



Admissions By Design: **Your School Growth Blueprint**

A 8-pillar, data-driven method
for consistent enrolment growth.



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Executive Summary

The education sector in the UAE and globally is rapidly evolving. Admissions targets are more competitive, parents' digital behaviours have changed how they research and evaluate schools, and a strong, consistent marketing-and-sales system is now critical to success.

Who we are & why this matters: We've lived in Dubai for over 10 years. Before TDS Group, we built and ran a golf and kids' sports business in the Middle East, deep in the world of children's activities, growing primarily through marketing and sales. That hands-on journey taught us what actually moves families to act: clear positioning, persona-led demand generation, fast follow-up, and a tour-first conversion path. We founded TDS Group to help service businesses scale with those same principles, specialising in education (schools, nurseries, universities), sports academies & facilities, and other service-led organisations.

At TDS Group, we've partnered with 28 schools across the UAE, USA & UK, supporting them to hit enrolment goals with a data-driven, results-focused approach. We've seen the common blockers first-hand: inconsistent marketing, reactive "June panic" budgets, poor lead follow-up, and admissions handled by untrained admin staff. Our programmes address these gaps end-to-end and are measured on what matters: **lead → tour → enrollment.**



Campaigns									
Maximum: 20 Jul 2022 - 20 Aug 2025									
Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
	7-day click or ...	Meta leads	303	103,148	416,201	10.11	3,062.74	Ongoing	
	7-day click or ...	Meta leads	121	57,217	142,441	18.01	2,179.70	Ongoing	
	7-day click or ...	Messaging conversat...	80	15,342	32,277	10.62	849.35	7 Apr 2025	
	7-day click or ...	Meta leads	66	10,694	33,546	23.67	1,562.22	20 Mar 2025	
	7-day click or ...	Meta leads	49	8,064	19,856	10.20	500.00	31 May 2025	
	7-day click or ...	Meta leads	42	18,030	28,852	11.90	499.90	31 May 2025	
Results from 18 campaigns			7-day click or ...	Multiple conversions	Accounts Centre acco...	1,182,030	20,027.46		

Campaigns									
Maximum: 20 Jul 2022 - 20 Aug 2025									
Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
	7-day click or ...	Meta leads	6,649	348,880	2,640,543	6.15	40,751.64	Ongoing	
	7-day click or ...	Meta leads	805	139,242	523,300	12.01	9,641.42	Ongoing	
	7-day click or ...	Reach	944,446	944,446	2,757,084	5.15	4,848.67	Ongoing	
	7-day click or ...	Meta leads	149	47,070	229,437	17.65	2,627.54	Ongoing	
	7-day click or ...	Meta leads	46	12,817	43,464	21.75	999.80	31 May 2025	
	7-day click or ...	Meta leads	105	21,692	74,584	9.52	999.64	7 May 2025	
	7-day click or ...	Reach	—	—	—	—	—	Ongoing	
	7-day click or ...	Meta leads	—	—	—	—	—	Ongoing	
Results from 8 campaigns			7-day click or ...	Multiple conversions	Accounts Centre acco...	6,278,212	59,868.71		

Ad sets									
Maximum: 20 Jul 2022 - 20 Aug 2025									
Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
	On Facebook leads	589	\$16,794.42	\$28.51	1,036,927	20,839	2.01%	\$16.20	
	On Facebook leads	434	\$10,670.80	\$24.59	699,801	10,279	1.47%	\$15.25	
	On Facebook leads	135	\$1,368.21	\$10.13	98,919	1,883	1.90%	\$13.83	
	On Facebook leads	112	\$3,614.77	\$32.27	262,440	2,696	1.03%	\$13.77	
	On Facebook leads	69	\$1,778.66	\$25.78	92,192	1,746	1.89%	\$19.29	
	On Facebook leads	57	\$1,296.94	\$32.75	62,519	1,110	1.78%	\$20.74	
	On Facebook leads	33	\$1,734.57	\$32.73	116,400	1,201	1.03%	\$14.90	
	On Facebook leads	43	\$1,034.93	\$24.07	63,109	772	1.22%	\$16.40	
	On Facebook leads	35	\$171.70	\$4.91	17,390	601	3.40%	\$9.87	
	On Facebook leads	15	\$613.12	\$40.87	24,966	406	1.83%	\$24.56	
Results from 70 campaigns			Multiple conversions	Accounts Centre acco...	2,762,092	45,495	1.65%	\$14.89	

Ad sets for 1 Campaign									
Maximum: 4 Aug 2021 - 4 Sep 2024									
Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
	On Facebook leads	127	2,616.35	20,602	518,885	3,532	0.68%	5.04	Highest
	On Facebook leads	2,398	29,744.25	12,403	1,630,515	40,800	2.50%	18.24	Using ad se
	On Facebook leads	239,789	400,005	1,671	284,505	584	0.21%	1.41	Using ad se
	On Facebook leads	4	245.34	61,346	11,044	112	1.01%	22.23	Using ad se
	On Facebook leads	133	1,376.05	10,355	79,241	1,427	1.80%	17.37	Highest
	On Facebook leads	732	6,255.44	8,555	231,364	5,629	2.43%	27.04	Using ad se
	On Facebook leads	99	1,627.12	18,482	86,531	1,067	1.23%	21.12	Using ad se
	On Facebook leads	298	6,159.50	20,671	245,293	4,218	1.72%	25.11	Using ad se
	On Facebook leads	31,567	41,711	1,322	31,801	70	0.22%	1.31	Using ad se
	On Facebook leads	100	1,438.58	14,391	57,989	846	1.66%	24.81	Using ad se
	On Facebook leads	142	2,567.50	18,095	108,180	2,789	2.58%	23.73	Highest
	On Facebook leads	426	5,902.25	13,861	219,583	4,055	1.85%	26.88	Using ad se

Campaigns									
Maximum: 20 Jul 2022 - 20 Aug 2025									
Off/On	Campaign	Attribution setting	Results	Reach	Impressions	Cost per result	Amount spent	Ends	
	7-day click or ...	Meta leads	2,517	981,239	13,776,234	38.98	90,328.09	Ongoing	
	7-day click or ...	Link Clicks	2,150	80,455	401,257	0.52	1,104.15	18 Feb 2025	
	7-day click or ...	Meta leads	1,037	918,190	6,408,809	36.41	37,753.05	Ongoing	
	7-day click or ...	Link Clicks	690	91,006	151,044	0.59	406.85	10 Dec 2024	
	7-day click or ...	Meta leads	285	244,070	1,394,533	47.88	13,446.15	Ongoing	
	7-day click or ...	Meta leads	181	140,709	351,112	24.42	4,419.83	12 Apr 2024	
	7-day click or ...	Meta leads	103	40,756	123,268	24.27	2,500.00	25 Feb 2024	
Results from 13 campaigns			7-day click or ...	Accounts Centre acco...	1,970,672	23,615.944	162,337.99		

What this blueprint delivers: a practical system schools can implement to achieve consistent, predictable admissions growth. Whether you're filling 50 seats or 200+, the strategy scales with your intake, seasonality and capacity.

Proven impact: 50,000+ qualified leads, 5,000+ new student admissions, and AED 150,000,000 in first-year tuition generated for partner schools.

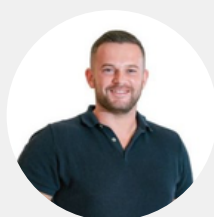


We break this down into eight core areas:

- **Objectives** — set targets, timelines, KPIs and profitable CPA guardrails
- **Content Strategy** — win the first impression and point to a tour
- **Target Audience & Messaging** — persona-led campaigns that speak to real parent needs
- **Lead Generation** — Google for intent, Meta for demand, retargeting for proof
- **Sales Process & Conversions** — speed-to-lead, multi-touch cadence, tour & post-tour systems
- **Lead & Data (Funnel) Management** — CRM, automation, status discipline, forecasting
- **ROI, Budgeting & Growth Planning** — seat-based budgets, ROAS/GP-ROI, seasonality
- **Expectations vs Reality** — A realistic understand allows businesses to plan properly

Understanding the Parent Funnel (sales journey) is the lens that ties everything together, from first impression to booked tour to enrollment, so every dirham invested compounds toward filled classrooms, not just clicks.

Aaron Williams
Co-Founder, TDS Group



1 Objectives: Seat Targets, Audience & Positioning

Without clear objectives, everything else is guesswork. This pillar turns “get more leads” into fill **X seats, by Y date, in Z year groups, at a profitable CPA**, and aligns marketing, admissions, and finance on one plan.

