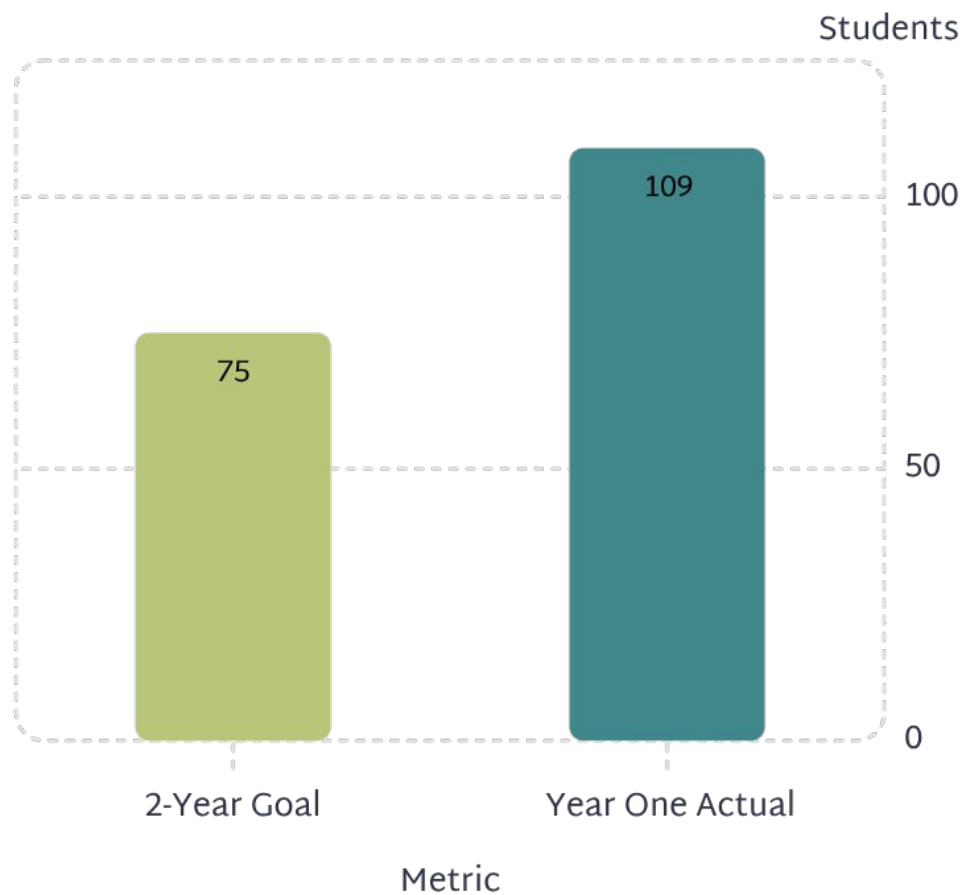


Year One Delivered 109 Net New Students — 145% of the 2-Year Goal



Every Channel Optimized to Drive One Action: Schedule a Tour



Website

Layout and language rewritten so every page leads to a single "Schedule a Tour" CTA



Tour Landing Page

Submission triggers automation with scheduling links and follow-up emails



Google Ads & ACTV

School-specific ads and digital ACTV spots with QR codes driving to the tour page



Social Media

Posts and testimonial videos from parents and students — all driving to the tour scheduling page



