The School Enrollment Lead Playbook

A practical guide for school owners who want to turn parent inquiries into meaningful enrollment conversations.



Your next enrolled student could already be looking for a school like yours. The challenge is making it easy for parents to inquire, find the information they need, and hear from your team before they choose another school.

This guide will help you build a simple, repeatable process for capturing parent inquiries and guiding interested families toward the next step.

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Make It Easy for Parents to Inquire

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Parents researching schools often compare several options before deciding where to send their children. They may visit your website, browse social media, review programs, and look for admissions information. If they cannot quickly find what they need or understand how to contact your admissions team, they may leave without making an inquiry. Start by making your school's next step clear.



1 Step 1: Identify your ideal family.

Think about the families your school is best equipped to serve. Consider grade levels, educational approach, location, programs, and the needs of your ideal students.

2 Step 2: Create one clear invitation.

Instead of asking parents to do several things, give them one obvious action:

- Request an admissions guide.
- Book a school tour.
- Schedule an admissions consultation.
- Request information about available programs.

3 Step 3: Simplify the inquiry process.

Your form should request only the information needed to begin a conversation, such as the parent's name, email address, child's intended grade level, and preferred next step.

4 Step 4: Explain what happens next.

Tell parents when they can expect a response and what information they will receive.



A focused landing page can bring these elements together in one place, helping interested families take action without searching through multiple website pages.

Create a Parent Inquiry Process

Capturing an inquiry is only the beginning. Your school also needs a consistent process for responding to interested families. Without a clear process, inquiries can become scattered across email inboxes, website forms, social media messages, and phone calls. Important opportunities may be overlooked simply because no one knows who should respond. Use this four-step system.



1

Step 1: Capture every inquiry.

Choose one central place to record parent inquiries. A spreadsheet or customer relationship management (CRM) system can work. Record the parent's name, contact details, child's intended grade, inquiry date, source, and next action.

2

Step 2: Respond promptly.

Send an acknowledgment as soon as practical. Confirm that the inquiry was received and explain how the admissions team will follow up.

3

Step 3: Personalize the conversation.

Ask what the family wants to know. A parent exploring kindergarten may need different information from a parent considering a high school transfer.

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Step 4: Agree on the next step.

Invite the family to book a tour, attend an information session, speak with admissions, or complete the next stage of the application.

