



STRATEGIC MARKETING PARTNERSHIP



Proposed by **Truth Tree**



Who We Are

San Antonio Academy of Texas (SAA) is an all-boys school serving students in prekindergarten through grade 8. Founded in 1886, the Academy has many unique and rigorous experiences, including a military program where students in grades 3 through 8 learn valuable skills in a highly structured environment.

Truth Tree Consulting is a national leader in market research, enrollment management, and marketing strategies for independent schools seeking edge-defining excellence. Our innovative and lean partnership approach, coupled with experience working in and with education-based organizations, creates the formula for success.

SAA wants to partner with Truth Tree to increase and sustain a robust, mission-appropriate student community. The proposal describes the primary strategies offered by Truth Tree. Through further discussions, we will determine the best offerings to help you achieve your goals.

Objectives

Based on a preliminary discussion, Truth Tree will pursue the following objectives:

1. Gain a deep understanding of the market and SAA's status in that market with our segmentation and targeting process.
2. Help craft a persona-based messaging strategy to share mission-appropriate stories with prospective families.
3. Use the messaging strategy to develop digital marketing campaigns targeting the right people with the right messages at the right time.
4. Guide the Academy to design its ultimate enrollment.

MULTI-AWARD-WINNING AGENCY





Market Segmentation and Targeting

You know your school community better than anyone, but how well do you know and understand your sphere of influence?

Truth Tree's marketing segmentation and targeting process provide rich and comprehensive insights to help you reveal your families'/customers' preferences.

- Who are my customers?
- Who are my best customers?
- Who are my best future customers?
- What are they like?
- Where can I find them?
- How can I reach them?

Answers to these questions will help us **understand**, **find**, and **activate** your best-fit families, which is an essential step in designing a well-focused target-marketing strategy.

Process:

Submit a CSV file to Truth Tree that includes at least 1,000 current or immediate past family households. (This information will be twice encrypted for maximum security. Truth Tree's agreement will outline that in no way are we able to use this information independent from our work with you).

Deliverables:

- The raw segmentation and targeting report
- A high-level report specific to you based on enrollment goals
- A presentation of the report including a prescriptive market analysis, and marketing recommendations

How We Think Differently

Truth Tree manages [DCschoolHUB.com](#) and [NYmetroSchools.com](#), two community resources for families seeking preschool and private school in the Washington, DC and New York City metro areas respectively.

During the design phase, we interviewed hundreds of parents to learn what they value and are looking for in an independent school. Each day, hundreds of visitors to our sites tell us an analytic story about what they are searching for, what content keeps their attention, and what they value in an educational experience.

The data we can analyze from real parents (and students) performing real searches are invaluable to our work.

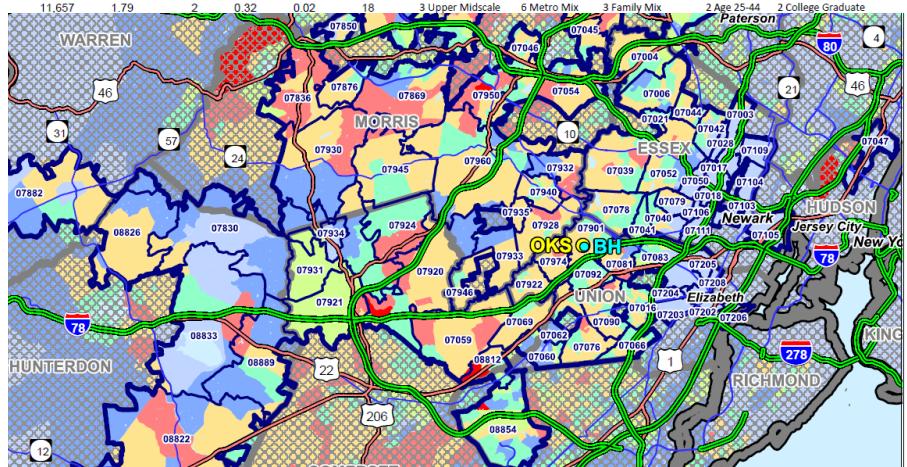
Market Segmentation and Targeting



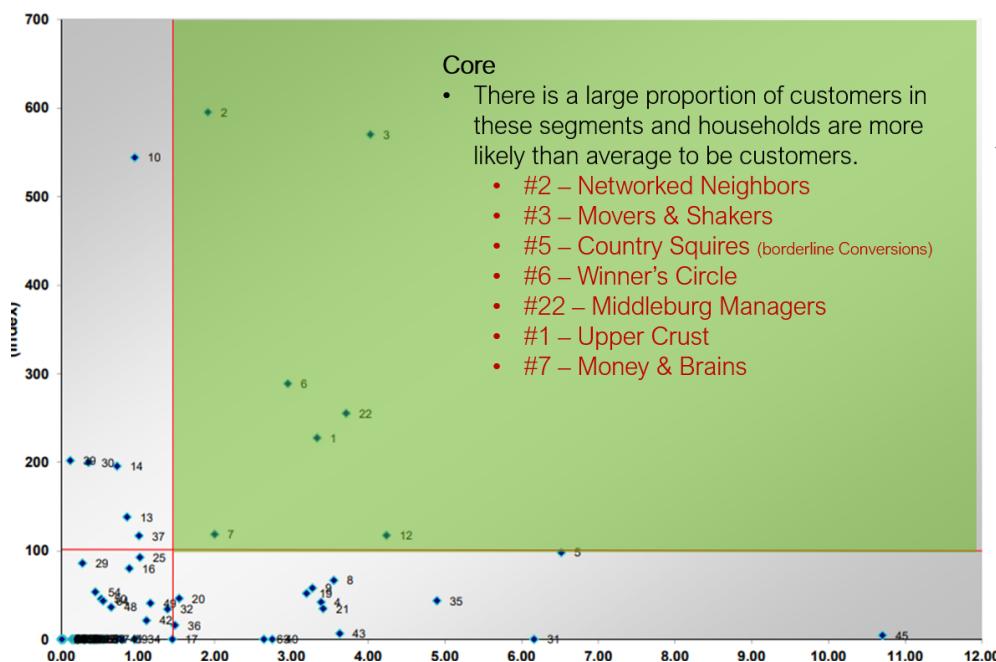
The following represents samples of our deliverables.