Why Objectives Come First

Parents don't enrol on your timeline, they enrol on theirs. Objectives force us to **plan to capacity and intake windows**, not feelings. They also keep spend tied to **profit**, not vanity metrics.

A) Seat Volume: Your Admissions Math

Start with a simple, shared equation:

Admissions Target (seats to fill) = Graduation + Standard Churn + Growth Seats

- **Graduation:** Students naturally exiting (e.g., Year 13, Grade 12).
- **Standard Churn:** Historic annual attrition (relocation, transfers, non-renewals).
- **Growth Seats:** Net new headcount beyond current roll (expanding classes, new year groups, new campus capacity).

**Example (replace with your numbers):**

Graduation = 120 + Standard Churn = 80 + Growth = 60 →

Admissions Target = 260 seats

Pro tips:

- Break the target by year group and intake month (e.g., FS1/KG1 vs. secondary entry).
- Map capacity by class (max class size, teacher ratio, timetable constraints).
- Align to term dates (Sept/Jan/Apr) and visa/relocation seasons. (Note: Be realistic here; most admissions come at the start of the year. If you have a poor September admissions window, you can't just fill the gap in January. Search volume is lower, most children are already enrolled, and you are now targeting the minority.)



B) Who Are We Filling Seats With? (Target Students)

Not all demand is equal. Define **who** you want, and who you'll realistically win, before you advertise.

Common focus segments (examples):

- **Relocating families** (need fast replies, proximity, community, visa support)
- **Early years (FS/KG)** (safety, nurturing, play-based learning)
- **Switchers (G6+/Y7+)** (academic support, outcomes, enrichment, counselling)
- **Results-driven** (test scores, university placement, KHDA/ADEK rating)
- **Budget-sensitive** (fee transparency, sibling discounts, payment plans)

Age & entry logic:

Lower grades (FS/KG/Grade 1) are **natural entry points** and create **pipeline stability**; fill these early for high progression into later years.



C) Positioning: Market Reality vs. Self-Image

Schools often see themselves through their own lens; parents compare you to **30–50 alternatives online**. Be honest about **perception**:

- **New school:** Expect “teething” concerns and limited social proof. Lean into **small class sizes, founders’ offers, neighbourhood proximity**, and any **trusted brand halo** (if part of a known group). Build proof fast: **parent videos, day-in-life**, transparent leadership comms.
- **Lower rating / rebuilding:** Don’t pitch “top academic elite.” Emphasise **pastoral care, progress data, interventions, teacher quality, safeguarding**, and **clear improvement plan** with milestones.
- **Premium positioning:** Outcomes, university pathways, specialist programmes (STEM/IB/A-Levels), competitive teams, scholarships, **plus** concierge-level admissions.

Rule: Pick the audience your **current proof** can win **now**, while you build the proof to win the audience you want **next**.



D) Convert Objectives to KPIs (What “Good” Looks Like)

Tie targets to measurable gates and timelines everyone can see.

Volume & timing

- Seats by **year group/intake** (e.g., 80 FS1 by Sept, 40 Grade 6 by Sept).
- Weekly **SeatBoard™** forecast: seats on track vs. target, by stage.

Economics

- **ATP** (Average Tuition per Pupil) and **Gross Margin** → **Max-profitable CPA**
 - *Max CPA = ATP × Gross Margin* (guardrail for profitable scaling)
- Budget set **to seat targets**, not leftovers.

Funnel & speed

- **Lead → Tour %**, **Tour → Enrol %** benchmarks by year group.
- **Speed-to-lead**: first response in **10–15 minutes**; evening/weekend coverage.
- **Follow-up cadence**: **5–7 helpful touches** across call/WhatsApp/email/SMS.

Quality & proof

- Persona match rate (does enquiry profile match target segments?).
- Content/proof coverage: student life, values/strengths, testimonials, outcomes.



E) Common Mistakes (to avoid)

- ✗ Setting a single, blunt “total seats” number with no year-group breakdown
- ✗ Ignoring **graduation** and **churn** (your baseline outflow)
- ✗ Aiming for a segment your **current proof can’t win** yet
- ✗ Declaring “premium” while competing on discounts
- ✗ Treating budget as an expense, not a **profit lever** tied to CPA and margin
- ✗ Waiting until **June** to “push harder” for September

F) Your Objectives Checklist (use this in your kickoff)

- Confirm **Graduation, Standard Churn, Growth** → **Total Target** by year group
- Identify **primary segments** (who we can win now) + secondary (build proof)
- Write a **one-sentence positioning** for each segment (parent-first language)
- Lock **ATP** and **Gross Margin** → **Max-profitable CPA** guardrail
- Define **SeatBoard™** cadence (weekly) and dashboard owners
- Approve **SLA**: 10–15 min response, 5–7 touch cadence, evening/weekend coverage
- Set **budget-to-target** mapping (always-on baseline + seasonal pushes)
- Align leadership on **success criteria** (Lead→Tour, Tour→Enrol, CPA, GP-ROI)



Final Thoughts

Objectives are the **backbone** of the blueprint. Get the math right, choose target students you can **credibly** win, and anchor budget to **profit**. From here on, every decision, content, channels, sales process, CRM, and spend, aligns to **seats filled, on time, at a profitable CPA**.

2 Target Audience & Messaging

Understanding your audience isn't just a step in the process; it is the process. Without a deep understanding of who your ideal parents are, all your marketing becomes guesswork.

We've worked with over **28 different schools**, and in every successful campaign, one thing was consistent: **the better we understood the parent, the better the results.**

Why “Enroll Now” Doesn’t Work?

Most schools default to generic marketing messages like:

- “Seats filling fast!”
- “Limited time offer: Free Registration!”
- “Top-rated British Curriculum!”

It's not that these messages are wrong. It's that they're **not enough.**

In a competitive market, where parents may compare 3–5 schools, generic offers won't break through the noise. What wins?

Personalisation. Empathy. Relevance.

You need to make parents feel like you're speaking **directly to them**, and solving the exact challenge they're facing, right now.



01 Step 1: Go Beyond Demographics

Demographics (nationality, income, location) are a starting point. But they don't tell the full story. Two families with the same income and postcode could be looking for very different things.

You must also consider:

Psychographics:

- Why are they considering a new school?
- What are their fears or concerns?
- What's the urgency behind their decision?

Timing:

- Are they planning ahead for September next year?
- Are they enrolling mid-year due to relocation or dissatisfaction?
- Are they early-stage browsers or late-stage decision-makers?

Key Questions on Their Mind:

- "Will my child be safe and supported here?"
- "Will they keep up academically?"
- "Will this school prepare them for university success?"
- "Can I afford this school long term?"
- "How does this school compare to others nearby?"



02 Step 2: Build Parent Personas

At TDS Group, we always **build 3–5 parent avatars** before creating content or launching campaigns. Here are examples we've used successfully:

Persona Name	Profile
Relocating Rita	New to Dubai. Needs a school quickly. Seeks international curriculum, visa support, fast replies, and a caring community.
Upgrading Usman	Already in Dubai, but current school isn't delivering. Wants academic results, better teacher support, and clear feedback systems.
First-Time Fatima	Enrolling her first child into FS1/KG1. Emotional decision. Needs reassurance, nurturing environment, and hand-holding through the process.
Budget-Conscious Brian	Has multiple children. Looking for value-for-money without compromising quality. Cares about sibling discounts, payment plans, and reputation.
Ambitious Ayesha	Teenager moving into high school. Academic-focused, university placement important, wants advanced curriculum like IB or A-Levels.

These aren't just fictional characters. They represent real families you're trying to reach, and their *specific* decision-making journeys.



03

Step 3: Use These Personas Across Every Campaign Layer

Once these personas are defined, we use them across all channels and touchpoints:

1. Ad Copy & Visuals

Each persona should have tailored messaging.

- For “Relocating Rita”:
“Just moved to Dubai? Our British curriculum school offers fast-track enrolment and a welcoming community to help your child settle in quickly.”
- For “First-Time Fatima”:
“Starting school is a big step. Our KG classes focus on emotional growth, play-based learning, and a warm, nurturing environment.”

Use matching visuals too: images of young kids for KG posts, older students in labs or classrooms for high school content.

2. Landing Pages

Each campaign should lead to a landing page that feels like home for that parent profile. The copy, images, and call-to-action should all match their concerns and situation.

If you’re running multiple ads to different personas, build separate landing pages:

- One focused on relocation
- One focused on early years
- One for high school transition
- One for fee-conscious families



03 Step 3: Use These Personas Across Every Campaign Layer

🧩 3. Email Sequences

Follow-up emails should match the parent's stage in the funnel.