Analytics Dashboard

Built to support and measure every campaign from ad spend to enrollment

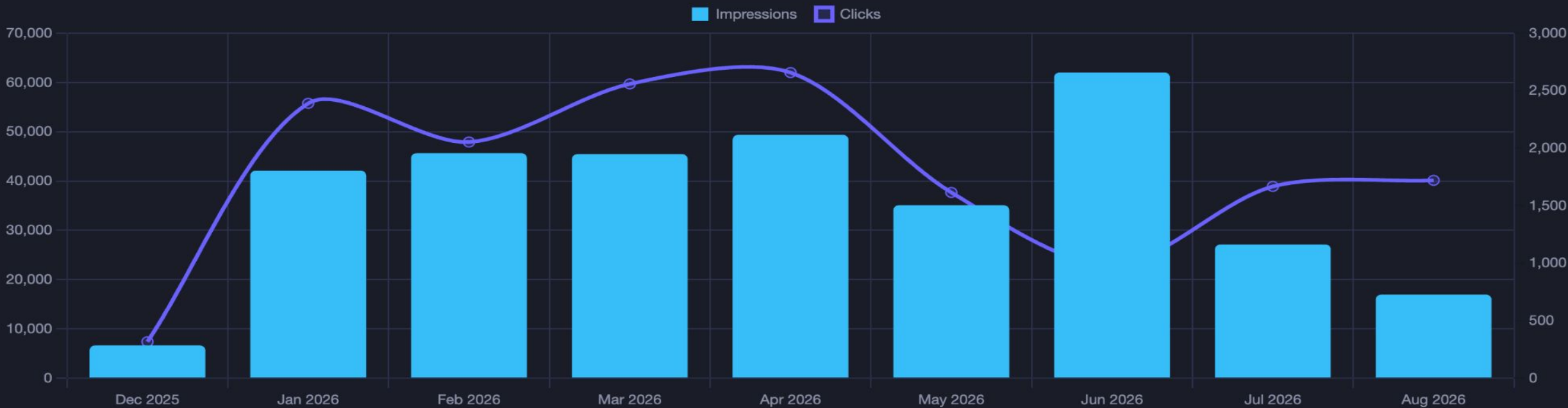
TOUR FORM SUBMISSION — TOTAL

293

Submissions by month

Event	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Total
Tour Form Submission	24	75	22	20	67	36	40	7	2	293

Impressions & Clicks by month



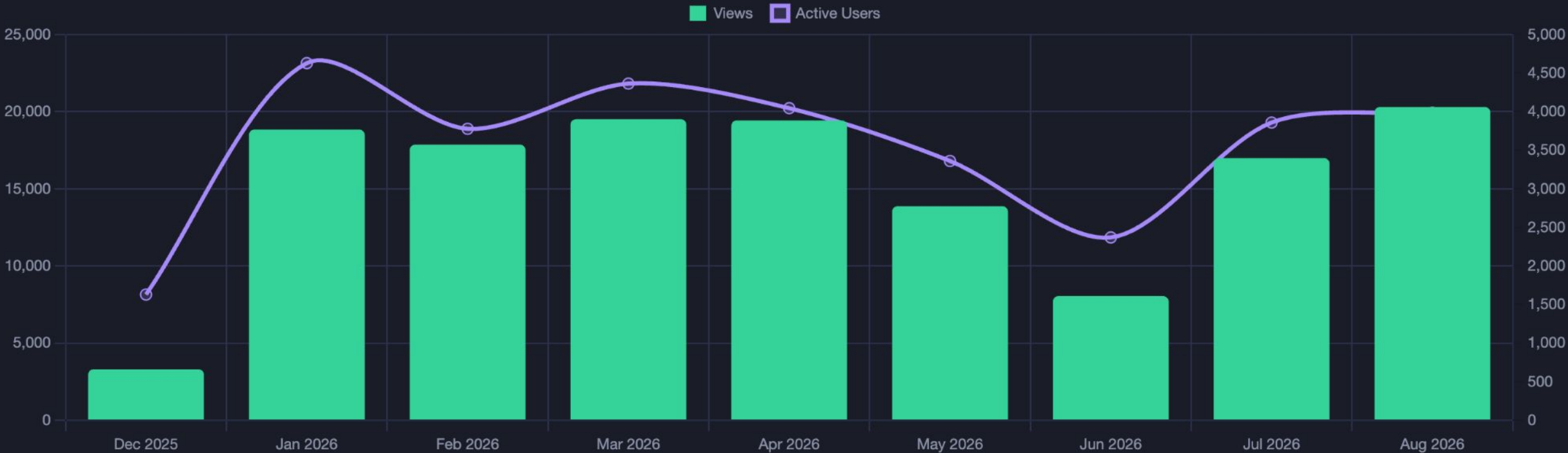
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Views & Active Users by month



Year Two: Stabilize and Grow Smarter

Attract Earlier

SEO/GEO Content. Reach parents during the research phase, before they start looking for schools.

Planning Ahead

Campaign Cadence Calendar
Cadence. Coordinate awareness around open house, Casino Night, and key events. Includes a CTA ask to current families to refer friends who are looking.

Scale Operations

Automations. Fix internal processes so the larger student body gets a smooth experience, not a chaotic one. Protects students, not just staff time.

Welcome New Families

A first-semester acclimation process. Welcome plus check-ins so our new families settle in while the school settles its own operations.