Persona Segmenting

PRIZM Premier Segments			BaseName		Oak Knoll School				Demographic Descriptors					
Lifestyle Group	Social Group	#	Nickname	Count	% Comp	Count	% Comp	%Pen	Index	Income Level	Cluster Type	HH Composition	Adult Age	HH Education
M1	S1	1	Upper Crust	40,353	6.18	15	2.41	0.04	39	1 Wealthy	2 Suburban	5 w/o Kids	6 Age 65+	1 Graduate Plus
F1	S1	2	Networked Neighbors	25,196	3.86	209	33.55	0.83	869	1 Wealthy	2 Suburban	2 Mostly w/ Kids	3 Age 35-54	1 Graduate Plus
M1	S1	3	Movers & Shakers	63,939	9.80	176	28.25	0.28	288	1 Wealthy	2 Suburban	4 Mostly w/o Kids	4 Age 45-64	1 Graduate Plus
Y1	U1	4	Young Digitalis	8,529	1.31	6	0.96	0.07	74	1 Wealthy	1 Urban	2 Mostly w/ Kids	3 Age 35-54	1 Graduate Plus
F1	T1	5	Country Squires	36,269	5.56	70	11.24	0.19	202	1 Wealthy	4 Town	3 Family Mix	4 Age 45-64	1 Graduate Plus
F1	S2	6	Winner's Circle	25,074	3.84	26	4.17	0.10	109	1 Wealthy	4 Town	2 Mostly w/ Kids	3 Age 35-54	1 Graduate Plus
M1	U1	7	Money & Brains	10,519	1.61	3	0.48	0.03	30	1 Wealthy	1 Urban	4 Mostly w/o Kids	5 Age 55+	1 Graduate Plus
M1	S2	8	Gray Power	22,979	3.52	2	0.32	0.01	9	1 Wealthy	2 Suburban	5 w/o Kids	6 Age 65+	1 Graduate Plus
M1	T1	9	Big Fish, Small Pond	17,038	2.61	3	0.48	0.02	18	2 Upscale	4 Town	5 w/o Kids	6 Age 65+	1 Graduate Plus
F1	S2	10	Executive Suites	5,124	0.79	8	1.28	0.16	164	2 Upscale	6 Metro Mix	2 Mostly w/ Kids	3 Age 35-54	1 Graduate Plus
F1	T1	11	Fast-Track Families	5,593	0.86	19	3.05	0.34	356	2 Upscale	5 Rural	3 Family Mix	3 Age 35-54	2 College Graduate
M1	S2	12	Cruisin' to Retirement	23,239	3.56	2	0.32	0.01	9	2 Upscale	2 Suburban	4 Mostly w/o Kids	5 Age 55+	1 Graduate Plus
Y1	S2	13	Upbound Bound	7,674	1.18	6	0.96	0.08	82	2 Upscale	6 Metro Mix	3 Family Mix	2 Age 25-44	1 Graduate Plus
F1	S2	14	Kids & Cut-de-Sacs	5,330	0.82	4	0.64	0.08	79	2 Upscale	6 Metro Mix	3 Family Mix	1 Age <55	1 Graduate Plus
F1	T1	15	New Homesteaders	1,137	0.17	1	0.16	0.09	92	2 Upscale	4 Town	2 Mostly w/ Kids	3 Age 35-54	2 College Graduate
F1	S2	16	Belway Boomers	4,772	0.73	1	0.16	0.02	22	2 Upscale	6 Metro Mix	4 Mostly w/o Kids	1 Age <55	2 College Graduate
M2	U2	17	Urban Elders	7,627	1.17	1	0.16	0.01	14	4 Midscale	1 Urban	4 Mostly w/o Kids	1 Age <55	1 Graduate Plus
M2	T2	18	Mayberry-ville	5,990	0.92	5	0.80	0.08	87	2 Upscale	5 Rural	4 Mostly w/o Kids	5 Age 55+	1 Graduate Plus
M2	U1	19	American Dreams	17,955	2.75	5	0.80	0.03	29	3 Upper Midscale	1 Urban	4 Mostly w/o Kids	1 Age <55	2 College Graduate
M2	S3	20	Empty Nests	3,939	0.60	0	0.00	0.00	0	3 Upper Midscale	2 Suburban	5 w/o Kids	6 Age 65+	2 College Graduate
Y1	U1	21	The Cosmopolitanians	12,773	1.96	2	0.32	0.02	16	2 Upscale	1 Urban	3 Family Mix	2 Age 25-44	1 Graduate Plus
M2	C1	22	Middleburg Managers	17,328	2.66	19	3.05	0.11	115	2 Upscale	6 Metro Mix	3 Family Mix	1 Age <55	1 Graduate Plus
F2	T2	23	Township Travelers	829	0.13	0	0.00	0.00	0	3 Upper Midscale	4 Town	3 Family Mix	1 Age <55	2 College Graduate
M2	T2	24	Pickup Patriarchs	1,171	0.18	0	0.00	0.00	0	2 Upscale	4 Town	4 Mostly w/o Kids	4 Age 45-64	2 College Graduate
Y1	S3	25	Up-and-Comers	11,657	1.79	2	0.32	0.02	18	3 Upper Midscale	6 Metro Mix	3 Family Mix	2 Age 45-64	2 College Graduate
F2	S3	26	Home Sweet Home											
F2	T2	27	Big Sky Families											
M2	T2	28	Country Casuals											
F2	T2	29	White Picket Fences											
F2	S3	30	Pools & Patios											



Persona Profiles in Your Area of Influence





Market Segmentation and Targeting

The following represents samples of our market segmentation output.

Why might these parents wish to enroll their child(ren) at SAA



We want an all-boys school.

