



Alta Public Schools Digital Marketing Student Enrollment Campaign

January 2023



To date, we've connected 666 families to Alta Public Schools!

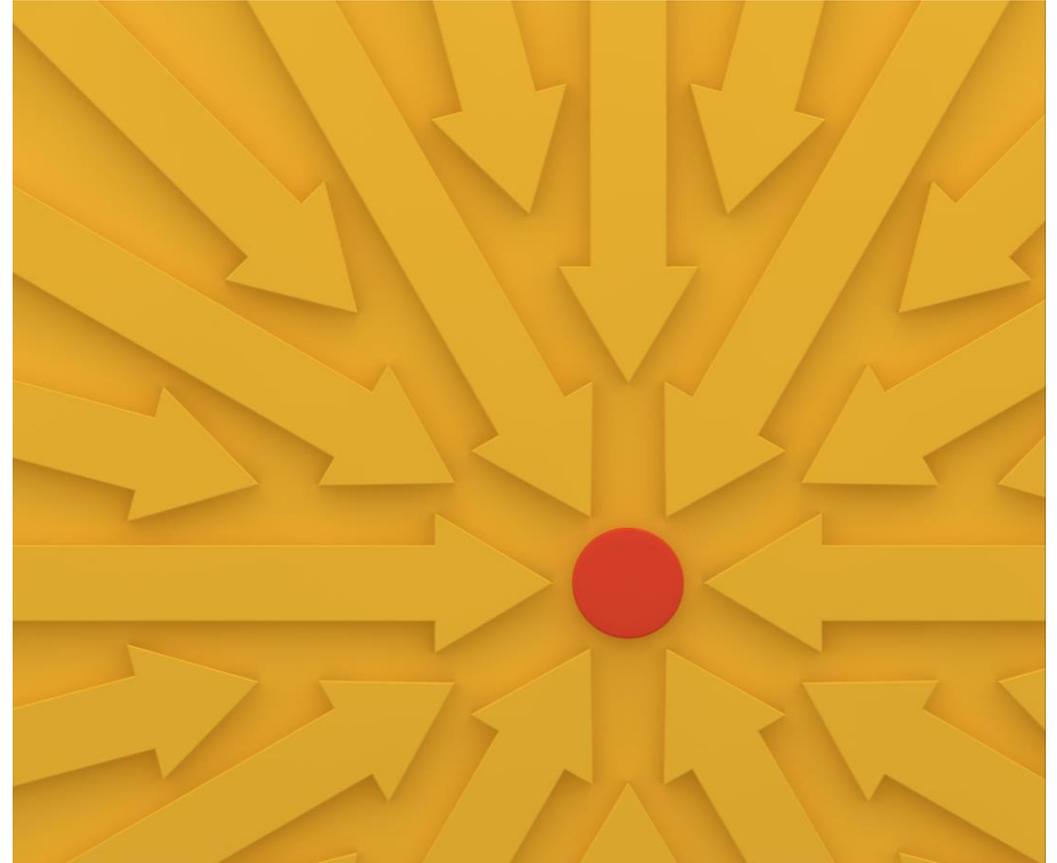
From those 666 leads — families who have indicated an interest in enrolling at Alta Public Schools — at least 63 have either enrolled or have a pending application open.

With an annual per pupil funding rate of approximately \$16,991 per student, these 63 enrolled leads represent more than \$1,070,433 in potential revenue for Alta Public Schools.

LC has continually optimized our campaign, refining our ads based on performance data to engage more families and drive these results.

Campaign Objectives

- Build awareness of Alta Public Schools among families, teachers and funders
- Generate parent & guardian leads near Alta Public Schools' three campuses
- Lay a foundation for future enrollment success



Campaign Strategy At a Glance

SOURCE

Identify and attract target audience by meeting them where they are online.

INSPIRE

Inspire, inform, and engage target audiences by clearly communicating your value propositions.

NURTURE

Ensure target audience takes desired action through cultivation marketing (e.g., drip email campaigns, personal contact, etc.).

Audience Journey



Online Search



Landing Page



Email & Text
Message Drip
Campaigns



Remarketing Ads on
Social Media



Applied!



In November 2021, we visited Alta's campuses to capture high-quality, authentic video content for our ad campaign.

We spoke with students, teachers, and staff at Prepa Tec and Academia Moderna about why they love Alta Public Schools.

We captured compelling video content, in English and Spanish, that we've rolled out into short, effective video ads across Facebook and Instagram. **Since launching our video ads, we've seen a marked increase in new leads.**



Our ads meet parents where they are, using authentic, compelling videos and bilingual messaging.

alta **Alta Public Schools**
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What makes us unique? For starters, we're one of the only free and public K-8 International Baccalaureate schools in the United States.



K-8 International Baccalaureate Program

FORM ON FACEBOOK
A World-Class Public School [Learn more](#)

👍👍👍 Yadira Galindo and 10 others

👍 Like 💬 Comment

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Nuestro colegio es brillante y hermoso. Al igual que las personas que trabajan y aprenden aquí.



but we're teaching how to be a better human.

FORM ON FACEBOOK
Colegio seguro y hermoso
Enrolling Now – Grades K...

[Learn more](#)

👍 Imelda Martinez and 4 oth... 2 Comments

👍 Like 💬 Comment

Ad · info.altapublicschools.org

[Alta Public Schools—Enroll Now | Top Charter Schools Near You](#)

Alta Public Schools Are Enrolling Grades TK-8 For The 2022-23 School Year.