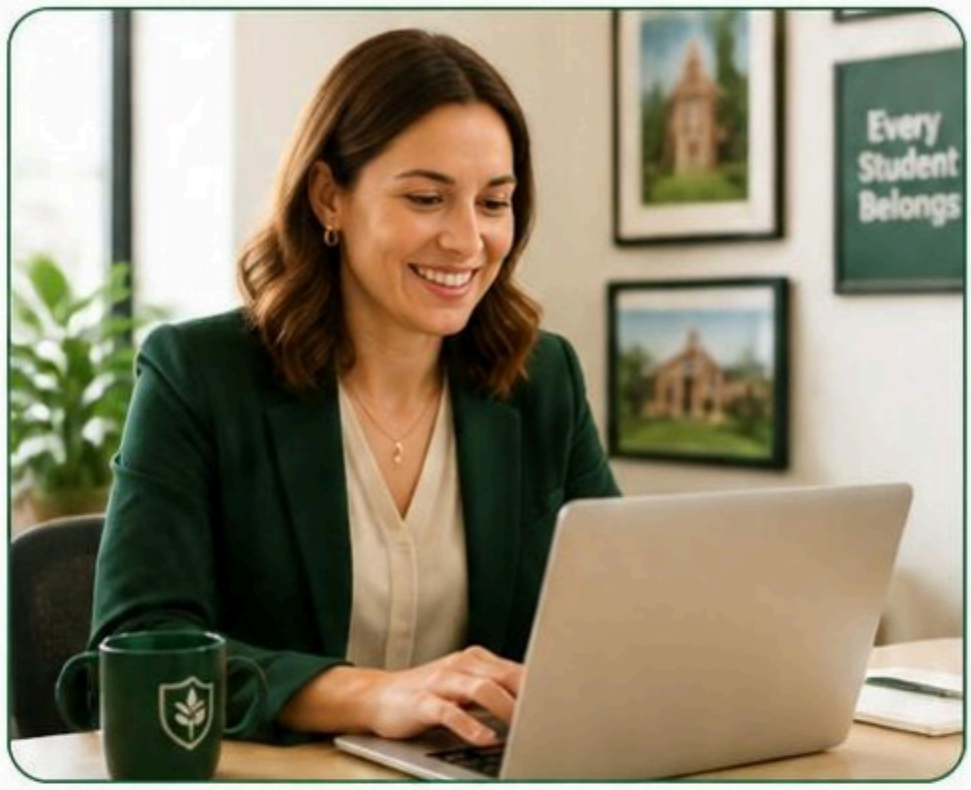


Example: A parent requests information about Grade 7. Your team records the inquiry, sends the relevant program information, and offers a school tour. If the parent does not book, an appropriate follow-up message can invite them to ask questions.

The goal is not to pressure families. It is to make their decision-making process easier while ensuring genuine interest receives appropriate attention.

Parents are busy. Some will inquire and then become distracted by work, family responsibilities, or other school options. A lack of response does not always mean a family has lost interest. A helpful follow-up process gives parents another opportunity to continue the conversation.

Use this sample sequence as a starting point, adjusting the timing to your admissions process and school policies.



Message 1:
Immediately after the inquiry

Subject: Thank you for your interest in [School Name]

Hello [Parent Name],

Thank you for contacting us about our [Grade Level] program. We are happy to help you explore whether our school is the right fit for your family.

You can learn more about the program here: [Program Link].

Would you like to arrange a school tour or speak with our admissions team?

Message 2:
Two business days later, if there is no response

Subject: Can we answer your questions?

Hello [Parent Name],

I wanted to follow up on your inquiry about [Grade Level]. Is there anything specific you would like to know about our curriculum, admissions process, or school community?

We would be happy to help.

Message 3:
Five to seven days later, if appropriate

Subject: Your next step toward enrollment

Hello [Parent Name],

If you are still exploring school options, we would be glad to arrange a conversation or school tour. Reply to this email, and we can help you identify the next step.

Keep messages personal, respectful, and relevant. Stop promotional follow-ups when a family opts out or asks not to be contacted. Automated email sequences can help deliver these messages consistently while allowing admissions staff to focus on personal conversations.

You do not need a complicated marketing system to improve your admissions process. Begin with a clear offer, an easy inquiry form, and a reliable follow-up routine. Use this checklist to review your current process.



ATTRACT

- [ ] Our website clearly explains who our school serves.
- [ ] Our programs and key admissions information are easy to find.
- [ ] We have one clear call to action for interested parents.

CAPTURE

- [ ] Parents can submit an inquiry using a simple form.
- [ ] Our form asks only for relevant information.
- [ ] We know where every new inquiry is recorded.
- [ ] Parents receive confirmation that their inquiry was received.

FOLLOW UP

- [ ] Someone is responsible for responding to new inquiries.
- [ ] We have ready-to-use acknowledgment and follow-up emails.
- [ ] Our messages offer a useful next step, such as a tour or consultation.
- [ ] We track whether inquiries progress to tours, applications, and enrollment.

REVIEW

- [ ] We periodically review where inquiries originate.
- [ ] We identify where families stop responding.
- [ ] We improve the process based on actual inquiry and enrollment data.

Turn Your Inquiry Process Into a Working System

Imagine a parent discovering your school online, requesting an admissions guide, receiving helpful information, and booking a tour through a clear series of steps. A done-for-you lead funnel can connect these activities through a landing page, inquiry form, confirmation page, and automated follow-up emails. You can begin with the checklist above and improve your process one step at a time.



Would you like help putting this system together for your school?

Reply to the email that delivered this guide. Tell me about your school's current inquiry process, and we can discuss how a done-for-you lead funnel from Provertique could support your admissions goals.