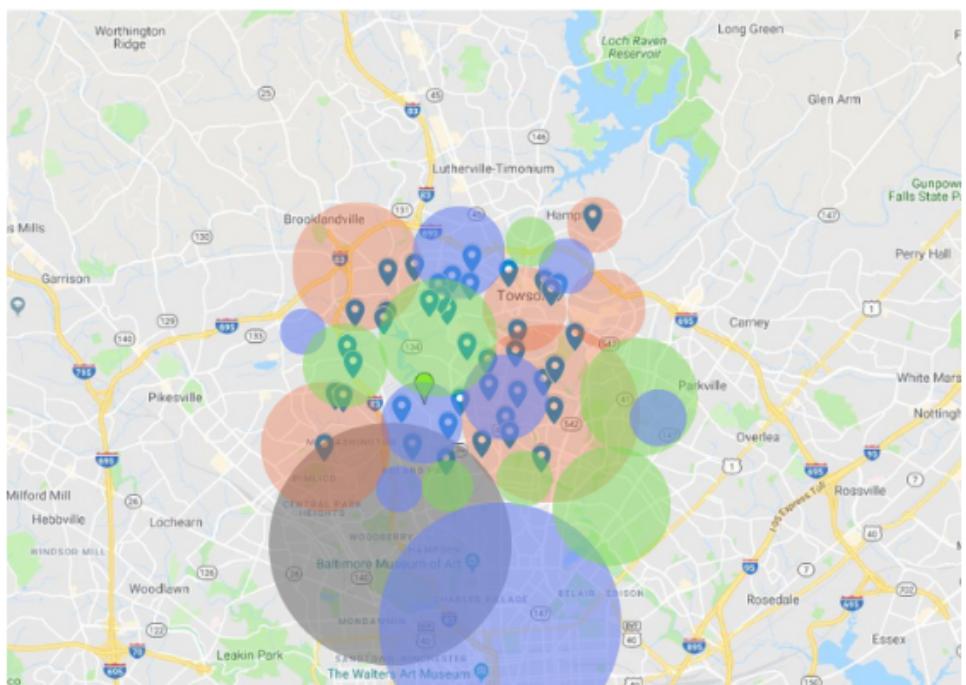


We want a Preschool - 8 school that's close to home.



We want rigorous academic and a disciplined approach to teaching & learning.

Persona 1	Persona 2	Persona 3	Persona 4
Priorities and Needs Behavioral Analysis Key Messages Messaging Strategy Interaction Cycle Cost per Acquisition Key Performance Indicators Feedback Loop	Priorities and Needs Behavioral Analysis Key Messages Messaging Strategy Interaction Cycle Cost per Acquisition Key Performance Indicators Feedback Loop	Priorities and Needs Behavioral Analysis Key Messages Messaging Strategy Interaction Cycle Cost per Acquisition Key Performance Indicators Feedback Loop	Priorities and Needs Behavioral Analysis Key Messages Messaging Strategy Interaction Cycle Cost per Acquisition Key Performance Indicators Feedback Loop



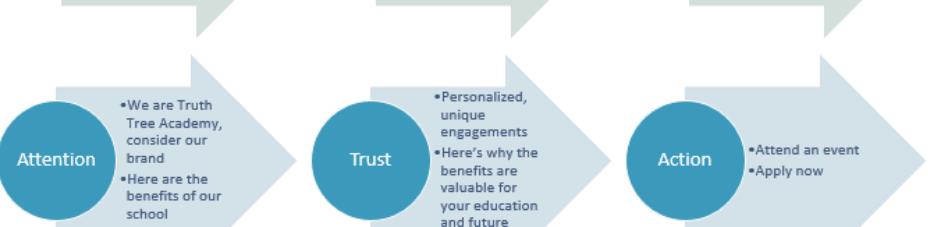
Best hyper-local customer

- Persona 1
- Persona 2
- Persona 3



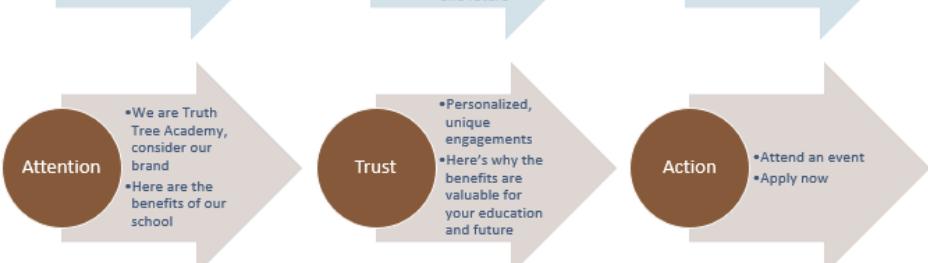
Best local customer

- Persona 1
- Persona 2
- Persona 3



Best regional customer

- Persona 1
- Persona 2
- Persona 3



Enrollment Edge™ SEM & SMM



Search engine marketing (SEM) and social media marketing (SMM) have become one of the most critical marketing tools to attract, build trust, and retain mission-appropriate clients.

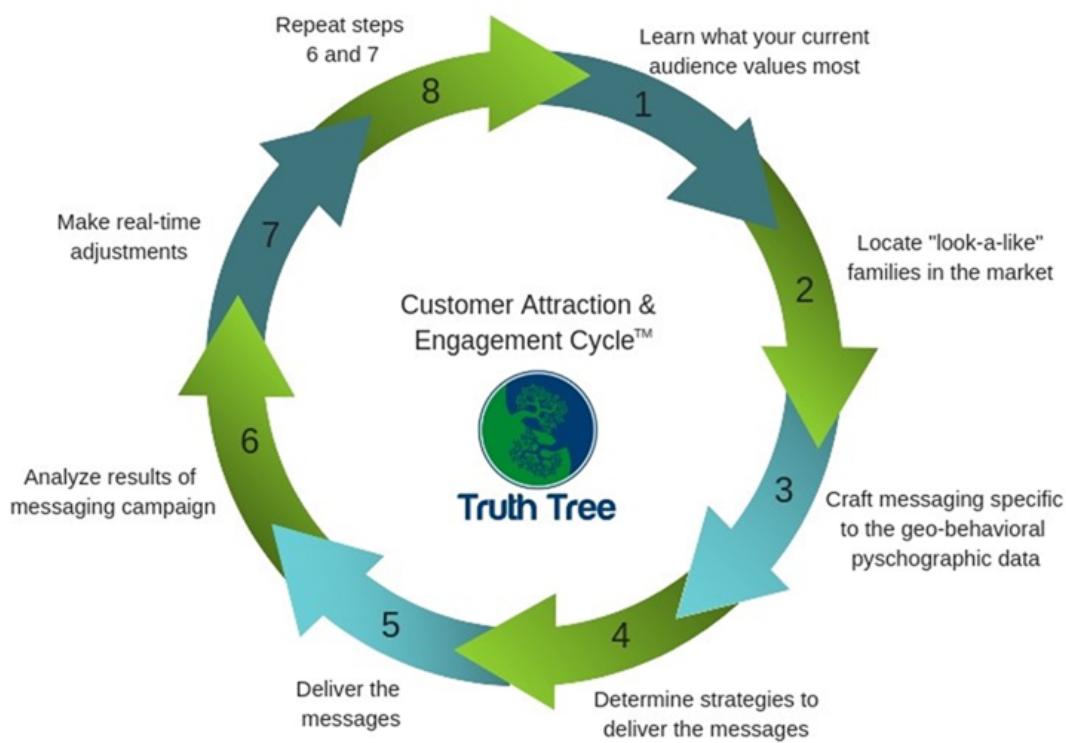
Our process begins with a comprehensive onboarding form completed by you and members of the school. Once completed, we will schedule the onboarding strategy session to review the information provided and discuss short-, medium-, and long-term strategies to address your enrollment goals and put you on the path of enrollment design mastery.

