SageRock

THE ENROLLMENT AUDIT

All your sources in, one clear plan *out*

A deep dive into your marketing & enrollment funnel: we map your sources, walk the journey a family takes, and hand you a blueprint to connect and streamline it, no new software.

TIER 1 · WHAT WE EXAMINE

your funnel, source by source

WEBSITE & TRAFFIC
Site & visitors
Who comes to the site, from where, who engages, and who returns?

WE MEASURE
- Traffic sources
- Engagement by channel
- Engagement patterns
- Visitor conversions

DIGITAL, PRINT & EVENTS
Advertising
What are you spending across channels, and what converts?

WE MEASURE
- Cost effectiveness
- Engagement
- Follow-up
- Conversion

SOCIAL CHANNELS
Social media
Where are you posting, what content, and what's engaging and effective?

WE MEASURE
- Channel demographics
- Post reach
- Post engagement
- Conversions

EMAIL MARKETING
Email campaigns
Who gets emails, how often, how targeted, and what is the engagement?

WE MEASURE
- Contact capture
- List & tag management
- Journeys & sends
- Engagement

WEBSITE FORMS
Inquiry forms
Where did they come from, who fills them out, and how many take the next steps?

WE MEASURE
- Form effectiveness
- Follow-up funnel
- Reply time
- Engagement in next steps

ADMISSIONS
Lead follow-up
Who gets a follow-up, in what form, when does it happen, and who engages?

WE MEASURE
- Lead capture
- Follow-up funnel by channel
- Reply time
- Engagement in next steps

SCHEDULING
Tours & visits
Where did they come from, who engages and how, what's the follow-up, and who does the next steps?

WE MEASURE
- Visit sign-ups
- Types of visits
- Visitor follow-up
- Visit-to-application conversion

ENROLLMENT
Applied to enrolled
The application process: who enrolls, who doesn't, and why?

WE MEASURE
- Lead-up to applications
- Application process
- Acceptance process
- Enrollment conversion

WE MAP IT ALL

TIER 2 · WHAT WE PRODUCE

A connected picture of your enrollment funnel, alongside actionable recommendations for streamlining, engaging, and measuring results with technology support.

NO NEW SOFTWARE

TIER 3 · WHAT YOU GET

Your blueprint

a new enrollment architecture

An outlined process showing what's working and what isn't, connecting the tools you already have without new software, and streamlining through automation. As one client says: "We leverage the system, not the hustle."

WHAT YOU WALK AWAY WITH

- Real-time & granular reporting strategy
- Noted system / funnel breaks
- Recommended process integrations
- Process & technology architecture
- Recommended marketing integrations
- Recommended automation integrations

NEXT STEPS

Audits are actionable without further implementation, but some recommendations may require it. **All options and costs are noted in the audit** and are custom to the work required. We understand non-profit budget constraints.

THE OFFER

CONFERENCE SPECIAL
$1,250
half off the audit

The Enrollment Audit
The full funnel audit above: your blueprint to connect, streamline, and measure, **at half off for AWSNA attendees through July 31**.



Rocky Lewis
rocky@sagerock.com
330-321-3487