



Flyers vs. Facebook: How to Maximize Enrollment with Effective Marketing

Mark Grundel
(609) 598-1471
mark@blackrocket.com



Celebrating 100,000 happy students in over 100 locations

Whether it's summer camps, 5-LEAM Saturdays, after school programs, virtual programming, tech electives, or in-school offerings, we succeed when your students' succeed. Browse the map below to find locations we work with and contact us for more information.

- Started 15 years ago by 7 year old named Sarah
- In 2017 - 200 Partners, 35 states, 3 countries, 50,000 kids
- 20 STEM courses: Minecraft, Apps,  Coding, Drones, VR, & more

Additional Resources

- [Blackrocket.com/partners](https://blackrocket.com/partners) or [my.Blackrocket.com](https://my.blackrocket.com)
- Black Rocket Peer Network
- Active Network
- LERN, NCCET, ACA

Interactive Sites

- Go to www.menti.com and use the Code 69 68
 - Word Clouds and Questions

my.blackrocket.com



START HERE

Step 1 - Checklist

Step 2 - Recruiting Webinar

Step 3 - Welcome Packet



IMPORTANT DOCUMENTS AND LINKS

Marketing

Recruitment

Technology

Curricula

Equipment

Finance

Support

Materials

Materials

Webinar Recording

Webinar PDF

Open House Resources

Toolkit

TITLE



Black Rocket Course Images



Example Flyers/Catalogs



Logos



Miscellaneous Graphics



Open House Folder for Turnkey Partners

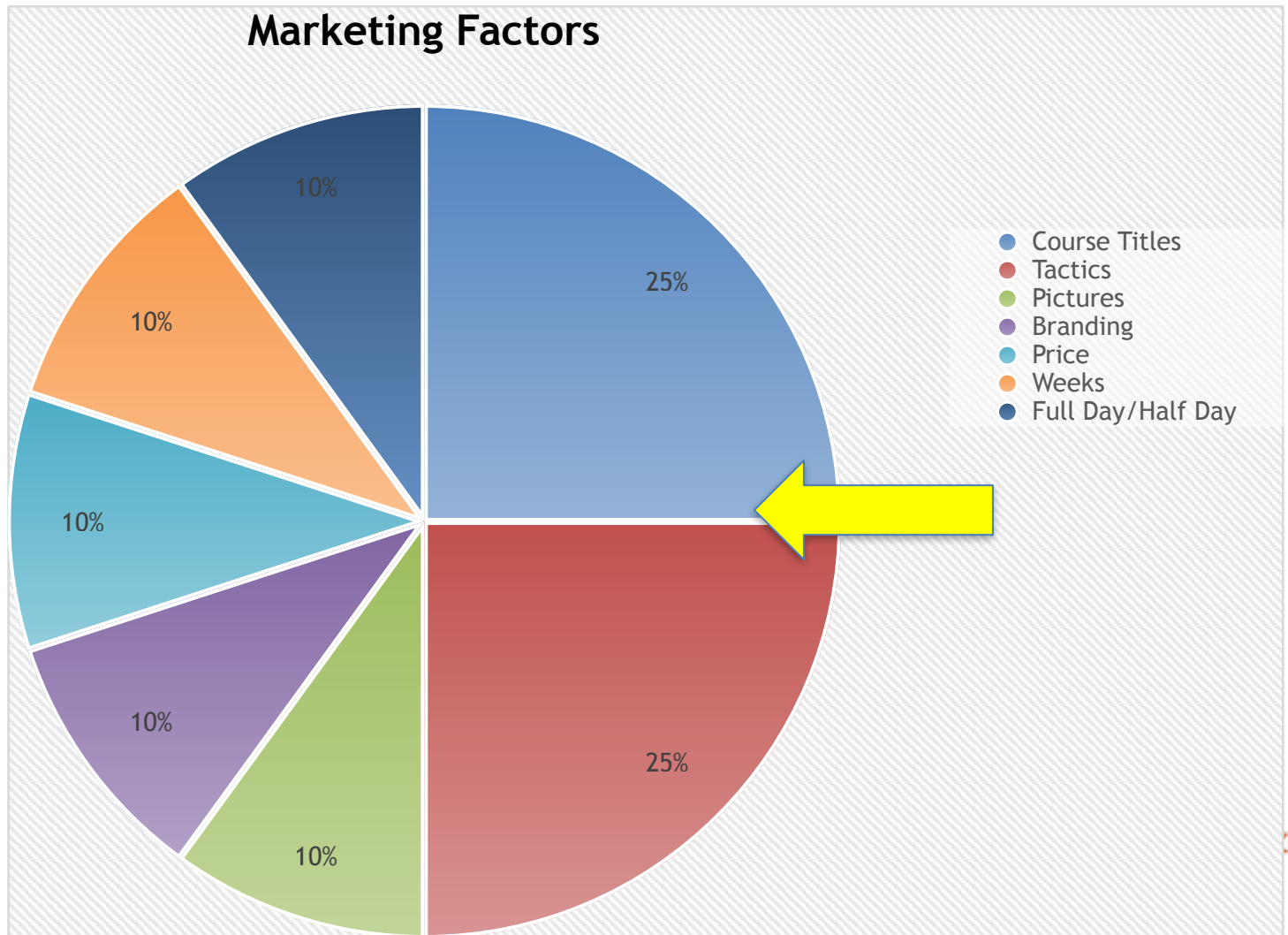


Photographs (Kids and Teachers)