- For early-stage browsers (e.g. November for next September):
 - Provide info guides: curriculum breakdown, parent testimonials, downloadable school prospectus.
 - Use longer nurturing sequences (6–10 emails over months).
- For late-stage enquirers:
 - Push tour bookings, highlight urgency, offer limited-time benefits like waived fees.

We help schools create automated workflows inside CRMs like Prospect AI to handle this without lifting a finger.

🧩 4. Events & Open Days

Don't just run generic open days. Segment and invite by interest:

- FS/KG open mornings with games and parent Q&A
- High school orientation evenings with counsellor talks
- New-to-Dubai brunch events with relocation support info

🧩 5. Retargeting Ads

If a parent engages with your content, Meta will show them similar school ads. This is where retargeting wins.

Use success stories, testimonials, or parent interviews in your retargeting creative:

- "Why we chose this school after moving to Dubai" (video)
- "How my daughter improved her grades in just one term" (testimonial)

The goal here is to reinforce your value after the first touchpoint.



Final Note: Speak Their Language

Here's the golden rule:

“When your marketing shows you understand them better than anyone else, they’ll trust you to educate their child.”

This is how you move from *advertising* to *connecting*.
Speak clearly. Don't overcomplicate your message. Stay away from jargon. Parents don't want fancy, they want **relevant, real, and reassuring.**

3 Content Strategy

When a parent starts searching for a new school, they rarely pick up the phone or book a tour on the spot. What they do first is research.

And today, that research doesn't begin with a printed brochure. It begins on your social media feed, your website, and your digital footprint.

Why Content Matters More Than Ever

No matter where a lead comes from, Google, Meta, referrals, or WhatsApp, most parents will check your online presence before they engage. That's where content plays a pivotal role. Your content is the first impression you don't get to control in person.

It shapes the way parents **feel** about your school. That emotional connection is what builds trust, and ultimately drives enrolments. If you're not regularly producing strategic content, you're leaving enrollments on the table.

Common Mistakes We See

Here's where most schools go wrong with content:

- Posting only on special occasions (National Day, World Teacher's Day).
- Sharing low-quality or blurry images.
- No clear messaging around school values or selling points.
- Inconsistent brand voice, tone, or frequency.
- No social proof: testimonials, reviews, or success stories.



What Great Content Looks Like?

Strategic content does two things:

1. Educates and builds trust with prospective parents.
2. Supports your paid campaigns and sales process.

We break school content into 4 key types, and you need all four, updated regularly:

01 Showcase Student Life

Parents want to visualise what it's like for their child to attend your school. Show them:

- Day-in-the-life videos
- Classroom activities
- School trips, performances, sports
- Student awards and celebrations

Tip: Avoid overly produced or corporate videos. Real, relatable clips perform best.

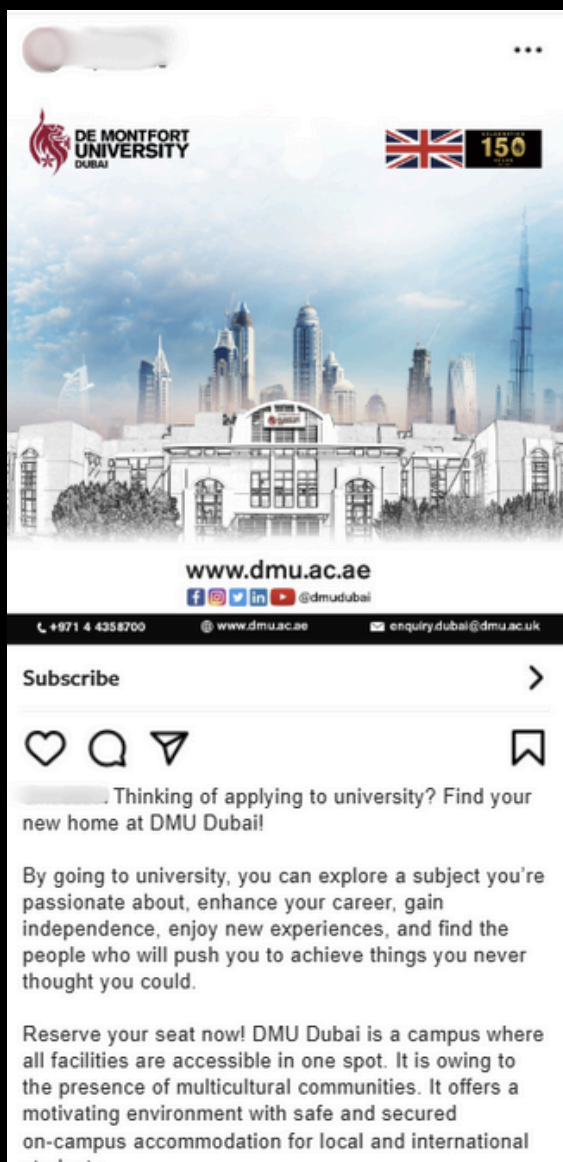


02 Communicate Your Values & Strengths

Every school says “we care”, but what’s your actual differentiator?

- Highlight curriculum features (STEM, bilingual programs)
- Talk about teaching styles or philosophies
- Share academic performance or university placements
- Share the people and stories that makeup your great school; these cannot be copied
- If you’re KHDA or ADEK-rated, or have won special awards, talk about it

This helps parents understand why you’re worth considering beyond just location or price.



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03 Testimonials and Social Proof

There is nothing more powerful than seeing happy students, parents, or alumni on camera.

- Collect parent video reviews
- Share student success stories
- Showcase happy teachers and staff

"Don't just say it. Show it."

04 Call-To-Action Posts

While you're building awareness and trust, don't forget the ask:

- "Book your campus tour."
- "Limited seats available for Term 2."
- "Call us to learn more."

Mix these posts into your calendar to keep your feed active and conversion-focused.



Strategy Tip: Build Your Content Around Your Target Audience

Your content should not be “one-size-fits-all.”

Here’s why: Different parents care about different things, depending on their situation.

We’ve worked with 28+ schools and here’s what we see:

Parent Type	What They Care About
New to Location	Location, value, community, support
Parent of FS/KG child	Nurturing environment, safety, activities
Grade 6+ switcher	Academic support, extra-curriculars, university placement
Chasing results	Test scores, teacher quality, KHDA rating
Budget-conscious	Tuition transparency, no surprise fees

Your content should speak to each of these groups at different times. For example:

- A carousel post for “5 Questions to Ask When Choosing a School in Dubai”
- A video walk-through of a typical KG classroom with teacher voiceover
- An infographic comparing curriculum benefits

The First Impression Test
Try this exercise:

Search your school on Instagram or Google right now. Scroll the last 10 posts. Ask yourself, if I were a parent, would I:

- **Understand the values and personality of this school?**
- **See proof that other students are thriving?**
- **Know what next step to take?**
- **If the answer is no, your content is costing you enrolments.**

If the answer is NO, your content is costing you enrolments.



Final Thoughts

Remember. Your content is selling your school 24/7, whether you're aware of it or not.

You don't just need to be visible. You need to be convincing. Every post, video, and review is a chance to say, "This is the right place for your child."

With the right strategy in place, we've seen schools double their leads, before they even start running ads.



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
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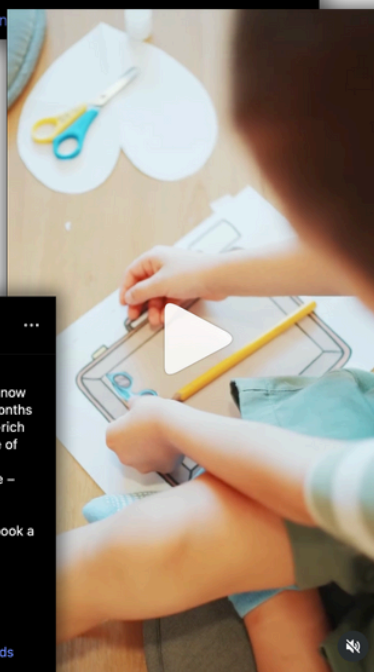
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#nurseryuae #nursery #children
#childrendubai #nurserychildren
#nurserykids #kidsdubai #dubaikids
#dubaifamily #dubai #visitdubai
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Today was full of texture, colour, and squeaky-clean fun 🌟🌈

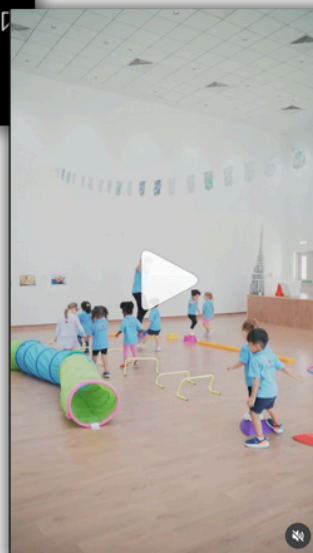
From squishing, rolling and shaping playdough, to washing little toy cars in bubbly water - our activities are simple, but designed with purpose. They help children strengthen their fine motor skills, build independence, and enjoy social play that feels just like real life.