Ad · info.altapublicschools.org

[Enrolling Now Grades K-8 | LAUSD's Only K-8 IB School](#)

Sign Up For More Information About Enrolling Your Child In An Alta Public School! Alta Public Schools Are Enrolling Grades TK-8 For The 2022-23 School Year.

Conversion Actions

Our primary goal is to generate high-quality parent and guardian leads for Alta Public Schools. To do that, we meticulously track actions taken by our target audience.

Landing Page
Leads



Phone Calls



Platform
Leads



We recently launched our SMS Lead Cultivation campaign.

- Using the SlickText platform, Alta's team can easily reach parents and guardians where they are—on their phones—and engage them early in the process.
- We're using a series of automated, tailored messages to immediately engage with leads.
- Leads will have the option of replying, at which point an enrollment team member is automatically notified to respond.

We created a family referral campaign to leverage Alta's school community to support enrollment.

- Families were incentivized to refer another family with prizes like Disneyland passes.
- Touchpoints included a referral campaign landing page, a flier with a QR code to the page, and an email for Alta's team to send to currently-enrolled families.

alta public schools Now Enrolling Grades TK-8th!

Help Us Build Our Alta Community!

- Our schools are free and open to all TK-8 students—regardless of district boundaries—and offer a world-class education.
- And, if the student you refer enrolls, you'll be entered into a raffle to win a 4-pack of Disneyland passes! Additional prizes—including Universal Studio tickets, gas cards, and more—will be available throughout the year.

Refer a friend to Alta Public Schools!

Please share your referral's contact information with us and we'll reach out to them directly.

Your Name

Parent/Guardian of Referred Student's Name

Parent/Guardian of Referred Student's Phone

Parent/Guardian of Referred Student's Email

Referred Student's Grade Level in Fall 2023

SUBMIT

We will never sell your information or open you. By clicking you agree to receive automated forms from Alta Public Schools.

What Makes Alta Public Schools Unique?

The International Baccalaureate

Our students are coming of age in a world that is rapidly changing. To thrive in a global economy, they will need to solve challenging problems with innovation and creative thinking. We are dedicated to make sure they are prepared and understand different cultures and backgrounds through our private school education in our local public schools. Less than a handful of LAUSD schools offer the International Baccalaureate Program and we are proud to be the only K-8 IB program in this district.

Help us build our school community!

When you refer a family who might be interested in enrolling their kids at Alta, you could win tickets to Disneyland or Universal Studios!

Scan the QR code!
Please share their name, email and phone, and we'll reach out to them.

alta public schools

Alta_Referral 22_Palm Card_v1.indd 1 9/7/22 5:03 PM

Subject line: Win tickets to Disneyland! Refer a family to Alta Public Schools

Dear families,

Help us build our school community! You can help us grow our school community by inviting your friends to join us. Our schools are free, and open to all TK-8 students, and there are still spots available for Fall 2022!

[Will you refer a friend to Alta Public Schools for the 2022-23 school year?](#)

And, when you refer a family to us, you could win a pair of tickets to Disneyland or Universal Studios! Families will be eligible to receive these prizes if the family they refer enrolls a student with us.

At Alta Public Schools, our mission is to provide a world-class education to every student through an inquiry and investigation school model that will prepare students to meet the challenges of a global 21st century.

Are you ready to refer? [Click here!](#)

Questions? Call us at (323) 923-0383.

Warmly,

Alta Public Schools Enrollment Team

Results to Date

April 2021—December 2022



Alta Public Schools Digital Marketing Snapshot: Campaign-to-Date

666

Family Leads



472,925

Enrollment
Ads Seen



16,403

Enrollment
Ads Clicked



3.46%

Click-Through Rate



Education & Instruction
Industry Average: 2.33%

\$1.56

Cost Per Click



Education & Instruction
Industry Average: \$2.02

506

Google Search Leads



December Leads: 33

51

Google Phone
Call Leads



December Leads: 1

109

Facebook
Family Leads



December Leads: 0

\$40.56

Ad Spend Cost
Per Family Lead



November Cost-per-Lead: \$33.81

\$25,634.69

Total Ad Spend



Our Drip email campaign continues to outperform industry averages.

Drip Campaign Performance	
Email Sends	2,091
Open Rate	42%
Click-through rate	4.5%

Industry average for education organizations: open rate 23.24%, click-through rate 2.90%.



Hola Xavier ,

Gracias por su interés en las Escuelas Públicas de Alta. ¡Estamos emocionados de conectarnos con usted!



Ya sea que su hijo/a se esté preparando para comenzar kindergarten o esté explorando opciones de escuela secundaria, en las Escuelas Públicas de Alta, creemos que cada estudiante merece una educación de alta calidad que mejor satisfaga sus necesidades individuales. Nuestros rigurosos programas académicos y nuestro modelo de construcción de carácter preparan a los estudiantes para tener éxito.

- **Un programa de Bachillerato Internacional (IB) K-8.** Las Escuelas Públicas de Alta son académicamente rigurosas, preparando a los estudiantes para el éxito en la escuela secundaria, la universidad y más allá.
- **Una educación hecha para, y dirigida por, nuestra comunidad.** Nuestros maestros trabajan junto a las familias para asegurarse de que cada estudiante tenga la atención y los recursos para prosperar dentro y fuera de la clase.

Communications Support

Additional Work We've Performed
for Alta Public Schools

Additional communications work we've provided includes:

- Crafting ad creative for print advertising in *La Opinión*, LA's largest Spanish newspaper.
- Creating door hangers, fliers, and other enrollment outreach collateral.
- Providing general strategic counsel on community outreach tactics.



Questions?

How to get in touch



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