A winning enrolment campaign template

pinkorange

Your enrolment campaign is more than just a series of steps—it's a journey that shapes the future of your school. This blueprint will guide you through each phase, from initial planning to post-campaign analysis, ensuring that no detail is overlooked.

CAMPAIGN OVERVIEW	
Campaign name	Give your campaign a name that reflects its purpose
Objective	What is the primary goal? (e.g., Increase applications, boost open day attendance)
Target audience	Define who you're targeting (e.g., parents of children aged 10-12, local families)
Key dates	List important dates (e.g., campaign start, open days, application deadlines)
Budget	Outline your budget for the entire campaign, including specific allocations for different channels.
Campaign duration	How long will this campaign be live for?

CONTENT STRATEGY	
Topline message	What is the overarching message that you're conveying in this campaign?
Persona specific messaging	Write the topline messaging that applies to each persona.
Supporting messages	Are there other messaging angles that could apply to your audience? Write them here to use in A/B testing.
Tone of voice	How should your content sound? (e.g., friendly, authoritative, inclusive)
Content	What content will you create? (e.g., blogs, videos, social media posts, press releases, etc.) Break this down per funnel stage.

PLATFORM STRATEGY	
Channel selection	Which platforms will you use? (e.g., Google Ads, Facebook, Instagram)
Content per channel	What type of content will work best on each platform?
Creative variation	How many variations of each ad will you need? (e.g., for A/B testing)

COMPLEMENTARY STRATEGY	
Customer marketing activity	Detail any events, open days, webinars or school tours that will run alongside this campaign.
PR/AR activity	Detail any messaging that will be relayed to a local press office.
Nurturing activity	How will your leads be nurtured? Detail any email sequences here.
Internal responsibility	Who will be responsible for publishing content? Who will be hosting the events? Write out contact names and details here.

BUDGET ALLOCATION	
Budget breakdown	How much will you be spending per platform?
Content production costs	Estimate how much you will require for content production, i.e., agency fees, videographer, designer, etc.
Ad spend	Allocate funds for paid advertising, based on platform and audience size.

KPIs AND METRICS	
Key performance indicators	What metrics will you track? (e.g., click-through rate, conversion rate, engagement rate)
Benchmarking	What are your baseline metrics, and what are your targets?
Measurement tools	Which tools will you use to track performance? (e.g., Google Analytics, CRM)
Expected ROI	What is your overall expected ROI?

CAMPAIGN EXECUTION TIMELINE

Pre-launch	Tasks to complete before the campaign goes live (e.g., content creation, landing page setup)
Launch	When will your campaign go live? Include details of key launch activities.
Ongoing management	How will you monitor and adjust the campaign?
Post-campaign	What happens after the campaign ends? (e.g., analysis, reporting)

Need a helping hand?

At Pink Orange, we're experts in crafting enrolment campaigns that truly resonate. If you need support at any stage of your campaign, from planning to execution, we're here to help. Let's chat about how we can make your next campaign the most successful one yet.

(**Let's talk**)