Got questions about our daily learning? Text us anytime.


#DubaiNursery #PaddingtonNursery
#DubaiKids #DubaiMums #DubaiParents
#NurseryDubai #EarlyYearsDubai
#BritishNurseryDubai
#DubaiExpatMums #PreschoolDubai
#DubaiToddlers #NurseryLife
#EYFSDubai #DubaiBabies

5 likes
July 8

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 **emiratesbritishnursery** 15w
As the weather warms up, we make the most of our spacious indoor auditorium – perfect for keeping children active in a cool, safe environment! 🌟 Our Fun Fitness, part of EBN Enrichment Programme take place right here - keeping children active, engaged, and excited to move! 🏃 Whether it's running, jumping, or learning new dance moves, every session is a great way to develop motor skills, flexibility, and strength.

The key to these sessions? Making fitness fun, so children want to keep moving and building their physical abilities in an enjoyable way. 🌟

Check out more of our fitness sessions by following our page! #BritishNurseryEducation

51 likes
May 27

Log in to like or comment.

4 Lead Generation Strategy

Lead generation is the **core of our strategy**, and the biggest gap we've seen in most school marketing departments.

Schools often rely on ad-hoc promotions, generic advertising, or inconsistent messaging. This reactive approach leaves money on the table and leads in the dark.

At TDS Group, we've helped **28 schools** optimise their lead generation process using data-backed methods tailored for education. The result? Hundreds of new enrolments each year and multi-million dirham returns on marketing investments.

Here's our blueprint.

The Core Concept: Multi-Channel, Funnel-Based Strategy

You can't just shout "Enroll Now" and hope to fill seats.

Parents go through a **decision journey**, and your lead generation must mirror that. We split our campaigns by funnel stage and align channels, content, and offers accordingly.

- **Google** → Bottom of Funnel: Parents actively searching for a school
- **Meta (FB/IG)** → Middle & Top of Funnel: Parents browsing, considering change, or new to Dubai
- **Retargeting** → All stages: Nurturing interested prospects and reminding them to take action



Google Ads – High-Intent, Bottom-of-Funnel Conversion Engine

Around 70% of the lead gen budget goes here, and for good reason.

Google leads are already in-market. They're searching "British school in Dubai" or "Top schools near me". This is high buying intent, we just need to catch them with the right message, at the right moment.

Key Tactics for Google:

Campaign Segmentation by Entry Point

- FS/KG, Primary, Secondary, Sixth Form
- Each stage has different concerns (nurturing vs academic results) and messaging.

Smart Keyword Strategy

Target both broad and long-tail:

- "Top schools in Dubai"
- "Best British KG in Jumeirah"
- "Apply for FS1 September 2025"

Dedicated Landing Pages

- One focus per page: KG, Primary, Secondary, etc.
- Conversion-focused layouts with:
 - Above-the-fold CTA (e.g. "Book a Tour")
 - Curriculum highlights
 - Testimonials
 - Map/location
 - Downloadable fees PDF (with lead form)



Call Extensions, Site Links, Form Extensions:

- Give multiple ways to engage, some prefer to call, others to download info first.

Conversion Tracking & Optimisation:

- All key actions tracked (form fills, calls, downloads).
- Weekly optimisation based on which keywords, copy, and devices drive the best ROI.

Note: CPL (Cost Per Lead) here may be higher, but lead quality is typically double that of social.



Meta Ads – Mid-Funnel Brand Awareness & Lead Volume Driver

Meta (Facebook & Instagram) is where we **build intent, educate** the market, and generate volume, especially for parents not actively searching but open to options.

We recommend allocating **30% of the lead gen** budget here and running a consistent, always-on strategy.

Meta Campaign Setup

Ongoing "Forever Campaign"

- Offers: Free registration, discounted fees, limited-time admission, book a tour, etc.
- Objectives: Lead generation + landing page traffic
- 20% of META budget allocated to this campaign

Audience Segmentation by Persona

- Ad sets targeting:
 - New to Dubai (relocation messaging)
 - Parents with kids aged 3–5 (starting KG)
 - Unhappy with current school (academic results focus)
 - Location targeting (within school radius)
 - Lookalikes of existing families

Ad set ↑↓	Budget ↑↓	Last significant edit	Attribution setting	Results ↑↓	Reach ↑↓	Impressions ↑↓	Cost per result ↑↓
NAIS Award	Volume Leads 49.74].↓ Daily		7-day click or ...	↓ 245 Meta leads	214,864	682,951	20.36].↓ Per Meta lead
NAIS Open House	Volume n leads 24.47].↓ Daily	6 Aug 2024, 14:10 399 days ago	7-day click or ...	↓ 155 Meta leads	124,560	405,638	34.71].↓ Per Meta lead
NAIS UNI	Volume n leads 15.36].↓ Daily	3 Jun 2024, 10:47 463 days ago	7-day click or ...	↓ 332 Meta leads	177,740	563,933	28.63].↓ Per Meta lead
NAIS General	Volume Leads 225.78].↓ Daily	28 Oct 2024, 12:... 316 days ago	7-day click or ...	↓ 1,657 Meta leads	759,492	3,774,068	21.07].↓ Per Meta lead
NAIS General KG1 & KG2	Volume Leads 17.79].↓ Daily	12 Aug 2024, 13:14 393 days ago	7-day click or ...	↓ 549 Meta leads	262,951	932,819	34.36].↓ Per Meta lead
Results from 5 ad sets ⓘ		—	7-day click or ...	↓ 2,938 Meta leads	1,126,238 Accounts Centre acco...	6,359,409 Total	25.06].↓ Per Meta lead



Creative Testing Framework

1. For each persona, run:

4 creative formats:

- Video walkthrough of school
- Carousel of facilities and campus
- Parent testimonial graphic
- Static "Top 10 Reasons" image

3 ad copy variations per format:

- Short form (1–2 lines)
- Medium (problem–solution–CTA)
- Long form storytelling

Search to filter by name, ID or metrics

Campaigns Ad sets Ads Maximum: 5 Aug 2022 - 5 Sep 2025

+ Create Duplicate Edit A/B test More Columns: Performance Breakdown

Off/On	Ad	Delivery	Ad set name	Bid strategy	Budget	Last significant	Attribution	Res
	Static 01	Learning	Website Form	Highest volume	400.00			
	Static 01	Learning limited	Static Ad Set	Highest volume	Using campaign...			
	Video 01	Learning limited	Video Ad Set	Highest volume	Using campaign...			
	Static 04	Learning limited	Static Ad Set	Highest volume	Using campaign...			
	Static 05	Learning limited	Static Ad Set	Highest volume	Using campaign...			
	Carousel Ad	Campaign off	Open Day Ad Set	Highest volume	300.00			
	Static 01	Campaign off	Website Form	Highest volume	300.00			
	ad - 17	Campaign off	adset 3 ad- 17 Sh 25+	Highest volume	Using campaign...			
	ad - 16	Campaign off	adset 3 ad- 16 Sh 25+	Highest volume	Using campaign...			

Results from 135 ads Loading...



Retargeting

- Show proof and trust-based content to those who:
 - Visited the landing page but didn't enquire
 - Engaged with Instagram
 - Watched 50%+ of a school tour video

Landing Page Conversion Optimisation

Meta and Google both need **high-performance landing pages**. Most schools direct to their homepage, a big mistake.

Our landing page structure (high-converting framework):

- Eye-catching headline ("Your Child's Bright Future Starts Here")
- Curriculum + USP highlights (British, KHDA rated, extracurriculars)
- Clear call-to-action (tour booking form above the fold)
- Social proof (parent testimonials, accreditations, partnerships)
- Downloadable fee structure (data capture point)
- WhatsApp chat button for instant enquiry

💡 Pro tip: Use heatmaps and analytics to monitor drop-off points and refine design monthly.

🎁 Additional Campaigns

Use **10% of your monthly ad budget** to test:

- **Event campaigns:** Open Days, Virtual Tours, STEM Fairs
- **New location or campus launches**
- **Limited-time promotions:** Free uniforms, referral bonuses, sibling discounts

These attract attention and create urgency, but should **complement** your always-on strategy, not replace it.