After the onboarding strategy session, we begin to build a comprehensive platform with all of your potential ads. This process takes 10-18 days. Once approved by you, we push them live.

We begin with digital search ads (likely Google Ads) to gain valuable market research. These are general school ads. Once we have a baseline for ad copy engagement rates, cost-per-click, click-through rates, and other key performance indicators, we branch to your other platforms. This ensures your dollars go further and that your message is focused on the right people.

Once we are confident that your message is engaging the right audience, we focus on addressing specific enrollment needs and high potential market personas with a propensity to enroll at your school.

Our fully customized Customer Attraction & Engagement Cycle™ ensures that our partnership is fully transparent, involves your school through each step in the process, and allows you 24/7/365 access to your digital brand dashboard to review our progress.



SEM & SMM Samples



An international education right in your own backyard.



Get on board.



Ad · www.aischool.org/admissions

IB International School | Language Immersion in Atlanta

Find out more about Atlanta International School, our IB curriculum & language programs. Join our virtual open house and admission events. We are ready to welcome your child. International Education. Language Immersion. Diverse Community. Unique Learning.



All-Girls 7-12
Ad oakknoll.org

[INQUIRE](#)

Google Ads :: Video preview demo

19M views · 7 years ago

[Like](#) [Dislike](#) [Share](#) [Download](#) [Save](#)

LEARNING HAPPENS BEST WHEN IT MEANS SOMETHING.



DUKE SCHOOL

WE ARE MAKERS & RISK-TAKERS

PRESCHOOL - GRADE 8 IN DURHAM, NC

[INQUIRE TODAY](#)

Instagram

haverfordfriends Sponsored



Learn More

haverfordfriends Do you want to be a part of a Main Line educational tradition? Your child deserves an e... more



Skip Ad ▶ 01:01



MagellanSchool

IB & PYP

[LEARN MORE](#)

University School of Milwaukee Sponsored

Register for our Upper School Open House on Saturday, Oct. 5 to what make USM Wisconsin's best private school!



[Sign Up](#)

College Prep Curriculum Rigorous Academics Prepare ... [Sign Up](#)

3 Like Comment Share

Ad · www.admt.school

Duchesne Academy | Houston's Finest Girls School | All-Girls Catholic Education

At Duchesne, we can help your daughter strive for greatness & build self confidence. Get excited! Duchesne is the place where your daughter will learn to thrive. Visit Duchesne. Courses: Art, French, Music, Physical Educatio...

Why All Girls?

Sacred Heart Heritage

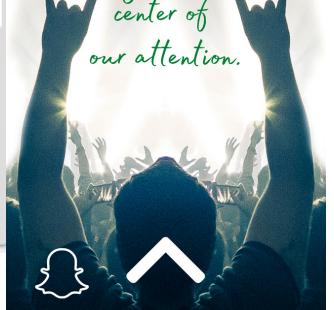
Progressive MOD Schedule

Call (713)468-8211

INSPIRE ACADEMY A School of Inquiry

Where you can be a Student Rockstar!

K-12 School where every student is the center of our attention.



[Snapchat](#)

SEM & SMM Samples



An international education right in your own backyard.



Get on board.



Ad · www.aischool.org/admissions

IB International School | Language Immersion in Atlanta

Find out more about Atlanta International School, our IB curriculum & language programs. Join our virtual open house and admission events. We are ready to welcome your child. International Education. Language Immersion. Diverse Community. Unique Learning.



LEARNING HAPPENS BEST WHEN IT MEANS SOMETHING.



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&
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PRESCHOOL - GRADE 8 IN DURHAM, NC

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College Prep Curriculum Rigorous Academics Prepare ... Sign Up

Like 3

Like Comment Share

Ad · www.admt.school

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Why All Girls?

Sacred Heart Heritage

Progressive MOD Schedule

Call (713)468-8211

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Where you can be a Student Rockstar!

K-12 School where every student is the center of our attention.



In-Depth Case Study



Challenge: The Calverton School, an age 3 - grade 12 school in Maryland, was seeking to increase revenue through higher enrollment of more full(er) pay families.

Research: We identified a significant decline in the number of students who live in and immediately around Washington, DC., for over ten years. Additionally, DC proper and adjacent households with age-eligible students had a 59% higher household incomes than Calvert County families (the county where Calverton is located). Furthermore, many schools in the target area were considered "less traditional; left-leaning" schools. These schools' average tuition was also 81% more in an entry-grade comparison.

Goals:

1. Target & recapture families from Washington, DC.
2. Enroll more full(er)-pay students.

Our Work: Truth Tree supported The Calverton School with a multi-faceted, multi-layered campaign to differentiate and demonstrate the value of a Calverton School education based on geo-behavioral psychographic data. As shown in the Google Ad above, we did not lead with or even use the School's name in the headline due to a lack of brand awareness in the target area. We wanted to show right-leaning, traditional households that an affordable education could be found not far from home that taught honor and respect.

This particular version of the ad was pushed to conservative families in the 20-30% bracket of household incomes in five zip codes in southeast Washington, DC., and Prince George's County. This is considered an "up-and-coming" area where young families resided who do not have accumulated wealth but demonstrated an excellent investment (think: 3-years out of law school and a final year of medical school). Hence, the reason we touted the availability of financial aid and scholarships.

Results: A 435% increase in applications and a 310% increase in the number of students representing the 14 zip codes targeted.

Affordable Education | Emphasis on Honor & Respect

Ad www.calvertonschool.org (410) 535-0216

Scholarships Available! Kindness to one another is a primary tenet at The Calverton School. Contact us today.

