Develop Content Appealing to New Prospects

Sewickley Academy Offers Parenting Advice, Generates New Leads

SEWICKLEY ACADEMY

Steps to Implement Lead Generation Through Content Marketing

1. Create Content

Write content appealing to interests of local, external families

2. Extend Reach

Use social media marketing tools to reach new parent audiences
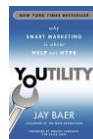
3. Capture Leads

Offer free downloads to capture parent contact information

Recommended Reading to Build Content Marketing Skills

Inbound Marketing: Get Found Using Google, Social Media, and Blogs
Brian Halligan and Dharmesh Shah

Youtility: Why Smart Marketing Is About Help Not Hype
Jay Baer

Expertise, Entertainment Builds Brands

Content Marketing Attracts Customers with Fun, Engaging Media

con·tent mar·ket·ing

| *noun* | / ˌkənˈtent ˈmärkəding /

Promotional media designed to provide value, such as educational or entertainment, to a consumer, stimulating interest in a brand's products or services

Examples of content marketing:

- Expert blogs
- Interviews
- Sponsored articles
- User-generated images/videos
- Travel logs

Top Brands Build Awareness, Buyers Through Content

FOUR SEASONS
Hotels and Resorts

- Four Seasons Magazine, website feature destinations with Four Seasons Hotels
- 42% more revenue per booking when made through website

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GoPro

- User-generated videos show GoPro camera's quality, uses
- 1.6B videos viewed on You Tube

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trulia

- Trulia blog designed to attract Millennials to its home search services
- 31% increase in website traffic since blog launch; 34% increase in repeat visitors

New Readers Attracted by General Content

3

Parenting, Seasonal Topics Emerge as Best for Prospect Engagement

Most Common Blog Topics

Non-Sewickley Topics

- General Parenting Tips
- Holiday Advice
- Seasonal Activities
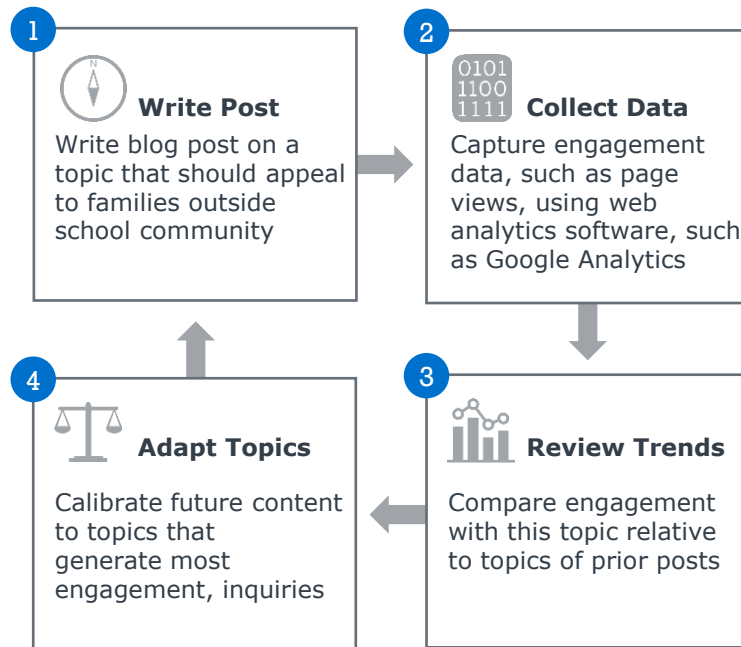- Book Reviews and Recommendations

Sewickley Topics

- Education, Classroom Stories
- Head of School Posts
- Alumni Stories

4:1

Ratio of non-Sewickley-focused posts to Sewickley-focused posts in 2016

Iterative Content Process Identifies Top Subjects

1 Write Post

Write blog post on a topic that should appeal to families outside school community

2 Collect Data

Capture engagement data, such as page views, using web analytics software, such as Google Analytics

3 Review Trends

Compare engagement with this topic relative to topics of prior posts

4 Adapt Topics

Calibrate future content to topics that generate most engagement, inquiries

Source: EAB interviews and analysis.

Find Blog Readers Similar to Current Parents

SEO, Facebook Lookalike Audiences Drive Blog Traffic

Improve Blog Search Results

✓ Determine key words:
  • Use Google Trends
  • Survey users
  • Conduct trial and error from prior posts

✓ Use key words in title, body, image titles, tags, URL of blog post

✓ Include images, image names, videos where possible

✓ Link to other blog posts

Search Engine Optimization

Connect with Likely Prospects

✓ Upload current family list as a Facebook Custom Audience

✓ Create ads linking users to popular content

✓ Send ads to Facebook Lookalike Audience to extend reach

Facebook Advertising

For more on SEO, see the Web Optimization Toolkit at eab.com.

12K Blog hits from organic search and Facebook in H2 2017

Keep Prospects Engaged with Additional Content

Free Education Guides Capture Parent Contact Information

Sewickley Converts Readers into Prospects

Parent Reads Post

Local parents read Sewickley blog posts

3 Guides targeted to parents of lower, middle, and upper school children

- *Pre-K Checklist*

- *27 Questions to Help You Evaluate a School for Your Child*

Blog Offers Free Guides

Call to action on every post asks reader to download free guides

- *College Visit Campus Checklist*

Parent Gives Contact Details for Guide

Reader completes Sewickley contact form (name, email, child's grade) to download guide

70 Average prospects added each month to blog email list

Parent Added to Email Lists

If reader only shows interest in guide, prospect added to blog email list

If reader shows interest in Sewickley, prospect added to admissions inquiries