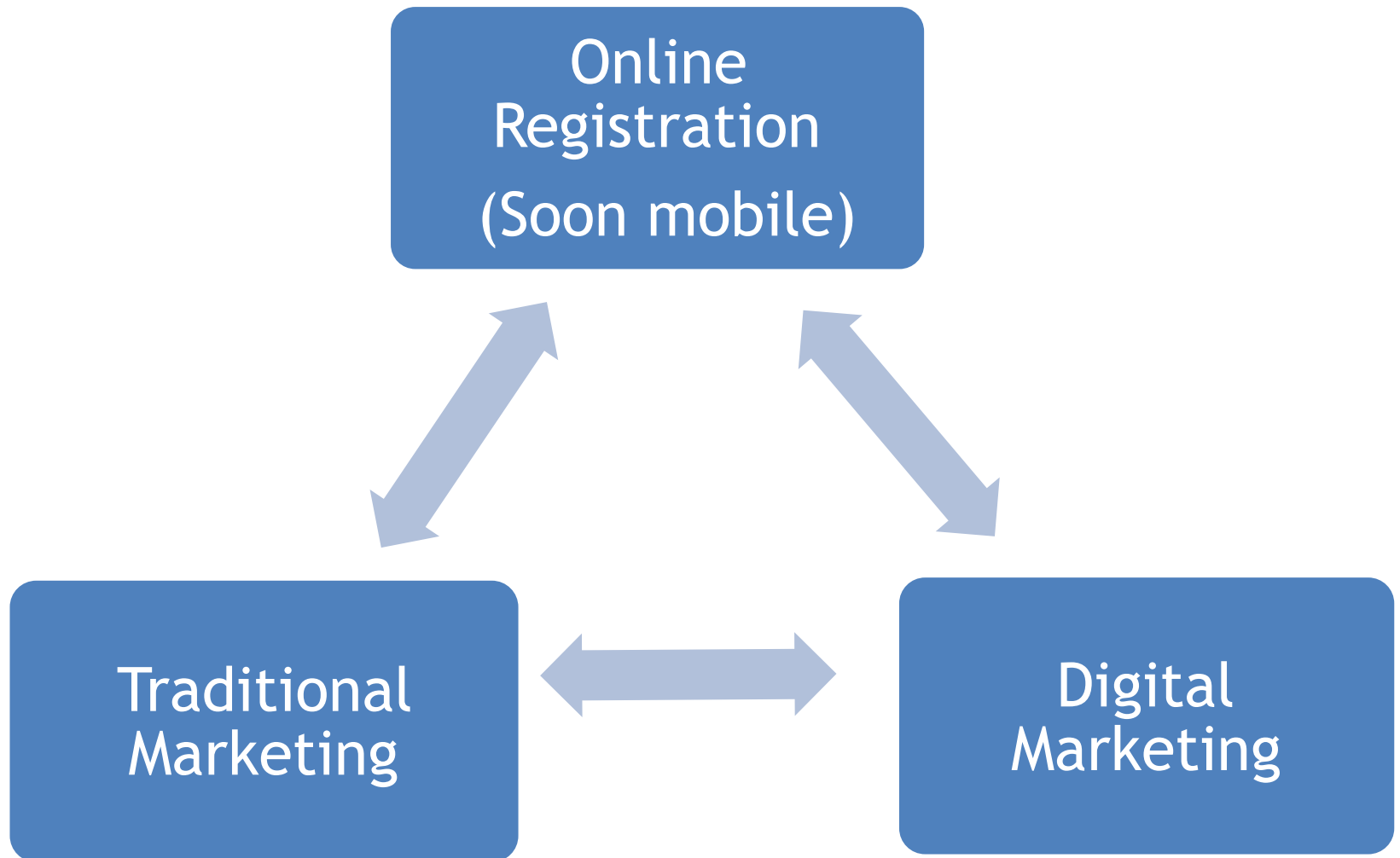
Different Stage, Different Strategy

1. Attract new students
2. Retain existing students (lifetime value)
3. Increase recurring students (multiple classes in single summer)
4. Replace canceled programs with new programs (35% cancellations to 25% to 15%)
5. Improve your average student per section

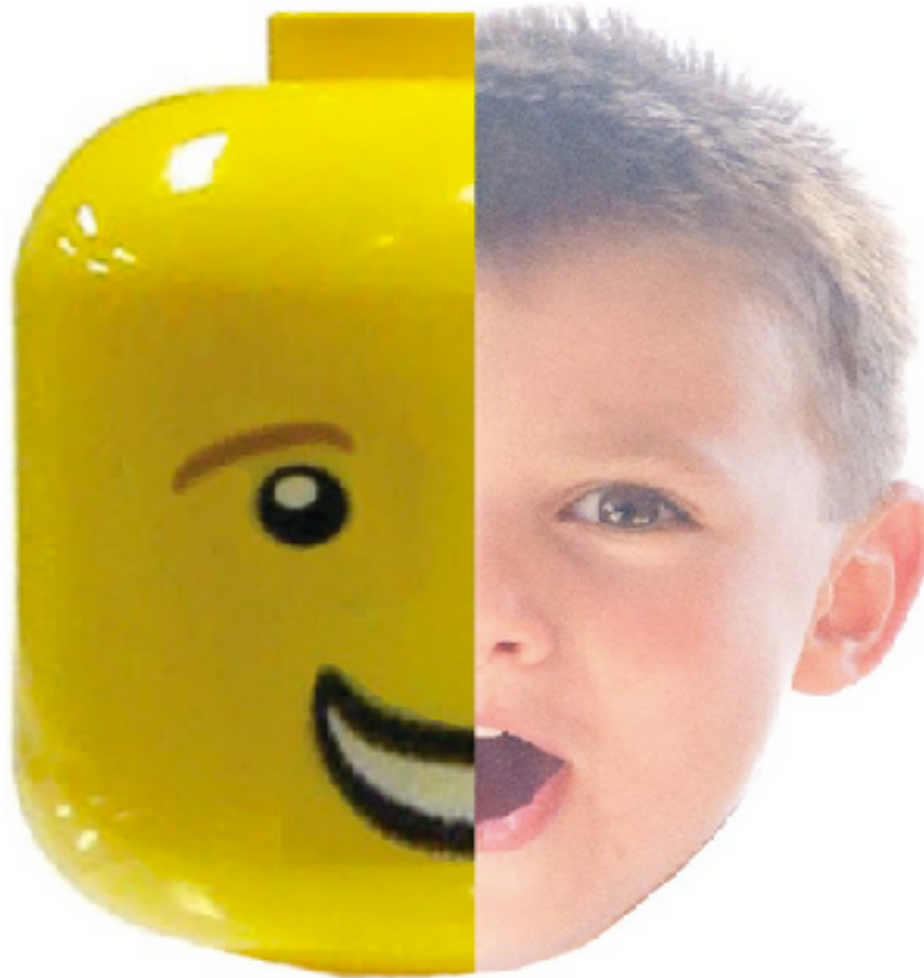
Marketing Variables...



