	RESPONSIBLE	DEADLINE	STATUS
9				
10				
11				
12				

90-DAY CHECKPOINT REVIEW DATE: _____

Section 9: Channel Performance Tracker

WEEKLY TRACKING

CHANNEL	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6
WEBSITE						
Visitors						
Inquiries						
Conversion Rate						
EMAIL						
Sent						
Opens						
Clicks						
Tour Requests						
SOCIAL MEDIA						
Engagement						
Reach						
Inquiries						
PARENT AMBASSADORS						
New Referrals						
Conversions						

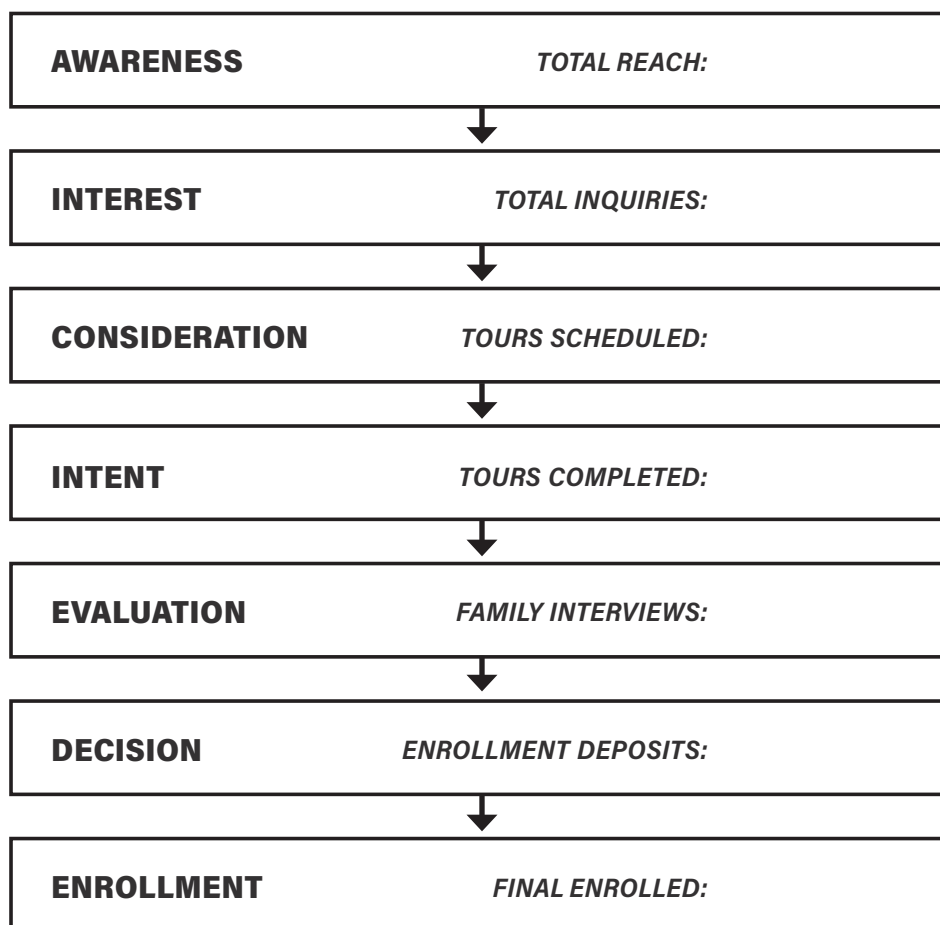
WEEKS 7-12

CHANNEL	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
WEBSITE						
Visitors						
Inquiries						
Conversion Rate						
EMAIL						
Sent						
Opens						
Clicks						
Tour Requests						
SOCIAL MEDIA						
Engagement						
Reach						
Inquiries						
PARENT AMBASSADORS						
New Referrals						
Conversions						

COST PER INQUIRY TRACKING

CHANNEL	TOTAL COST	# OF INQUIRIES	COST PER INQUIRY	NOTES
WEBSITE SEO				
EMAIL				
SOCIAL ORGANIC				
SOCIAL PAID				
GOOGLE BUSINESS PROFILE				
COMMUNITY PARTNERSHIPS				
PARENT AMBASSADOR PROGRAM				
OPEN HOUSES & EVENTS				
OVERALL				

Section 10: Family Enrollment Journey Funnel



CONVERSION RATE ANALYSIS

FUNNEL STAGE	TOTAL NUMBER	CONVERSION RATE	K-12 PRIVATE SCHOOL AVERAGE	GOAL
AWARENESS TO INQUIRY				
INQUIRY TO TOUR SCHEDULED				
TOUR SCHEDULED TO COMPLETED				
TOUR TO FAMILY INTERVIEW				
INTERVIEW TO DEPOSIT				
DEPOSIT TO ENROLLMENT				
OVERALL CONVERSION				

GRADE-LEVEL CONVERSION ANALYSIS

SCHOOL DIVISION	INQUIRIES	TOURS	INTERVIEWS	DEPOSITS	ENROLLMENT
LOWER SCHOOL (K-5)					
MIDDLE SCHOOL (6-8)					
UPPER SCHOOL (9-12)					
OVERALL					

Section 11: Action Plan Based on Results

30-DAY REVIEW OUTCOMES

COMPLETE AFTER 30-DAY CHECKPOINT

- Key successes:
- Areas needing improvement:
- Adjustments to strategy:
- Resource reallocation:
- Grade levels needing additional focus:

60-DAY REVIEW OUTCOMES

COMPLETE AFTER 60-DAY CHECKPOINT

- Key successes:
- Areas needing improvement:
- Adjustments to strategy:
- Resource reallocation:
- Grade levels showing strongest growth:
- Grade levels needing additional focus:

90-DAY FINAL REVIEW

COMPLETE AFTER 90-DAY CHECKPOINT

- Overall assessment:
- Division-specific learnings:
- Recommendations for next recruitment cycle:
- Budget implications:
- Retention strategies for newly enrolled families:

Need Additional Support?

Creating an effective K-12 enrollment marketing strategy can be challenging, even with this template as your guide. If you need expert assistance with implementing your plan, analyzing results, or developing custom strategies for your school's unique needs, we're here to help.

HOW WE CAN SUPPORT YOUR K-12 ENROLLMENT GOALS:

DIVISION-SPECIFIC STRATEGY: Get tailored marketing approaches for Lower, Middle, and Upper School

IMPLEMENTATION SUPPORT: Receive hands-on assistance with executing family-focused marketing tactics

PERFORMANCE ANALYSIS: Have professionals review your results and recommend grade-specific optimizations

CUSTOM CONTENT DEVELOPMENT: Access professional content creation services that highlight your school's unique advantages

PARENT AMBASSADOR TRAINING: Equip your current families with the tools to become effective advocates

Contact Us

[Visit our website](#) or call us at **828.684.3040** to discuss how we can help transform your K-12 enrollment marketing strategy and achieve your goals.

Your success is our priority. Let's work together to bring more families to your school.