Enrollment Marketing elevates each Charter School’s messaging and reach – through targeted efforts and purposeful marketing, delivering critical enrollment results.

Serving over 800 Charter Schools and more than 1.5M students nationwide. Partnering with forever Charter Schools through purposeful strategic services and over $2.3B in financial investment.

This is Charter School Capital (CSC).
Charter School leaders are passionate about education and can readily explain why their school exists but may not always be able to get that valuable message out to a wider audience. This is where Enrollment Marketing (EM) steps in.

As an extension of each Charter School’s leadership team, the Enrollment Marketing experts actively develop and customize an EM strategy. **Partnership in execution happens next – and together.**
ENROLLMENT MARKETING TEAM
Focused and experienced team of Charter School champions.
Project Managers, Content Writers, and Digital Campaign Managers, empowering Charter Schools to achieve strategic enrollment goals.

STRATEGY FOR GROWTH
Content Writers create, curate, and elevate the story of each one-of-a-kind Charter School through:

Story Arcs
Themes that tell the client story and are touchstones for all content

Social Media Strategy
Ideas and best practices to increase awareness, followers and engagement

Content Strategy
Boilerplates, tag lines, web and email copy for EM initiatives

Blogs
Custom online content written for each unique Charter School on a wide range of topics and insights

THOUGHTFUL IMPLEMENTATION
Project Managers drive the Charter School partnership to deliver the EM campaign:

Digital Campaigns
Google, Instagram, and Facebook ads

Social Media Presence
Google My Business, Facebook, Instagram, and YouTube

Website
Design and EM content updates

Ground Game
Flyers, brochures, postcards, signage, brand guides, press releases, and promotional swag

Needs and priorities vary by Charter School.
EM Partnership Funnel Overview

**Awareness**
- Story Arcs
- EM-focused Social Media
- Paid Media
- SEO
- Content Calendar
- Establishing Social Media Profiles
- Photos & Content

**Engagement**
- EM-focused Social Media
- Blogs
- Postcards
- Landing Page
- EM Website Updates
- Online Enrollment Form
- Social Media
- Community Events & Outreach
- Meet the Staff Events
- Open Houses
- Mobilize Current Parents
- Registrations

**Conversion**
- EM-focused Social Media
- Event Promotion
- Accept & Complete Applications
- Registrations
- New Student Orientation
- Social Media
- Staff & Teacher Events
- Mobilize Current Parents
- Ongoing Parent Emails / Notes from Teachers
- Ongoing Meet the Principal Events

**Retention**
- Social Media
- Staff & Teacher Events
- Mobilize Current Parents
- Ongoing Parent Emails / Notes from Teachers
- Ongoing Meet the Principal Events
- School Satisfaction Surveys
- Great School Experience
Pay for Performance
Partnering at Every Enrollment Turn

Deeply entrenched in easing marketing and enrollment acquisition for Charter Schools, CSC offers a pricing structure to meet every Enrollment Marketing need including Pay for Performance.

Serving over 50 Charter Schools with Enrollment Marketing services, clients offer these thoughts on the EM experience:

"CSC has really helped us harness our special qualities as a school by creating an engaging narrative around who we are and what we do. Their expertise in getting that message in front of the right people has given a huge boost to our enrollment and enhanced our online profile.

Working with Charter School Capital provided a big win for us, just when we needed it most! Their dynamic Enrollment Marketing team helped us build community support for our new school site and allowed us to surpass our enrollment goals for the year well ahead of schedule. Our enrollment numbers continue to climb thanks to their consistent and proactive efforts."

As Charter School champions, CSC engages multiple dynamic programs to assist Charter School leaders in establishing and sustaining forever schools. Enrollment Marketing is one. Contact us to find out more.

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