3 Pillars to Great Marketing



Step 1: Cover the Basics



Course Selection: Coding is the New Canoeing



Hour of

CODE



Never underestimate the power of an
exclamation point!!

NEW!

YOU!

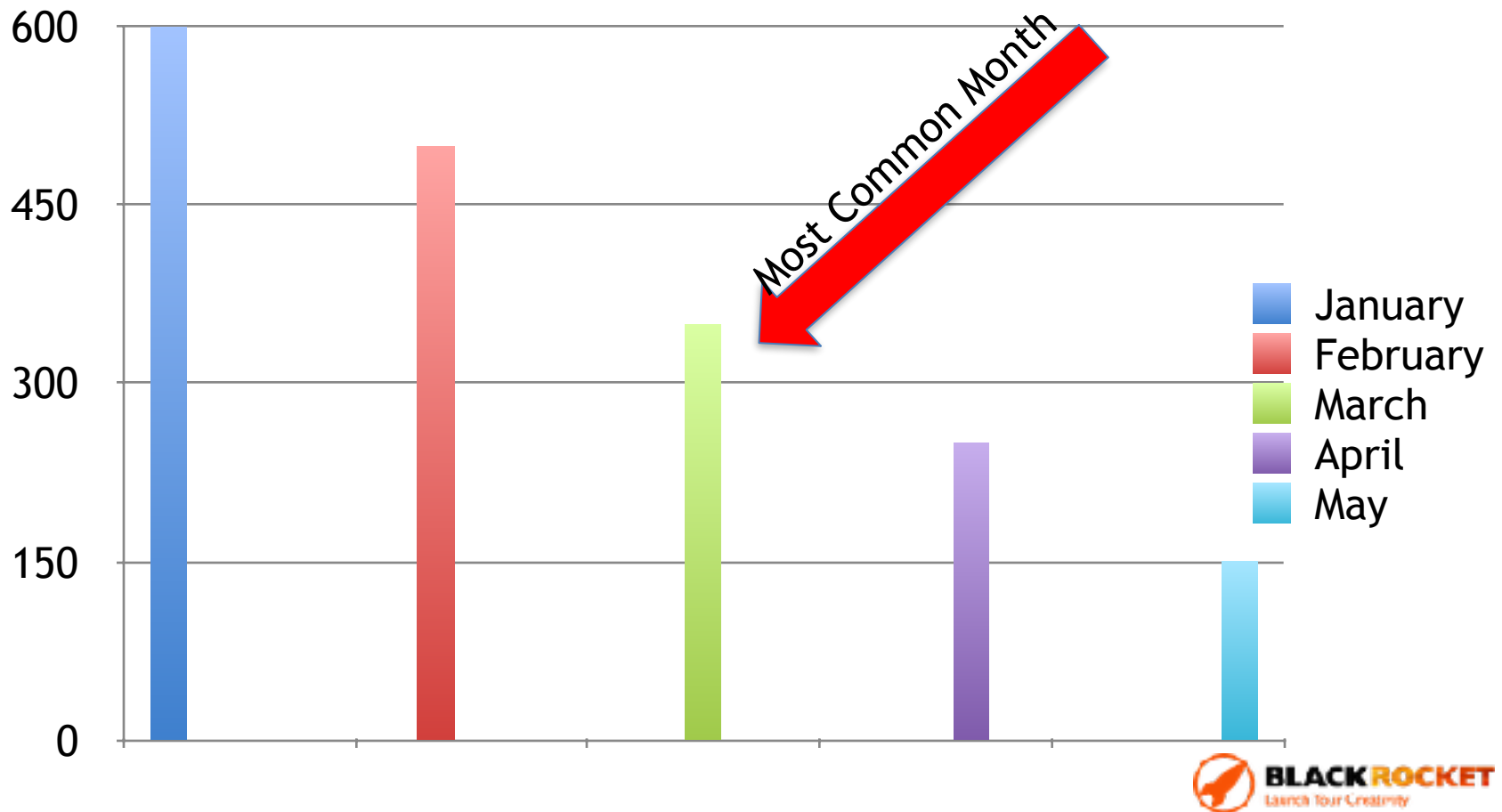
FREE

!