Final Thought: Lead Quality > Lead Quantity

Too often, schools obsess over how many leads they get. But what really matters is how many qualified leads enter your funnel and become students.

That's why our strategy is not about more clicks, it's about:

- **Reaching the right parent**
- **With the right message**
- **On the right platform**
- **At the right time**

When done right, this system produces predictable admissions growth every year, and a pipeline that never dries up.

5 Sales Optimisation

If we could fix just one thing in most private schools to dramatically increase admissions, this would be it.

We've audited over fifty schools across the UAE. We've run test enquiries under multiple names, at different times, through websites, lead forms, and WhatsApp. What we found is not just alarming, it's costing schools millions of dirhams in lost tuition every year.

✗ Common Failures:

- **Leads never contacted** (up to 35% in our audits).
- **Delayed follow-up**, sometimes 2–3 days after enquiry.
- **One phone call only**, no follow-up, then silence.
- **WhatsApp messages sent without context** or professionalism.
- **No structured sales funnel**, tracking, or CRM in place.

Many schools don't have a lead generation problem. They have a **lead conversion** problem.

The Sales Funnel: Your Admissions Engine

Treat your admissions process like any high-performing sales funnel. Because that's what it is. You're selling a product worth thousands of dollars per year, often for 5–10 years.

You can't afford to leave that in the hands of someone who "doesn't really like calling people."



Core Sales Elements That Drive Conversions

Speed-to-Response

- 78% of enrollments happen from the first school that responds.
- Industry benchmark: Call every lead within 10 minutes of enquiry.
- The faster you follow up, the higher your conversion.

Multi-Touch Follow-Up Strategy

- Minimum 5–7 points of contact:
 - Phone call → WhatsApp → Follow-up email → Phone Call → Email → SMS.....Just to get hold of the lead!
- Not everyone answers on first try, that's normal. Persistence = profit.

Lead Qualification Process

- Use a consistent discovery script:
 - What year group are they enquiring for?
 - Are they relocating or changing schools?
 - What curriculum preferences do they have?
 - What's most important in a school for them?
- This filters unqualified leads early and lets you personalise your approach.

Tour Scheduling Strategy

- Offer multiple time slots immediately.
- Use automated systems to confirm and remind parents.
- Ensure someone is available to greet and tour even on short notice.

Post-Tour Nurturing

- Many parents are still deciding.
- Follow up with a personalised message referencing their tour:
 - "It was great to meet you and [child's name]. We hope they enjoyed the robotics lab!"
- Use soft nudges and reminders:
 - New term enrolment deadlines, class availability, etc.



Sales Skills Training: The Missing Piece

Your admissions results will never exceed the skills of the person doing the follow-up.

We've seen amazing schools lose leads simply because the person calling was:

- Monotone
- Unsure of answers
- Didn't ask good questions
- Gave too much information, too fast
- Sounded disinterested or robotic

You need trained **admissions advisors**, not just admin assistants with a phone.

Key Sales Competencies to Develop:

- **Objection Handling**
 - "Your fees are too high."
 - "We're also looking at X school."
 - "We're not sure if our child is ready."
- **Tonality & Empathy**
 - Warmth builds trust. Flat tone repels interest.
- **Storytelling**
 - Share relevant student or parent success stories.
- **Listening & Needs Discovery**
 - Let the parent talk. Find out their pain points, goals, and objections.



Timing for Calls

One simple mistake educational institutions make is only handling ss calls during the school day. Calling between the hours of 9 am – 3 pm on Monday – Friday only limits the likelihood you will get hold of a lead.

Just look at the times you receive leads. Early mornings, late at night, weekends. If parents work, they may not be able to take a call, or have a small chance they will be available.

You need to have people calling out of hours and on weekends, as well as during the day, to increase the chance you will get a response and have a meaningful conversation.

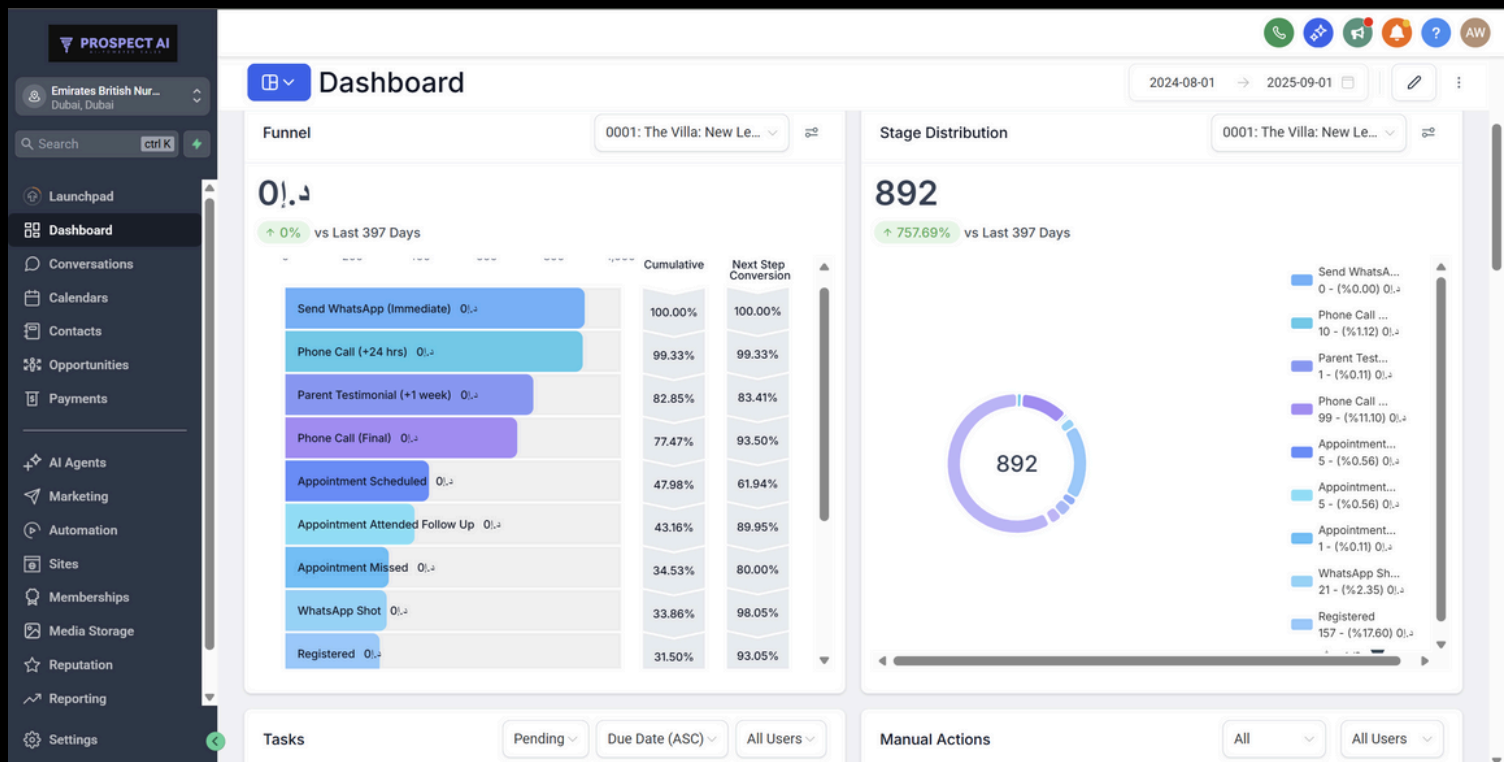


Systems & Tools That Power High-Performance Sales

The best schools don't just rely on people, they use tech to **scale consistency** and remove human error.

CRM & Sales Pipeline

- Every lead logged with timestamps.
- Status updates (new lead, called, toured, enrolled, etc.).
- Visibility for leadership into where deals are won and lost.

