



BAILEY ROUTZONG

THE CHECKLIST

WAYS TO BOOST YOUR ENROLLMENT

Are you experiencing modest scale dips in your school's revenue and earnings? Competitors continue to bite off pieces of school business operators' enrollment.

The challenge for school owners is to find ways to offer even better value to the families they serve.

This checklist provides a few ways to boost your enrollment (and hopefully your bottom line).



- Determine your school's competitive advantage and utilize these attributes in all marketing efforts.
- Update your website to ensure it presents your school in a succinct, professional manner.
- Designate and educate your staff on how to respond to online parent requests to ensure you do not miss out on any new business opportunities.
- Research tuition pricing in your trade area to strategically compete for enrollment and drive revenue.
- Review your traditional advertising venues to determine if they are cost-effective and result-producing.
- Partner with local hospitals, pediatricians, and large corporations in the community by offering your school programs to their staff and clientele.
- Incentivize your best salesperson who conducts parent tours with a bonus for boosting enrollment.
- Contact your existing clientele to show personal interest in the re-enrollment of their children.
- Offer monetary incentives for early enrollment and parent referrals.

These tips can not only help boost enrollment but also increase the value of your business over time. Contact Bailey Routzong at 888-872-3414 to learn more about how to obtain the best value for your school business.