Titles Matter

- Comic Book Heroes
- Ms. Muzic
- Camp Rock Star
- Animation Nation
- Digital Designers
- Video Game
- Lego **YOU**niverse!
- Camp Rock Star
- **New!** I-Rock
- Video Game Animation
- Minecraft Designers
- Make Your Own Video Game

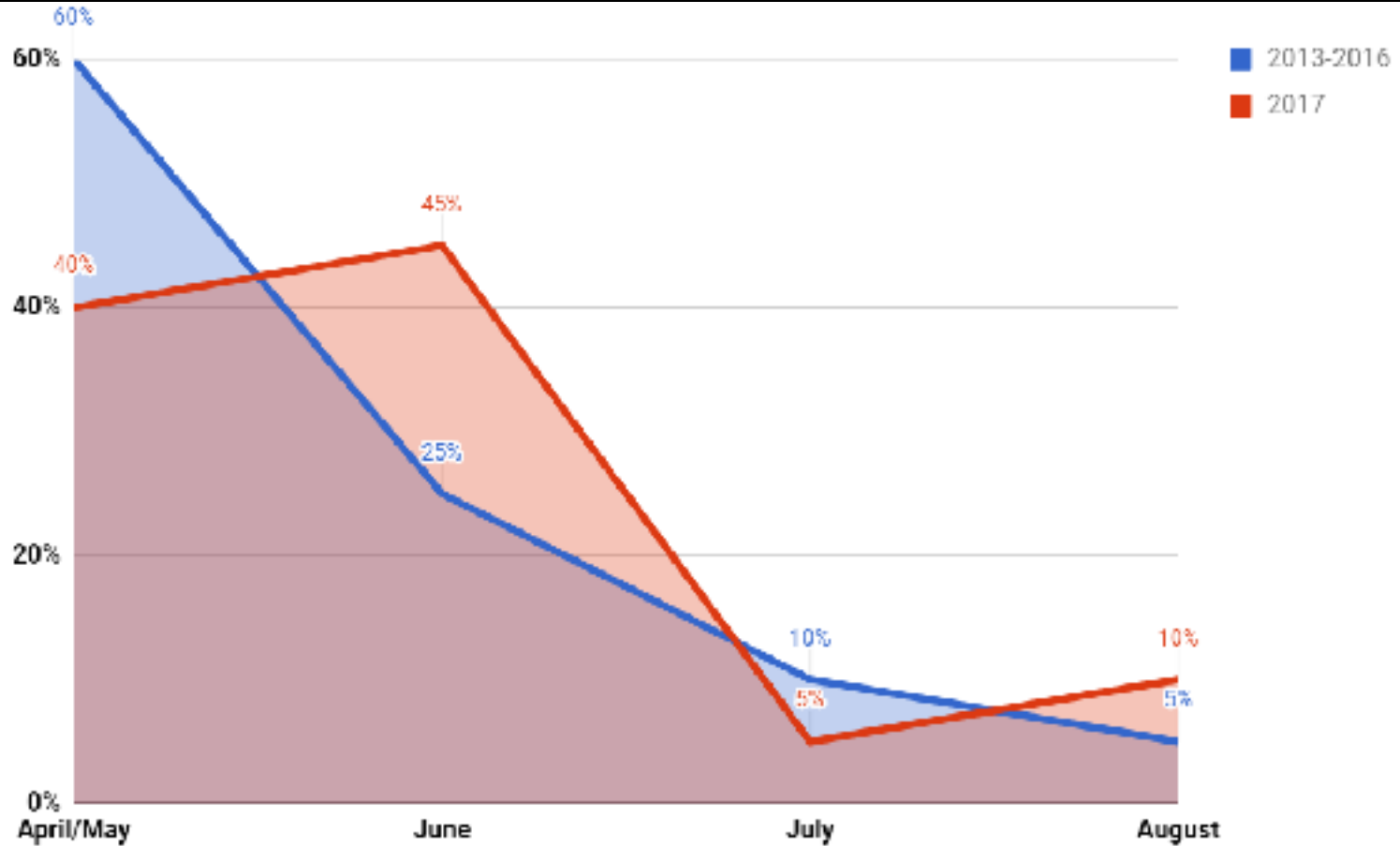
Step 2: Market Early, Often, & Target



Customer Target Groups



2017: Biggest Trend - Late Registrations



BLACKROCKET
Launch Your Creativity

*Tip: Move to 5 day cancel policy.

Target Each Segment

Customer Type

- Early Birds
- Easter Moms
- Last Minute Moms
- Last Second Moms
- All Customers
- Returning Customers
- Working Moms

Marketing

- January Mailer/Open House
- Big Mailer
- Flyers/ Email Blasts/ Signs
- Email Blasts
- Friend, Early Bird, Multi Section Discounts
- Targeted Email, Return Customer Discount
- Before/After Care & Lunch Discounts

Step 3: Choose a Blend of Techniques

REQUIRED

- ✓ 1 Print (flyer or brochure)
- ✓ 3 Email campaigns
- ✓ Standalone webpage that is easy to find
- ✓ Some social media
- ✓ Advertise on camp sites
- ✓ Online registration

IDEAL

- ✓ Digital marketing
- ✓ Mobile registration
- ✓ Buying email lists or mailing lists
- ✓ Facebook Ads/ Google ads
- ✓ Robust social media
- ✓ Captive Audience Event

Print Options: Brochure, Mini Brochure, Flyer or Postcard



**BLACK
ROCKET**
Launch your child's creativity



- ¼ or ½ Page Handouts
- 8.5 x 11
- Front and back brochure
- URL to online registration

**MAKE
YOUR
OWN**

VIDEO GAME
LEGO FILM . ROBOT
MOVIE . ACTING REEL
CLAYMATION . EMPIRE
AVATAR . GOVERNMENT
COMIC BOOK . MOVIE
LAWS . ANIMATION
FASHION PORTFOLIO
MUSIC VIDEO

NO EXPERIENCE NECESSARY



CHECK US OUT WWW.BLACKROCKET.TV

Middletown Campus
 173 Seemister Lane
 Middletown, VA 22645-1745

Fauquier Campus
 6480 College Street
 Warrenton, VA 20187-8820

**Digital Arts
 Camps**
**Summer
 Camps for
 Kids**
HOT Classes!

Lord Fairfax Community College Presents

Digital Arts Camps

From Concept to Creation, from Pre-Production to Premiere!