Leaders of Tomorrow · Financial Aid Available · Admissions Tours Daily · Call Now To Learn More

Courses: IB Art, IB Music, IB Science, IB English, Lacrosse, Soccer

Affording Calverton

Financial Aid & Scholarship

1 Million in Aid Awarded Annually

Philosophy of Honor

Honor is of paramount importance.

For only with honor do we prosper.

Our Academics

Strong Base For Student Growth.

Call Today To Schedule Your Tour.

Campus Life @ Calverton

Full of traditions, old & new

Strong school spirit of belonging.



Search engine optimization (SEO) is about increasing your exposure online organically. SEO is a powerful way to organically build authority, relevance, and importance online.

SEO Monthly Program includes:

- An initial site audit
- SEO-factor business/market research
- SEO strategy development

- Content strategy and calendar
- Content production
- Monthly site maintenance
- Ongoing site optimization

Site Audit

- Initial services include a discovery site audit. The discovery site audit provides an SEO “health check,” examining your overall website performance from a technical SEO perspective. The audit identifies components hindering your site’s full potential.
- The audit will evaluate your site traffic, website analytics, ranking keywords, backlinks, user-experience factors, technical issues (i.e. speed, mobile optimization, URL parameters and content).

Research

- Preliminary research will take the information from the ideal customer profile and market research plus additional research to define and document the keywords and phrases you should be ranking for, as well as the content of your site.

A Strategy will be developed for:

- Improving site performance and engagement, and driving quality traffic to the site.
- A content strategy and calendar for content production. Content will be determined after the Discovery and Research phases and in context of the entire Client Marketing Strategy. However, monthly content creation may include any of the following: Additional web pages, blogs, videos, news articles/press releases, student or staff stories, etc.
- The content strategy offering includes promotion and distribution strategies that both support the SEO plan and fit within the context of all other marketing strategy services provided by the Agency.

Monitoring, Site Maintenance & Optimization

- We use industry-leading SEO tools as well as website analytics to identify and fix site issues on an ongoing basis, and analyze page and content performance. This information will be presented to you, and once changes are agreed upon, we will liaise with your web team on the implementation of fixes and changes.
- Our Monitoring and Optimization services go beyond on-site performance, and on a quarterly basis we will analyze competitor sites.

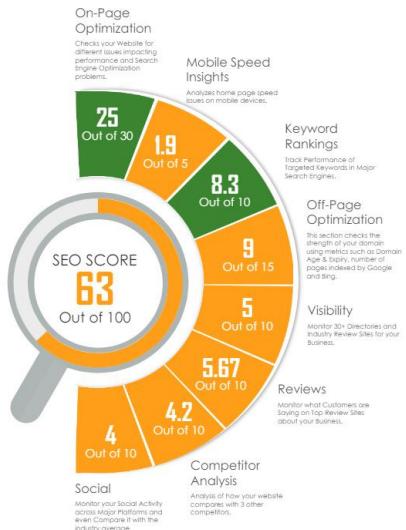
Reporting and Recommendations

- Google Analytics and other available site tools and marketing technologies (where relevant) will be used for weekly and monthly reporting on SEO performance. Analysis and recommendations for continuous improvement will be included in monthly reports, as well as details about the services performed that month.

SEO Sample Deliverables



Site Audit



Keyword Research

	Keyword	Volume	Trend	KD%	CPC	Com.	SERP Feat.	Results in SERP
	private schools near me	74,000	↑↑	78.49	7.15	0.20	1	1.3B
	private school	40,500	↑↑	80.76	5.67	0.10	3	3.8B
	private high schools near me	12,100	↑↑	83.77	7.38	0.20	1	1.5B
	private elementary schools near me	8,100	↑↑	73.87	6.67	0.23	1	258M
	ja mie private school girl	6,600	↑↑	95.34	0.47	0.00	3	54.8M
	private high school	5,400	↑↑	82.77	5.57	0.14	1	3.6B
	private school 1983	5,400	↑↑	88.43	15.26	0.00	3	213M
	private school jewel	4,400	↑↑	73.96	0.00	0.00	0	91
	private schools in nyc	4,400	↑↑	72.34	5.51	0.21	3	416M
	private elementary schools	3,600	↑↑	69.52	6.11	0.17	2	487M

Keyword research & ranking

Keyword Rankings (US)				
Comparing Current Positions with Benchmark rankings in Google US.				
Current positions as of 03-12-2021. Approx Next Ranking Update on 03-19-2021.				
Keyword	Current Rank	Previous Week	Previous Month	Benchmark
Independent School Atlanta Initial SEO : 03-12-2020	1	1	1	1
Private Schools In Atlanta Initial SEO : 03-12-2020	1	1	2 ↑1	1
IB Program School Atlanta Initial SEO : 03-12-2020	1	1	9 ↑8	1
International School Atlanta Initial SEO : 03-12-2020	1	1	1	1
Private School Atlanta	11	13 ↑2	15 ↑4	1 ↓
Chinese Language School Atlanta Initial SEO : 03-12-2020	12	13 ↑1	12	35 ↑23

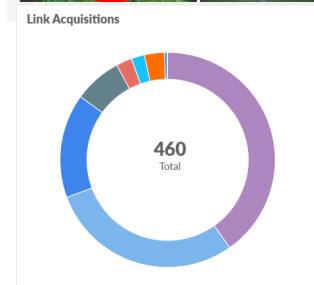
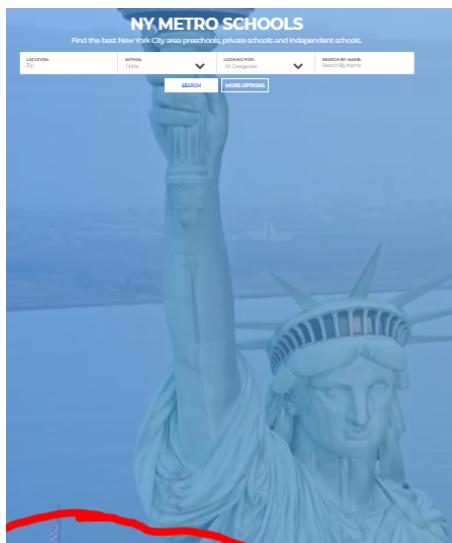
Website Overview	Keyword Ranking	Social Media Overview	Visibility Score	Reviews
Last updated on : 03-19-2021				
Website Overview				
Google Index	aischool.org...	http://www.westminster.ne...	http://www.paceacademy.or...	http://www.woodward.edu/...
Website page load time	1.72	0.33	1.11	0.72
Mobile friendly check	✓	✗	✗	✗
MOZ				
Incoming Links	98573	3806	3027	4040
Domain Authority	34	41	39	40
Page Authority	44	44	43	45

Ongoing competition report and competitive repositioning

SEO Sample Deliverables



Content promotion; backlink strategy



SW Las Vegas, NV ARTICLES GUIDES EVENTS

ARTICLES

Thinking of Getting Your Child's Ears Pierced? Here's What to Know.

