



# Enrollment

# Marketing



Awareness of school through reputation, marketing, word of mouth, or community presence.

**Prospects**

Awareness/Interest  
People discover your brand and begin to understand what you offer.

Families seek more information, attend tours, explore programs, or begin applications.

**Inquiries**

Familiarity/Intent  
Prospects visit website, attend events, follow content, and begin considering you as a viable option.

Students are accepted. The district has demonstrated value, fit, and trust.

**Admissions**

Evaluate  
Messaging, proof points, outcomes, reputation, and differentiation influence decisions.

Families commit. Registration is completed, and funding/deposit follows the student.

**Enrollment**

Purchase/Convert  
The decision is made. The buyer takes action and commits.

Families remain enrolled, speak positively about the district, and become community ambassadors.

**Retention/Alumni**

Loyalty/Advocacy  
Satisfied customers stay, renew, and recommend you to others. Retention/referrals fuel growth.