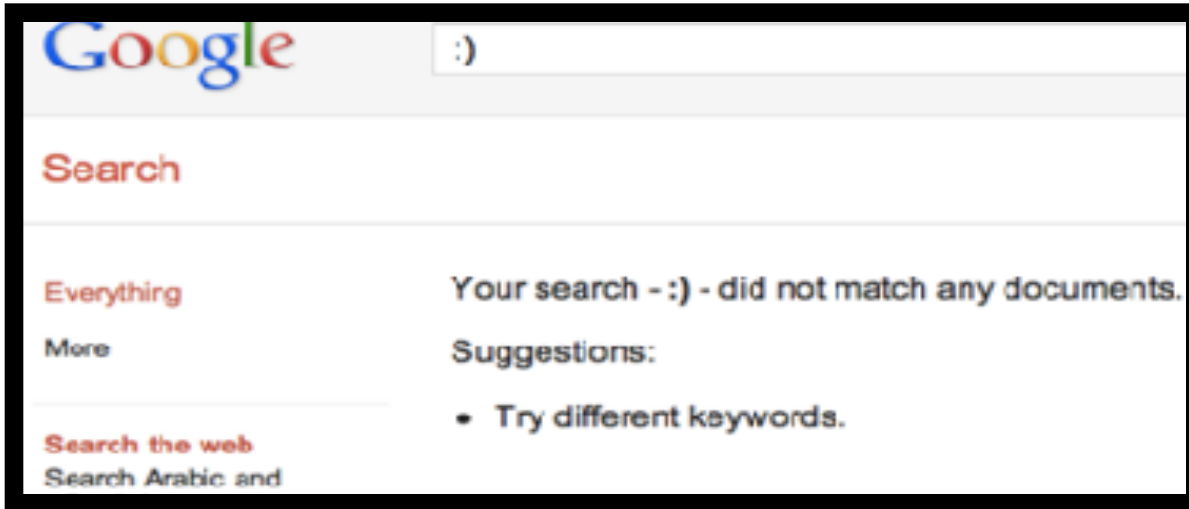
Lord Fairfax Community College Presents

Digital Arts Camps

From Concept to Creation, from Pre-Production to Premiere!



Easy to Find Camp Website



- Is there a link on your home page to camp page?
- If you Google search does a direct link come up? (Using word Camp!!!)
- People do not search “kids college”

Basic Email Campaigns

- Constant Contact, MailChimp, Zoho
- **Two in the Fall, One a month from January to June**
- Use incentive pricing and Discounts
- Track clicks and opens



Email Campaigns Checklist

- ☐ Catchy subject line
- ☐ SHORT copy!
- ☐ Mobile friendly (always test on phone)
- ☐ Call to action button
- ☐ Picture
- ☐ Contact info
- ☐ Social media links
- ☐ Use a p.s.
- ☐ Use **highlights**.

report higher quality ratings from their students than those who do not attend.

You can participate from your computer or dial in using your phone. Upon registration you will receive a call-in number. If you want to attend but cannot make it, please email me for a recorded version.

REGISTER NOW



Boost your quality
ratings with Black
Rocket Productions!

Using Social Media

- Google reviews, Facebook, Yelp (least important)
- Post a lot of pictures in the summer (a few a week)
- How to get likes and reviews
 - Awards for kids
 - Incentives for likes and posts (discounts/giveaways)
 - Contests
 - “For important information please visit...”
 - Give links in your survey that they have to click to get
 - Embed positive comments on your site/ Facebook page
- Make it easy and ask
 - Put in writing on last day
 - Post signs at pick up with hashtag or link
 - Send emails