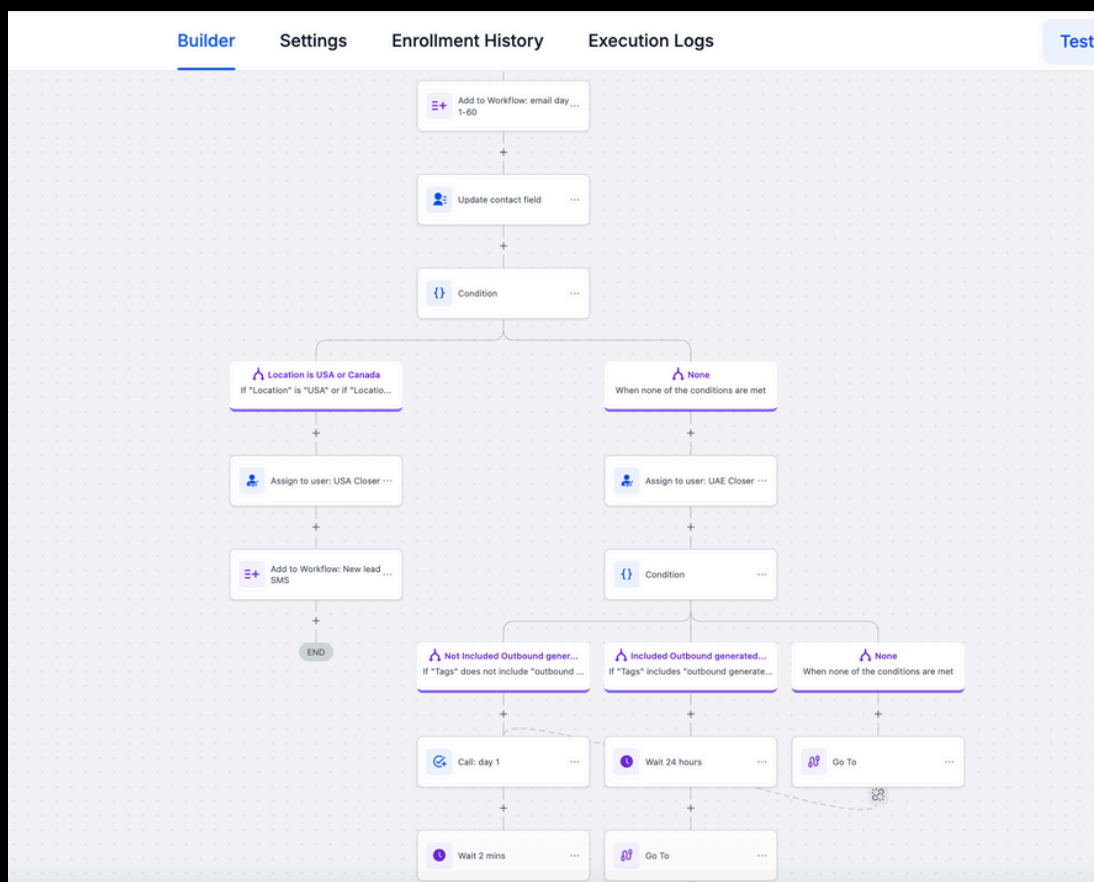




Systems & Tools That Power High-Performance Sales

Automations

- Auto WhatsApp follow-up when lead comes in.
- Tour confirmation + reminder.
- Post-tour nurturing messages.



Reporting

- Lead-to-tour rate
- Tour-to-enrolment rate
- Revenue per lead
- Sales agent response time



Final Warning

You can run the best ad campaigns in the world. Have the most beautiful campus. Even offer incredible value.

But if your sales process is broken, your enrolments will be, too.

Hiring reception to handle sales is like asking the janitor to do open heart surgery. It's not their fault. It's just not their role.

Invest in sales. Train your team. Automate your follow-up. And watch your enrolments grow, predictably, confidently, and profitably.

6

Lead & Data Management: The Admissions Engine Room

No matter how strong your marketing is, no matter how good your ads, your content, your creative, if you do not manage your leads properly, you will lose enrollments. It's that simple.

We've seen this play out time and time again. One particular school had fallen behind its admissions target. When we met with their team, we discovered a stack of **112 unprocessed admissions**

documents sitting on a desk, untouched. No follow-up, no calls, no nurturing.




The assumption? Marketing wasn't delivering. The reality? The system broke down post-lead.

This is **why data and lead management is your admissions engine room**




1. Understand the Reality of Any Campaign

Every marketing campaign brings in a mix of leads:

-  Highly qualified, ready-to-act parents – Roughly 5-10%
-  Leads that need time and nurturing – Roughly 40-45%
-  Unqualified or irrelevant leads (e.g. job applicants, wrong location, wrong budget) – Roughly 50%

This is normal. It's not a flaw in your campaign, it's the function of lead generation. Your goal isn't just to get leads, it's to filter fast and act on the right ones.

Too many schools waste time agonising over the leads that won't convert, when they should be spending that time closing the ones that will.

 **Tip:** Get better at disqualifying fast. Qualifying leads quickly allows you to focus your attention and resources where it counts.



2. Segment and Manage Your Leads by Status

Lead management is about knowing where each person is in their decision-making journey. A CRM (Customer Relationship Management) system is **non-negotiable**.

At a minimum, your CRM should allow you to:

- Track lead status (new, contacted, booked tour, toured, follow-up, closed)
- Add notes and history per lead
- Segment leads by intake year, age, location, and curriculum interest
- Set follow-up reminders and automations

Once a lead is marked as "qualified," but not yet enrolled, **nurture them**. Enrolment may not happen right away, especially in education. A parent might enquire in **January for a September start**, and still be undecided by May. Without a system to remind, re-engage, and nudge them forward, they'll vanish.

The screenshot displays a CRM interface with a dark sidebar on the left containing navigation links: Launchpad, Dashboard, Conversations, Calendars, Contacts (highlighted), Opportunities, Payments, AI Agents, Marketing, Automation, Sites, Memberships, Media Storage, Reputation, Reporting, and Settings. The main content area is divided into three sections. The left section, titled 'Contact', shows fields for 'Date Of Birth', 'Contact Source' (google - landing page general), 'Contact Type' (Lead selected from a dropdown), 'Nursery Location', and two radio button options for registration: 'Please Register Me For DSO: Thursday 29th August 10am-11am' and 'Please Register Me For The Villa: Thursday 24th August 2 PM - 3 PM'. The middle section, titled 'Company', shows a timeline of events: 'Opportunity created' on Sep 9th, 2025, and 'Emirates British... Explore Emirates British Nursery' on Sep 9, 2025, 5:21 AM. The right section, titled 'Activity (GMT+04:00)', shows a timeline of events: 'Contact Created' (Source: Paid Search, From: Google - landing page general), 'Form Submitted' (Source: Paid Search, From: Google - landing page general), and 'Page Visited' (Source: Paid Search, From: Google - landing page general). At the bottom, there is a communication section with tabs for SMS, WhatsApp, Email, and Internal Comment, and a 'Send' button.



3. Plan for the Year — Not Just the Month

The mistake many schools make is assuming if a lead doesn't convert in 30 days, it's a dead lead.

It's not. It just isn't their time, yet.

Most schools have one major enrolment intake, September. But parents start exploring options as early as November of the year before. They do research. Ask around. Tour schools. Make spreadsheets.

You need to stay in their ecosystem through that entire process. This means:

- Email drip campaigns
- WhatsApp re-engagement messages
- Value-based SMS updates
- Event invites, fee updates, and curriculum highlights

Your CRM should tell you when a parent enquired, why, and what stage they are at. You should know when to re-contact them, not just once, but several times throughout the enrollment cycle.

4. Don't Drop the Ball Post-Tour

Here's where most schools lose the game.

The tour gets booked. The parent arrives. They see the classrooms, meet the staff, get the brochure... then? Silence.

No thank you message.

No next steps.

No follow-up.

No "what did you think?" call.

A tour without follow-up is a wasted opportunity.

Post-tour, every lead should be:

- Logged into the CRM
- Marked as "Toured"
- Followed up within 24 hours
- Sent an email/WhatsApp with additional value and a call to action
- Added to a reminder sequence if they don't immediately enroll

You're not just running ads, you're running a sales funnel.



5. Marketing Doesn't Work in Isolation

It's important to understand that ads don't close enrolments. They open the door. Your systems, team, and follow-up close the deal.

You can have the best marketing partner in the world, but if:

- **No one answers the phone**
- **No one follows up**
- **No one logs the data**
- **No one nurtures leads**

... then you don't have a marketing issue. You have an operational issue.

The entire system; from ads → landing page → lead capture → first call → tour → enrolment — must work as one connected machine.



Final Word: Data Is Revenue

Your CRM is not just a database, it's a pipeline of revenue.
Every missed follow-up is missed tuition.

Every lost lead is a lost seat.
Every delay in response costs your school credibility and trust.

Data, properly managed, turns good marketing into consistent enrolments.

Let your competitors stay stuck blaming marketing. You'll be the school that builds systems, follows the process, and fills every class.