Khloe Kardashian's decision to pierce her infant daughter's ears have parents asking: "What's safe?"
By Publisher Jennifer So, Birmingham-Troy Mich. February 26, 2021



Education Blog



Discover The Fun Of Backyard...

By Hermann Samano When you're teaching your kids about the big wide world, why not start in ...

4 months ago



KPI Reporting



12 Google (9)
bing (3)

Total keywords are ranking on Page 1



968,024

Incoming links as per moz



0

Information Content/
Guest Blogs Submitted



55%

% of Organic Traffic



25,069

Total Incoming links as per ahrefs



96,111

Organic Traffic



453,024

Pageviews



734

Unique IP websites
linking as per ahrefs



731

Unique domains as per ahrefs

Pageviews

No of Pageviews **453,024**

60000

Total Traffic

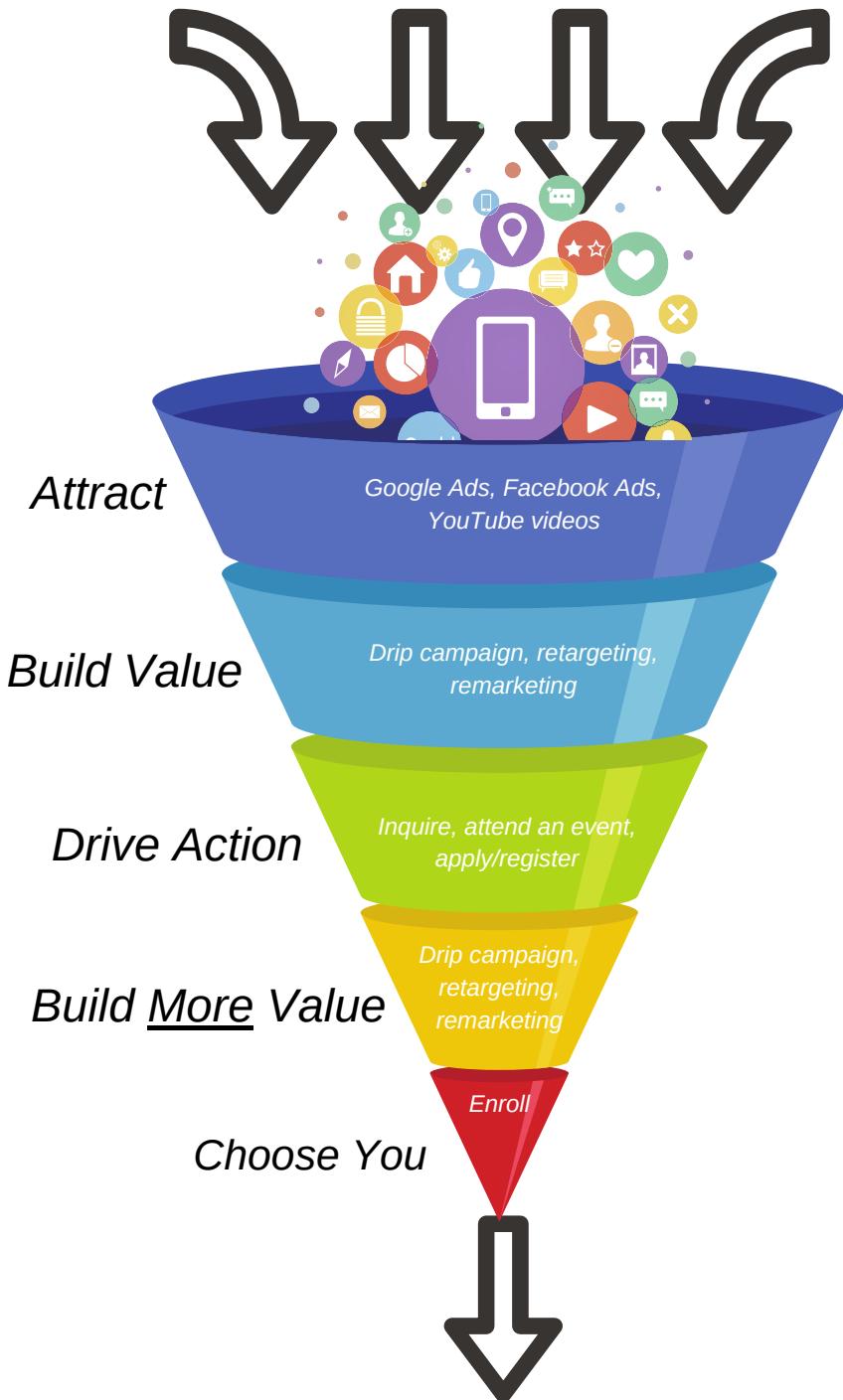
No of Traffic **173,254**

20000

Ultimate Enrollment Edge™ Funnel



- Our unique-to-you landing pages will continue the story our ads start and come with a fillable form for capturing a parent's information that will be automatically recorded to your custom CRM upon being filled out.
- Once a parent fills out our custom form, they will receive a specialized email drip campaign designed much like a choose-your-own-adventure book. These emails provide information about the different value levels you can provide their child and direct them to the enrollment process's next step.
- Coupled with the information gathered from our analytics on how the prospective family has interacted with drip emails and your personal interaction, you can gauge interest and adjust messaging of your continuing touchpoints.



Enrollment Edge™ Funnel Sample



Sample email drip

Does [child's first name] enjoy reading?

Trevor Waddington <trevor@truthtreeconsulting.com>

Fri 3/19/2021 11:46 AM

To: You

Hi [Parent First Name],

Reading is such an important skill. In fact, our research shows that students who read at least 20 minutes a day get better grades in school, sustain attention longer, and demonstrate higher comprehension skills.