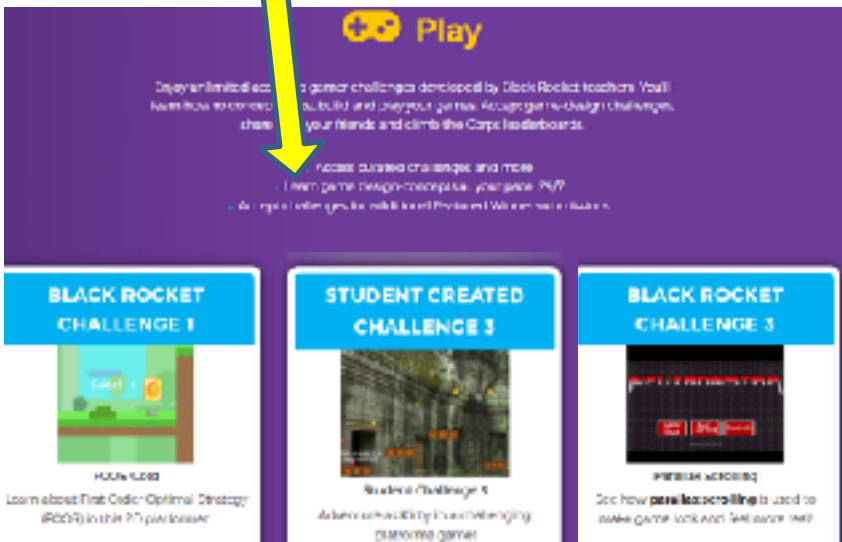
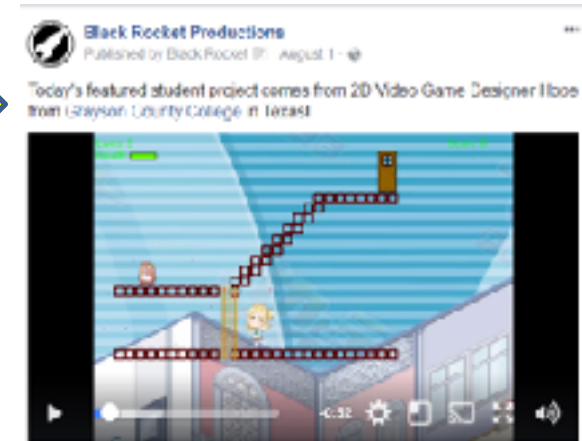
Smiles Don't Lie.



The New Word of Mouth “Share”

Kids challenge their friends
to play their games or Black
Rockets

Daily
project
spotlights
colleges



People
Choice
award
reaches new
audiences



Digital Marketing



Part 1: Facebook Ads

Part 2: Google Ad Words

Part 3: Email Campaign

Part 4: Phone Follow up

Facebook Ads

- Boosted Posts
- Paid Advertisements



Google Adwords

build a marketplace

All Images Videos Maps News More Search tools

About 61 400 000 results (0,42 seconds)

Launch your marketplace - Try Sharetribe 30 days for free

Ad www.sharetribe.com/

Quick setup. No developers needed.

Free 30 days trial · Open-source solution

[Success stories](#)

[Features](#)

[Get started](#)

Google ad

Create a marketplace with Sharetribe

<https://www.sharetribe.com/>

Create a marketplace with Sharetribe. It only takes a minute. Let your users sell or rent goods, spaces or services online. Set up your site in no time. You don't ...

Organic results

Learn to build marketplaces - Marketplace Academy by Sharetribe

<https://www.sharetribe.com/academy/>

Want to learn how to build a marketplace? Marketplace Academy offers guides and articles about everything you need to know to run a marketplace.

Drip Email Campaign & A/B Testing

1A) Check out our new tech camp info!



3) Your ticket to tech camp creation!



1B) Empower your child with tech camps!







2) Register for camp at the last possible second!



- Harried Mom Image performed best.
- Video (less than 6 seconds) strong too.

All Ads Lead to Landing Pages

YOUCOURSESLOCATIONSABOUT

App Attack!

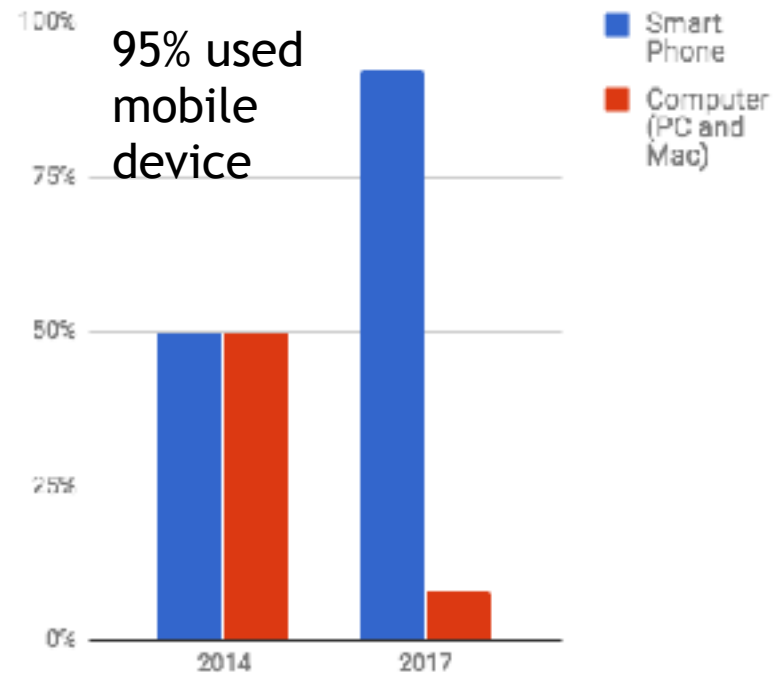
Take the first steps into the world of mobile app design and customize your own game app! [\(READ MORE...\)](#)

Dates	Times	Ages	iCode	Tuition	
Jun 5 - Jun 9	1:00 PM - 4:00 PM	11 - 14	175U772-2	\$169	Check Availability
Jul 10 - Jul 14	12:45 PM - 3:45 PM	9 - 10	175U772	\$169	Check Availability
Jul 24 - Jul 28	8:00 AM - 11:00 AM	8 - 10	175U772-1	\$169	Check Availability
Jul 24 - Jul 28	1:00 PM - 4:00 PM	11 - 14	175U772-3	\$169	Check Availability

Mobile is a Necessity (in 2019)



Visitors to Registration Landing Page



Tip: Focus on “micro moments” in your marketing.