7 ROI & Budget Planning

Turning Your Marketing Budget Into an Admissions Engine

Private schools are not just educational institutions; they are businesses. And like any high-performing business, they must treat **marketing as a revenue-generating asset**, not just an operational cost.

When done right, marketing isn't just a way to "get your name out." It's a direct, measurable driver of revenue growth, and your **Return on Ad Spend (ROAS)** is the most critical metric to guide this.

Why Schools Are Uniquely Positioned for High ROAS?

Few industries enjoy the unit economics of private education:

- High-ticket value: A single enrolment can bring 30K–100K+ AED (\$8–25k) per year.
- Long-term customer lifespan: Many students stay for 3–5+ years (or longer).
- Low variable cost per new enrolment: Once the system is in place, cost per lead and cost per sale decrease over time.

Because of this, a school that gets marketing right can enjoy **exceptionally high returns**.

👉 We've helped schools spend **15K–20K AED per month** and return **500K+ AED** in confirmed enrollments. That's a **30:1 ROAS**, on the first sale, not even factoring in lifetime value.



ROI & Budget Scaling (Profit-First)

Most teams argue about ROI because they're measuring different things:

- Revenue-based ROI / ROAS: compares tuition revenue generated to marketing spend. Fast to compute, but it ignores delivery costs (teaching staff, materials, scholarships/discounts).
- Gross-profit-based ROI (our approach): compares gross profit from new students to total marketing investment (media + agency). This ties spend to profitability, so you can scale with confidence.

Why we use Gross Profit (GP) for ROI

- It forces budget decisions to align with profit, not vanity revenue.
- It gives a clear max-profitable CPA (cost per admission):
 $\text{Max CPA} = \text{ATP} \times \text{Gross Margin}$. If your cost per new student stays below this, you're scaling profitably.
- Education is uniquely suited to this: strong ATP, steady demand, and multi-year tenure mean more budget → more profit (so long as CPAs stay under the GP threshold and capacity exists).

Formulas (simple but powerful)

- Tuition Revenue = Admissions \times ATP
- Gross Profit = Tuition Revenue \times Gross Margin
- ROI (Gross Profit) = Gross Profit \div Total Marketing Investment
- GP per Student = ATP \times Gross Margin
- Observed CPA (incl. agency) = Investment \div Admissions



Real World Example

Here are the results from a school based in Dubai, in which we generated over 30:1 ROAS, and what that looked like in terms of profit and ROI.

Investment: AED 294,000 (150,000 ad spend + 144,000 agency fee)

New Admissions: 200

ATP: AED 40,000

Revenue: $200 \times 40,000 = \text{AED } 8,000,000$

Gross Margin: 30%

Gross Profit (Y1): AED 2,400,000

Observed CPA: $294,000 \div 200 \approx \text{AED } 1,470$

GP per Student: $40,000 \times 30\% = \text{AED } 12,000$

ROI (Gross Profit): $2,400,000 \div 294,000 \approx 8.16:1$

In plain English: for every AED 1 invested, the school made back AED 8.16, this is what we scale.

Now here is where most businesses make a mistake. Let's say the target was 400 admissions, not 200. Most businesses invest the same money, have the same ad spend, and put tonnes of pressure on their agency to generate more return with the same investment. I know this sounds great in theory, and it would be nice if it was that simple, but what that means in reality is CPL needs to reduce, quality needs to improve, sales conversion rates need to improve, and CPA needs to reduce by half, to meet the business's expectations.

This usually results in missed admission targets, an overstaffed facility, frustrations with the agency and starting all over again next year with another agency.



Instead, if we took a logical and numbers-based approach, here is how we could profitably scale to a 400-Student Target, without unrealistic targets.

Assume we 3× total investment to push volume:

Investment: AED 882,000 (As agency fees are usually fixed, this would be 144,000 agency fee and 738,000 additional for ad spend or other campaigns)

- Admissions Target: 400
- Revenue: $400 \times 40,000 = \text{AED } 16,000,000$
- Gross Profit (30%): AED 4,800,000
- Observed CPA @ scale: $882,000 \div 400 = \text{AED } 2,205$ (At scale, CPL usually increase due to limited target markets, increased CPMs and alternate strategies)
- ROI (Gross Profit): $4,800,000 \div 882,000 \approx 5.44:1$
- Key point: ROI compresses as you scale (CPAs rise, conversion gets harder), but profit still grows:
- Gross Profit rises from AED 2,400,000 → AED 4,800,000
- ROI remains healthy (~5.44:1) while you move toward seat targets.

Even scale, you are still making 5.44 AED for every 1 AED invested, and this is for the first year only.

{ 40,000 (ATP) * 30% (GP) } - 2,205 (CPA) = 9,795 AED Profit After Investment / 24% Gross Profit for New Customers.



In year 2 onwards, you will make your full 30%.

This is how you plan admissions like a profit system, not a cost centre. This example is an ultra-conservative approach to double intake, as that it almost a 5X increase in ad spend to 2X the intake, but just showcases how this would still be profitable for the school to scale.

Side note on LTV (Lifetime Value)

Above, we used Year 1 only. In reality, a student often stays 3–5+ years. Even with the same 30% gross margin, the LTV-based gross profit multiplies (e.g., 3 years $\approx 3 \times \text{AED } 12,000 = \text{AED } 36,000$ per student before price changes), which makes your max-profitable CPA and ROI even more favourable.

What to do with this?

- Set seat targets by intake/date.
- Confirm ATP & margin to get GP per student (your max-profitable CPA).
- Benchmark today's CPA (media + agency) vs GP per student.
- Scale spend while $\text{CPA} < \text{GP per student}$; expect some ROI compression and plan for it.

Track weekly: CPA, Lead→Tour, Tour→Enrol, GP-ROI, and seat forecast. Budget stops being an “expense” you debate and becomes a lever you pull to produce predictable profit.



How to Budget Like a High-Performing School

If your school wants to grow, maintain healthy class sizes, and hit financial targets, you need a proactive marketing budget that scales with your enrollment goals.

Step 1: Set Your Annual Enrollment Goals

- How many new students do you need to enrol?
- How many will naturally churn (graduate, relocate, withdraw)?
- Are you adding new classes or expanding?

From this, calculate how many net new seats need to be filled.

Step 2: Assign a Realistic Annual Marketing Budget

- Use a benchmark of **7–12%** of the tuition revenue goal.
- If you aim for 200 new students at 40K AED/year → revenue goal = 8M AED → budget range = 560K–960K AED/year.
- A monthly range of **15–80K AED**, scaled to need.

Budget should not be "how much can we spare", it should be "how much do we need to invest to hit this target."



Marketing Budget Distribution Framework

We recommend planning your marketing like a campaign calendar. Your campaigns should align with parent decision-making cycles and enrolment seasons:

Month	Focus	Budget Weight
Jan–Feb	Nurture leads from Q4, prep for Term 2	Medium
Mar–Apr	Begin new year intake campaigns	Medium–High
May–June	Major push for September enrolments	High
July–Aug	Last call for September. Finalising decisions	High
Sept	Low focus (start of school year)	Low
Oct	Reactivate previous leads, brand awareness	Medium
Nov–Dec	Push for Term 2 enrolments (Jan intake)	High (targeted burst)

⚠️ **Avoid launching major campaigns in June or July expecting immediate enrollments**, campaigns require time to optimise, leads need nurturing, and your sales process needs room to operate.



Always-On Marketing: Why Visibility Must Be Constant

Some schools only advertise when they “need” students. This reactive mindset causes bottlenecks, panic hiring, and under-filled classes.

Instead, implement an Always-On Strategy:

- Run Google Search and Meta ads year-round with your “forever campaign.”
- Focus on brand awareness, tours booked, and lead capture, not just enrolment.
- Capture early enquiries for future intakes, and nurture them with CRM flows.

Parent interest doesn’t wait for your campaigns. People relocate, change jobs, and look for new schools **every month**. You must be visible when they’re ready, not when you are.

Treating Marketing as a Revenue Machine

What does this look like in practice?

- **Track ROAS** quarterly and yearly (ad spend vs confirmed tuition from those leads).
- **Optimise campaigns** based on performance, not personal preference.
- **Adjust spend** based on seat availability and seasonality, not feelings or opinions.
- Reinvest successful **returns into scaling** what's working.



Final Thought

Your marketing is not a bet, it's a system.

If you budget correctly, track your performance, and manage your leads with intention, you can build a **predictable enrollment engine** that works every year, rain or shine.

Let your competitors run marketing like a guessing game. You'll be running it like a revenue-generating machine.

