



EMPOWERU
MARKETING



The
Socratic
Experience

Case Study: Enhancing Enrollment and Community Engagement at [The Socratic Experience](#).

Background: I joined The Socratic Experience, an innovative school focusing on Montessori education and Socratic dialogue, as a Sales Manager. The school was facing challenges in student enrollment and community engagement. I was tasked with increasing the school's student body, improving re-enrollment rates, and boosting the school's presence both online and in the local community.

Solution:

1. **Strategic Lead Generation:** I identified the target audience of parents interested in alternative education methods. I implemented a content-driven lead generation strategy, involving the creation of informative articles, videos, and a regular newsletter named "Socratic Spotlight." These resources highlighted the unique aspects of the school's educational approach and student success stories.
2. **Optimizing Admissions Process:** I streamlined the admissions process by introducing a CRM system (Hubspot) to manage relationships with prospective families efficiently. I coordinated shadowing days for prospective students, gathered feedback from teachers to assess student suitability, and followed up with families to close sales.
3. **Digital Marketing and Community Building:** I led a robust organic social media strategy, significantly growing the school's following across multiple platforms. I produced the "[When School's Not Working](#)" webcast on YouTube, engaging with a wider audience and establishing the school as a thought leader in alternative education.
4. **Retention and Quality Enhancement:** I focused on re-enrollment efforts and achieved an 80% re-enrollment rate by addressing feedback received during re-enrollment calls. I played a key role in enhancing the school's offerings, including introducing new classes and staff and implementing changes based on community feedback.
5. **Training and Team Leadership:** Recognizing the importance of a skilled team, I trained new sales team members and developed comprehensive sales processes and procedures, ensuring consistency and professionalism in the school's sales efforts.

Result: My multifaceted strategy resulted in a significant increase in student enrollment, with 80 new leads closed from a total student body of 150, generating impressive monthly and annual recurring revenue. The school's community engagement soared, with the "[Socratic Spotlight](#)" newsletter reaching 42,000 subscribers and a substantial increase in social media followers. The school also saw an 80% re-enrollment rate, indicating high parent and student satisfaction. My efforts not only enhanced the school's reputation but also established a strong foundation for sustained growth and community involvement.

Interested in a strategy call with us? Book a free consultation ([here](#))!