Do you want to know how you can get [student first name] excited about reading... for real!

Or expand [student first name]'s interest in other book topics?

Mrs. Lavender, our Reading Specialist, has 5 amazing tips we use at Truth Tree Academy every day. > Click here to read them <

Lastly, we hope you can attend our Parent to Parent mixer **on January 22 at 6:30 PM**. It's a wonderful opportunity to learn more about our school from those who know us best.

Very Sincerely,

Trevor

Potential email drip matrix

Opened email; no click

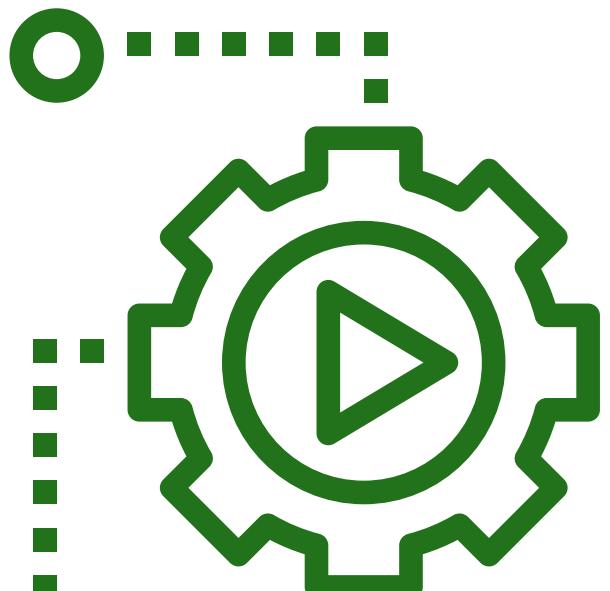


Clicked on link to apply but did not complete the form

Never opened an email after inquiring online



Clicked on link regarding financial aid



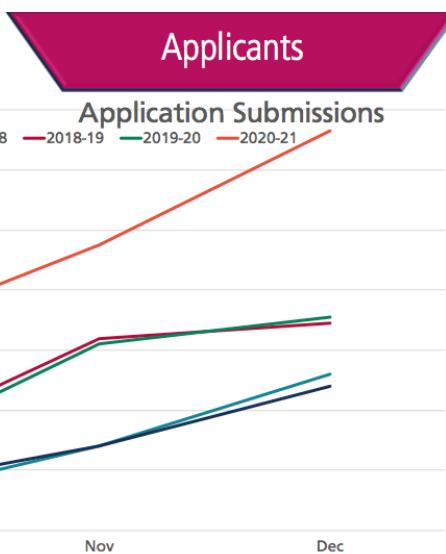
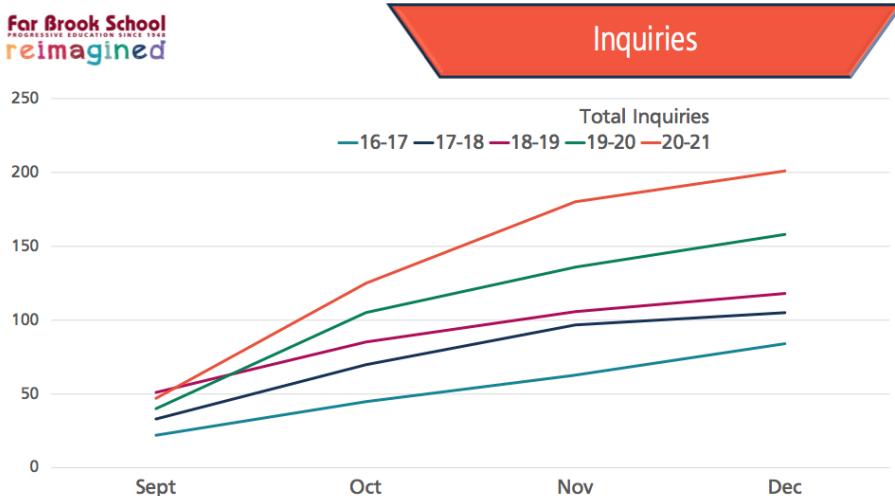


Our Results

Our partnership with Far Brook School began in May 2020. They are a progressive school, which has a philosophy that does not appeal to all families. The School wanted to gain brand awareness among mission-appropriate families who value the benefits of their unique educational model.

Targeting families that have the highest potential to enroll, if accepted, often means a narrowing of the target audience.

While we were able to help them increase inquiries,...



...what excites us most are families we helped them reach so aligned with the school's ethos that the school realizes exponential growth in applications.

Far Brook is forecasting a waitlist in some grades for the first time in 22 years, and an overall increase in enrollment across the board.

Campaigns like the one here helped differentiate Far Brook from the fast-paced, overly rigorous independent schools in the New York City metropolitan area. We positioned them into a category of one that made our ads stand out in a crowded market.



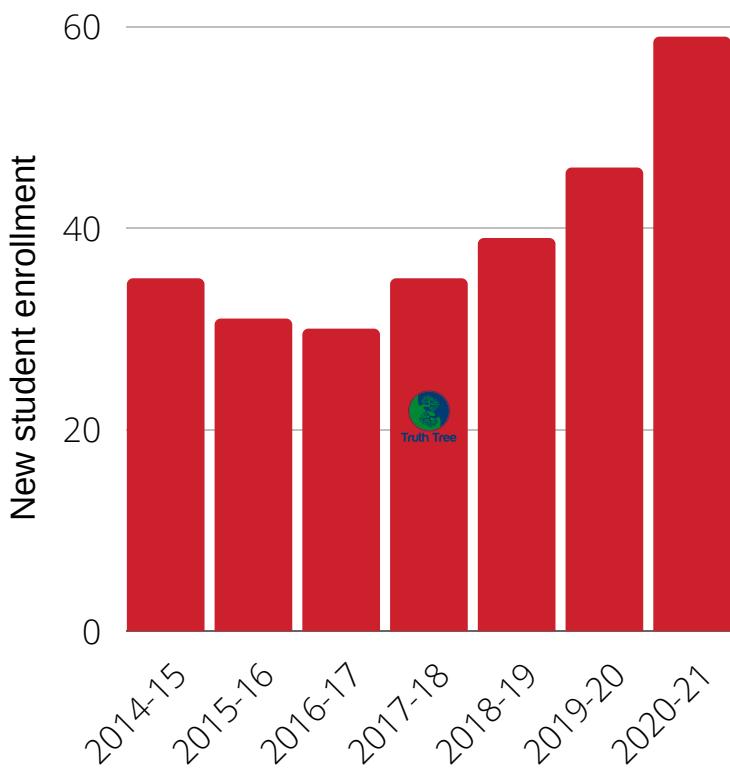
I feel like we are finally capturing an audience we have been after for a while. Plus, your communication and reporting are excellent.
Emi Ithen, Director of Enrollment Management, Far Brook School

A Well-Paced Education | Right Here is Short Hills, NJ | Far Brook School - Preschool-8
[Ad] www.farbrook.org

We love Far Brook. Our kids get to dive deep into interesting subjects every day." -Parent. Your child will find great joy in taking measured risks to find success.