8 Expectations vs Reality

Why Most Schools Lose Enrolments — And How to Win Them Instead

Understanding the journey a parent takes when choosing a school isn't just useful; it's essential. It shapes everything from your marketing messaging to your sales follow-up.

But many schools operate based on **what they expect the process** to look like, instead of what it actually looks like for today's digitally savvy, time-poor parents.

✗ The Expected Journey (What Many Schools Think Happens)

1. Parent sees the ad.
2. They fill out the enquiry form.
3. You call them once.
4. They pick up, book a tour immediately.
5. They attend the tour, fall in love.
6. They enrol.

While this process can happen, it's extremely rare. In reality, this is the dream scenario, not the standard one. When schools plan and measure their sales approach against this, they're setting themselves up for disappointment.



The Real Parent Journey

Let's break down what actually happens, and why:

Stage 1: Research & Comparison

- Parents start with Google, searching for:
 - "Best British curriculum school in [location]"
 - "KHDA rating for [School Name]"
 - "Affordable private schools near me"
- They also ask **friends, family and other parents**.
- Then they visit your **website**, browse your **social media**, and check your **Google Reviews**.
- They're comparing **3–5 schools**, minimum.

🎯 If your school isn't appearing on Google, lacks a polished website, or has an inactive social feed, you're already behind.

Stage 2: Enquiry

- They fill in a form, either on your landing page, school site, or via a lead ad on Meta.
- At this point, **they're mildly interested**, but not yet invested.
- They have most likely enquired with multiple other schools to compare options; it's their child's education after all.



Stage 3: Bombarded with Ads

- If they engaged with your Meta ad, the algorithm now tags them as "in-market for a school."
- **Every competitor also advertising on Meta** will now start showing ads to them, often within **minutes**. P.S. To check out an experiment I did here, see this post!
- Now you're not the only option, you're one of many.

! Schools often underestimate how aggressive Meta is at immediately showing similar competitor content. If your follow-up is slow, you will lose attention fast.

Stage 4: Missed First Contact

- Most schools try to call the parent once.
- But they call at **10:00 AM or 1:00 PM** during school hours... when parents are:
 - At work
 - In meetings
 - On school runs
 - Managing multiple children
- One call and no answer = "bad lead"?
- Not at all. It's just bad timing.

💡 Many schools rely on **front desk admins** or untrained staff for sales. These individuals don't have the time, skill, or tools to manage multiple leads and follow-ups properly.

Stage 5: The Forgotten Lead

- If a parent doesn't pick up or book a tour instantly, most schools **don't follow up properly**.
- Leads aren't categorised or nurtured. There's no reminder, no helpful message, no offer.
- They go cold... and then eventually, they enrol somewhere else.



The Solution: Sales Built Around the Parent Experience

Let's face it: the competition is fierce. So, how do you stand out in a sea of "book a tour" ads?

Here's what elite schools do differently:

✓ 1. Speed of Response

- Contact every lead within **5–15 minutes** of enquiry, via call, WhatsApp, or SMS.
- If no answer, schedule 3–5 follow-up attempts across different mediums/times/days.
- Send a WhatsApp after missed calls with a helpful, friendly message.

✓ 2. Personalisation

- Address parents by name.
- Reference their child's age or year group.
- Ask helpful questions: "Are you looking for immediate or next year enrolment?"
- Be seen as a **partner** helping them find the best school, not just a seller.



✓ 3. Act as an Advisor

- Many parents are **new to Dubai** or new to the curriculum.
- Explain how the system works, what sets your curriculum apart, how fees work.
- Become the **guide**, the more helpful you are, the more likely they are to trust you.

✓ 4. Unique Messaging

Focus on *your school's unique strengths*. For example:

- "Small class sizes and personal attention."
- "STEM-focused curriculum with robotics from Year 1."
- "Our students achieved the highest average SAT scores in the region."
- "British curriculum + Arabic integration for a global education."

Most school ads just say: "Enrol Now." You can do better.



A Real Sales Funnel (Built for Today's Parent)

Lead Generation

- Google (high intent) & Meta (broad awareness)

Immediate Follow-up

- Call + WhatsApp within 15 mins
- Friendly, non-pushy language

Follow-Up Process & Nurturing

- Contact all new leads 5-8 times in a systemised process and pipeline
- Long-term nurturing set for all qualified leads

Tour Booking & Confirmation

- Offer flexible slots, send confirmation messages

The Tour Itself

- Warm welcome, prepared staff, clear information, highlight USPs

Post-Tour Nurture

- Thank-you message
- Answer follow-up questions
- Reinforce why your school is the right choice

Closing

- Make the process easy
- Assist with paperwork or next steps
- Create urgency if seats are limited

Note: You can now set up AI Agents to handle WhatsApp & SMS messages, trained specifically in your facility's tone of voice with personalised information, to respond to all inbound leads immediately, hold 2-way conversations and schedule appointments directly for your business.



Final Thought

Your marketing gets attention.

Your sales process wins enrolments.

You're not just selling education. You're selling trust, outcomes, and a future for someone's child.

Treat every enquiry with the same level of care you'd want if you were the parent. That's the real differentiator.



Conclusion: The Blueprint That Works

If you've read this far, you now know what the highest-performing schools already understand:

Admissions success doesn't happen by luck, it happens by design.

This blueprint has been tested, optimised, and implemented across 28 private education institutions, from nurseries to international schools, generating:

- **50,000+ qualified leads**
- **5,000+ new student admissions**
- **Over AED 150 million** in first-year tuition revenue

These aren't projections. These are real numbers from real schools, just like yours, many of whom were once unsure whether digital marketing would work for them.

The difference? They committed to a system. They stopped guessing. They started treating admissions like the revenue engine it truly is.



Why TDS Group?

We're not just marketers, we're your strategic growth partners. TDS Group is the region's leading agency for education marketing, combining:

- Deep experience in the **private education sector**
- Expertise in **B2C lead generation and performance marketing**
- A proven blueprint that matches **business requirements with audience psychology**

Whether you need to increase your admissions, improve your sales process, or build an automated marketing machine, we have the systems, team, and track record to help you do it.

Ready to Fill Your Admissions Pipeline?

We offer full-service implementation of this blueprint, **hands-off for your team**, with all the expertise and creative execution handled by us.

If you have a gap in any of these areas, content, lead gen, data, sales process, we can step in and make it work.

 **Book a free consultation with our education growth team today.**

Let's walk through your goals, challenges, and see how we can help.

 **Connect Now!**



Bonus: 10 Biggest Mistakes Schools Make

(and How to Avoid
Them?)



1. Start–Stop Advertising: The Death of Momentum

Cutting and restarting ads kills data, consistency, and brand visibility.

Schools that stop during slow months lose out on long-term ROI. Marketing is a 12-month engine, not a seasonal experiment.

2. Launching Campaigns in June for September? Too Late.

By June, many parents have already made their decisions.

New campaigns take 4–8 weeks to optimise. If you're only showing up when your competitors are closing, you're missing the race entirely.

3. Judging Campaigns After One Month

Education is not e-commerce. The sales cycle is long and relationship-based.

You're planting seeds in March to harvest in August. One-month decisions lead to broken funnels and underperformance.

4. Generic Messaging That Blends In

"We offer a world-class curriculum" means nothing if everyone says it.

Focus on unique selling points, parent outcomes, and what truly sets you apart, not education jargon.

5. Only Calling from 9 AM to 3 PM

Most parents work full-time. If you only call during business hours, you're missing 50%+ of opportunities.

Your follow-up hours need to match your audience's availability, evenings, lunch breaks, weekends.



6. Slow Response Times = Lost Enrolments

Two days might feel fast to you, but by then, they've already toured other schools.

Aim for 10–15 minutes max. Speed is your #1 sales advantage in education.

7. Expecting Massive Results from Tiny Budgets

Marketing works relative to investment.

With 2K AED/month, you can test, learn, and build.

With 15–20K AED/month, you can fill classrooms. Align your budget with your goals.

8. Treating Admissions Like Admin, Not Sales

Receptionists are great at admin, not closing leads.

You need trained admissions staff who know how to guide, persuade, and nurture parents through an emotional decision.

9. Relying Only on One Platform

Just running Google or just using social media isn't enough.

A high-performing strategy includes both search (intent-based) and social (discovery), with consistent retargeting and nurturing.

10. Not Nurturing Leads That Don't Convert Immediately

Many leads are for next term or next year.

Don't waste them. Use email, WhatsApp, SMS, and CRM automation to keep them warm and re-engage at the right time.

Thanks!
Let's
Connect



Let's Talk.
Marcus@tdsgroup.ae
(+971) 54 403 7063