

Admissions Marketing Campaign

School Administration

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds an admissions-marketing campaign — season timing, channels (digital, local, referrals, hoardings), messaging by parent segment, open-house events and lead capture — so you generate quality admission enquiries. Use it before admission season. For conversion use the Enquiry-to-Admission Conversion tool.

Purpose of this tool & output

Fill your seats with the right families

How the output is used

Use the campaign to fill your seats with the right families.

Important cautions

Parents choose schools on trust, safety and reputation; marketing gets the enquiry but the campus visit and word-of-mouth close it. Make honest claims.

Companion documents

- Admission Process & SOP
- Admission Policy Builder
- RTE 25% Admission Management
- Enquiry-to-Admission Conversion
- Prospectus & Admission Kit Builder
- Open House / School Tour Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.