Last Minute Targeted Pushes

Multi-Section Discounts

- Going door to door (school PTO's cafeterias)
- Email blasts to existing registrations
- Email blast to potential registrants
- Groupons and Amazon (take time to set up)
- Peach Jar



Step 5: Measure Everything

Pre-registration metrics

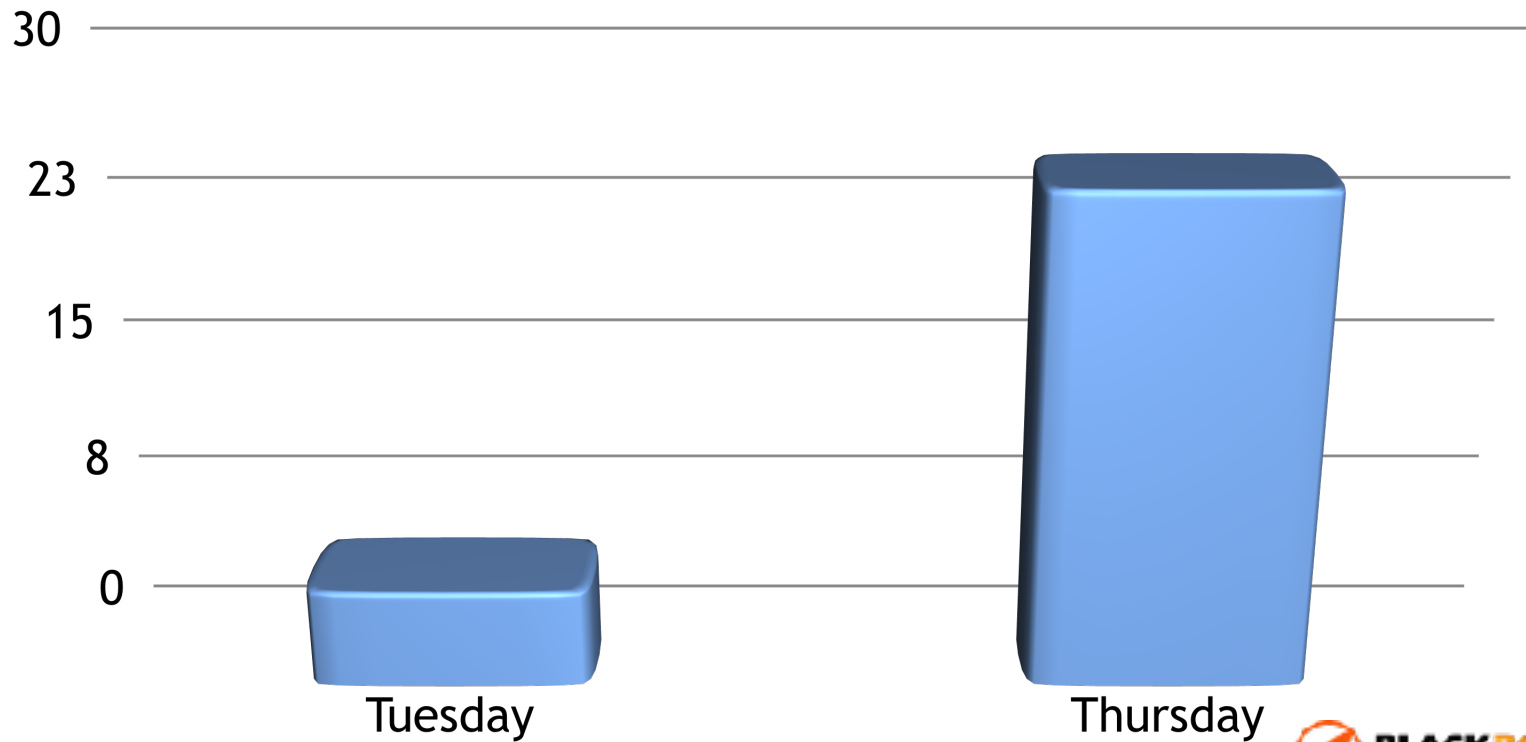
- Tracking is preferred
 - Promo codes
 - Unique urls or landing pages
 - Color stickers on print
 - Buttons in email campaigns
 - QR codes
- How did you hear about us? (If you can't do above)
- Google Analytics or built in reporting for constant contact