Our Results

This past enrollment cycle, this school enrolled **11 more students** than they averaged the previous three years.



inquiry improvement



application improvement



We began working with this school in late November 2018. They previously worked with a marketing firm and a freelancer for digital marketing and website maintenance.

Our work included identifying market potential, crafting mission-appropriate ads, and pivoted based on admission data to maximize enrollment growth with mission-appropriate students.

97% growth in newly enrolled students.



2,460% ROI



Selection of our School Partners



Industry Leaders



Truth Tree is my go-to team for Google and Facebook Ads. Their superpower is being able to combine a deep knowledge of digital ad strategy and platforms AND their knowledge of having worked in and understanding schools. That combination is hard to find in the K-12 school space!

Brendan Schneider

Internationally Renowned Independent School Marketing Expert
SchneiderB Media, LLC

Truth Tree is outstanding to work with! They keep their promises and deliver in a timely manner. It is such a tough field and so much keeps changing and their honesty was a breath of fresh air. Highly recommend!

Bonnie Leedy
CEO at School Webmasters





Our Results

Trevor and his team are incredibly responsive, proactive, and knowledgeable about private school digital marketing - specifically search engine optimization, social media marketing, and search engine marketing. I am beyond thrilled with my experience and the results. In total, our applications are up 50% this year. Over the past two years, our enrollment has grown by 46%.

Meghan Hodgin, Director of Marketing & Communications, Oak Knoll School

Upper School [applications are] up about 250% over last year at this time. Lower School [applications are] up 25% over last year.

Anthony Houle, Head of Admissions and Strategic Imperatives, Duchesne Academy

Working with Truth Tree has been a wonderful experience. They are incredibly knowledgeable and have educated me on so many aspects of SEO and digital marketing that I didn't even know about. As a one-person admission office with a tight budget, I appreciate the time that Truth Tree saves me by doing so many of the digital marketing tasks, and I know I am spending money on ads that get results. My only regret is that I didn't know about them sooner!

Lisa Buscaglia, Director of Admissions, Friends School Haverford

Enrollment is up 32% over the past two years.

Megan Campbell, Director of Admission and Enrollment Management, The River School

Over the last two months, Tours are up 217%, and we've received more applications in those two months than we ever have [referring to January and February 2019].

John Black, Head of School, Valley Preparatory School

The year before Truth Tree partnered with us, we had 30 applications all year (we are a very small school). This year we already have 53 applications on March 1. We are continually shocked at how much they understand how parents look for schools. Parents call and email me excited about the school more than ever.

Suzannah Hopkins, Director of Admissions, The New Century School

Why Truth Tree?

- We work with independent schools and summer camps only. Full stop.
- 2/3 of our team have experience working in independent school marketing, communication, financial aid, and admissions.
- We will be "in" your accounts every day (often six days a week) to ensure maximum effectiveness.
- We are Google Partners and Facebook Marketing Partners who have the deepest understanding of how parents, and students, search for, evaluate, and ultimately choose an independent school.



Pricing

The Enrollment Edge™

SEO

Starting at \$1,250/month*

- SEO Audit
- Keyword Research
- On & Off Page Optimization
- Content Optimization & Distribution
- High Quality, Relevant Backlinks

All-in-One

\$2,395/month*

- SEO Package
- SEM/SMM Package
- Plus (1) Guest Blog Post
- Plus (1) Custom Landing Page

SEM/SMM

\$1,450/month

- (3) Platforms to choose:
 - Google/YouTube,
 - Bing,
 - Facebook/Instagram,
 - Twitter, Snapchat, LinkedIn, etc.
- Search, Display, & Dynamic Ads
- Pixel & Tag Manager
- Conversions

*This price reflects a local SEO plan. Please contact us for an exact quote based on your sphere of influence. Prices reflect Truth Tree's work and do not include advertising spend.

All Enrollment Edge packages include a one-time setup fee of \$450.

Ultimate Enrollment Funnel

BASIC

\$800/month

- (1) Custom Landing Page
- (1) "Responsible" autoresponder
- (1) Campaign w/ (5) Custom emails
- Unlimited Form Submissions Direct to Your Inbox
- Twice-monthly Funnel Reports

PRO PLUS

\$1,450/month

- (5) Custom Landing Pages
- (5) "Responsible" Autoresponders
- (2) Campaigns w/ (8) Custom Emails per Campaign
- Unlimited Form Submissions Direct to Your Inbox
- Twice-monthly Funnel Reports

PRO

\$1,180/month

- (3) Custom Landing Pages
- (3) "Responsible" Autoresponders
- (1) Campaign w/ (8) Custom Emails
- Unlimited Form Submissions Direct to Your Inbox
- Twice-monthly Funnel Reports

All Ultimate Enrollment Funnel packages include a one-time setup fee of \$1,200.

Partnership Recommendations



The Ultra All-in-One Package

The Enrollment Edge™ All-in-One SEO/SEM/SMM
+
The Ultimate Enrollment Funnel™
\$3,565/month + \$1,400 one-time set-up fee

Minimum (6) month engagement for any of the above packages.

Market Segmentation & Targeting

Market Segmentation Report, Analysis, &
Presentation - \$12,456

À la carte digital services

Content marketing
\$135/hour

Targeted Prospecting List - \$730/one-thousand prospects
(including name, home address, and personal email address of adults in the household)

Digital ad design - \$140/hour

Landing page creation and maintenance
\$500 + \$150/month

MULTI-AWARD-WINNING AGENCY





Truth Tree

Design Your Ultimate Enrollment

Truth Tree Consulting helps independent schools and summer camps design their ultimate enrollment through digital marketing strategies.