Step 5: Measure Everything

During/After Class Metrics

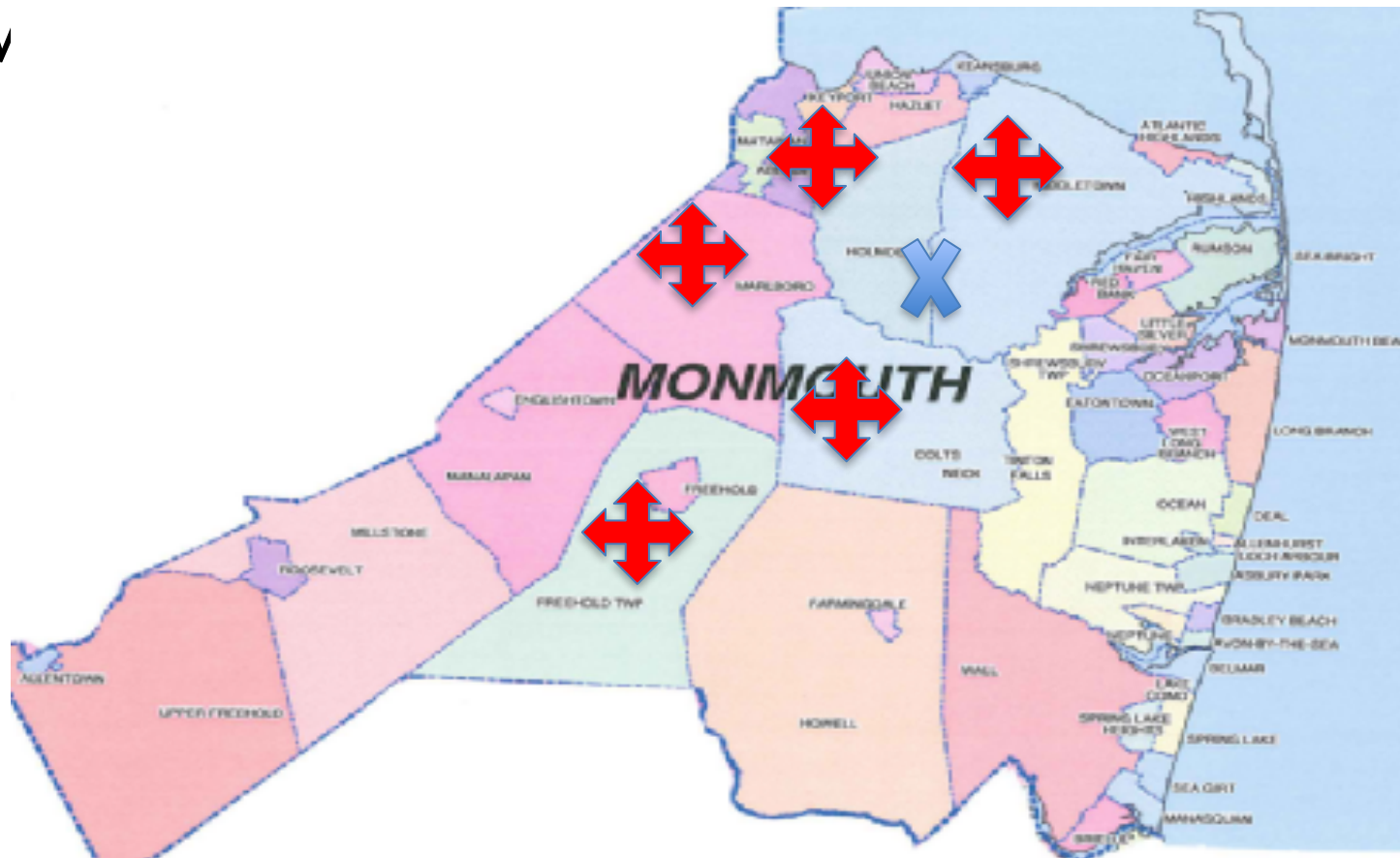
- Facebook likes
- Fun rating (predicts next year)
- Average student per class
- Cancellation rate
- Would you recommend to a friend?
- Return rate
- Repeat rate within a year

Is it Your Marketing or...?



Mailing Lists

- What are your key sending areas?
- Parents v



Step 6: Audit Yourself vs. Competitors

“This is nuts. I don’t have a printer, I don’t have a fax, and I definitely don’t have an hour in my day to drive on site to register. Please, please, please, make it easy for me. I have 15 minutes on the couch after my kids fall asleep to do this on my iPad.”

-Parent Comment

Audit: Do's and Don'ts

Do's

- Search your town name or county name and summer camp or a specific type of program
- Make online registration easy
- Provide incentives for multiple registrations (80/20 rule)
- Use a friend as a test case

Don'ts

- Not have link on homepage
- Use credit registration system
- Think posting on Facebook alone will make a difference
- Bury your registration system
- Use the credit catalogue exclusively

Competitive Analysis



Bonus: Free Strategies

- Establish relationships with schools and PTO's
- Paperless PTO or Email Campaigns
- Ask schools to send flyers in back packs
- Code discounts by hand and keep in excel
- Use Google Surveys, Google Sites, etc.
- One page flyers or postcards that lead to a URL
- Find places where there are lots of parents of children (Plays, basketball tournaments, parent conferences, fairs, etc.)
- Per student registration software
- Press releases to newspapers (Ex. in portal)



Date	Medium	Promotion	Notes
January	Digital	CVENT site live	
February	Digital	CVENT Email Blast	
February	Digital	Facebook Posts	Once a week
March	Digital	Staff Digest	Once a week
March	Digital	Facebook Posts	Once a week
March 13	Print/Digital	Moms & Dads Magazine	May/June issue – Summer Camps Directory
April	Print	Press Release	Early/Mid-month
April	Print	Positively Superior Ad for April-May issue	Check for availability
April	Print	Flyers to area elementary schools	Can we reach homeschool students?
April	Print	Flyers to area orgs	
April	Print	Flyers on campus – YU, Swenson, OM, Wellness and at WITC	
April	Digital	Staff, Student Digest Posts	Once a week
April	Digital	Facebook Posts	Once a week
May – first week	Digital	Staff Digest	
May	Digital	CVENT email blast	
May	Digital	Facebook Posts	Once a week/as needed

Rock, Paper, Scissors

- Captive Audience



- Direct Mail Brochure



- Direct Mail Flyer



- Digital Marketing



- Everything Else



5 Steps To Increase Enrollment

1. Cover the Basics
2. Market Early, Market Often,
Micro Target
3. Choose a Blend of Strategies
4. Audit Yourself vs. Competitor
5. Measure Everything

Where to start?

- 2 to 3 hours a week
- Your Assistant (to research school contacts like Superintendents, PTO Presidents, Principals)
- Your Marketing Department (develop flyer)
- Your Dean or President (contact school superintendent)
- Do you have a budget or not?
- Follow the steps



THANK YOU!

Mark Grundel
[\(609\)-595-1471](tel:(609)-595-1471)
mark@blackrocket.com
www.blackrocket.com

