

Boost enrolment with smarter marketing.

A simple guide for private schools and learning centres to turn inquiries into enrolled students.



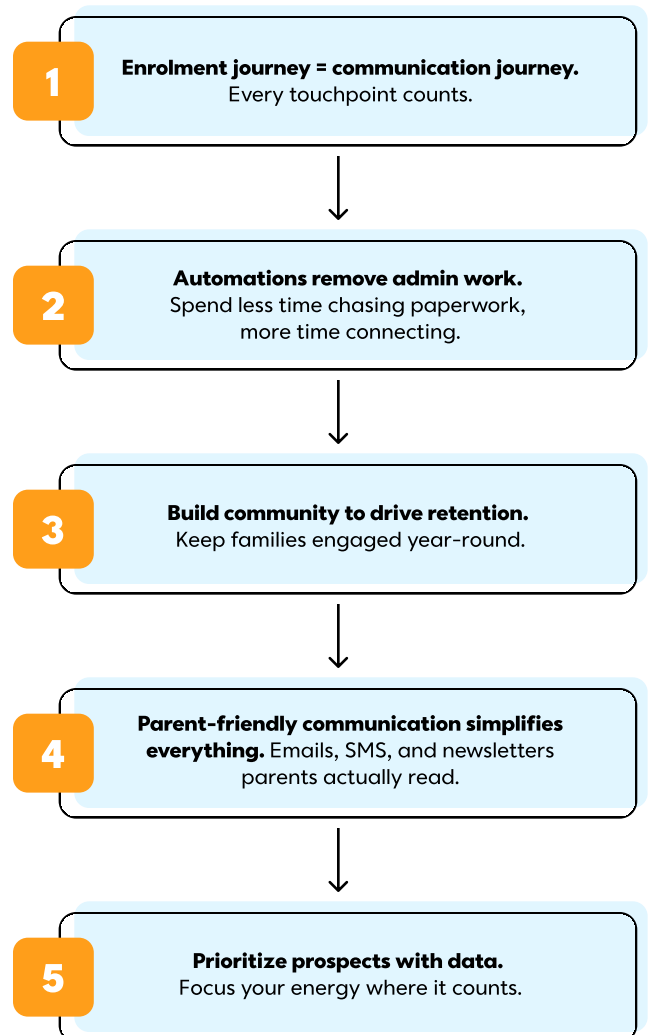
Why Enrolment Feels Hard

- Long decision cycles leave schools waiting.
- Parents need multiple touch points and reminders.
- Limited staff and marketing expertise make consistent communication difficult.
- Hard to stand out in a competitive market.

Built for schools and learning institutions, Constant Contact streamlines parent communication, event promotion, and enrolment workflows, all while keeping your messages compliant and your brand consistent. It's everything education teams need to turn inquiries into engaged families and future students.

Modern Parent Communication = Smarter Enrolment

Turn every inquiry into a warm, engaged prospective family with automated, parent-friendly communication.



Tools schools need to succeed



Email Automation

- Send timely updates and enrolment reminders automatically.
- Keep inquiries warm without manual follow-ups.
- Personalize messages based on interest, stage, or student age.
- Reduce administrative workload so staff can focus on meaningful interactions.



Event Registration

- Simplify sign-ups for open houses, info nights, and tours.
- Track attendance and follow up automatically with participants.
- Ensure every interested family gets an invitation and reminders.
- Increase event turnout without extra staff effort.



SMS Reminders

- Send instant reminders for forms, deadlines, and events.
- Reach parents where they check messages most.
- Reduce no-shows for events and missed deadlines.
- Provide a simple, parent-friendly touchpoint that keeps families engaged.



Surveys

- Collect feedback on the application process, events, and parent satisfaction.
- Identify areas to improve communication and engagement.
- Make families feel heard and valued.
- Gather actionable insights without extra manual work.



Branded Newsletters

- Keep parents updated with weekly school news and important updates.
- Showcase school culture, achievements, and upcoming activities.
- Strengthen community and parent trust in your school.
- Encourage consistent engagement and open communication.



AI Features

- Automatically generate lesson recaps, school stories, and parent updates.
- Personalize communications without added staff workload.
- Highlight student achievements and school highlights in a professional way.
- Maintain consistent, high-quality communications at scale.

Results that speak for themselves

- Ranked the #1 email marketing platform by G2
- Email marketing returns \$36 for every \$1 spent
- 93% of users check their email every day



98%

best-in-class deliverability rate



Ready to Drive Enrolment?

See how schools nurture parents from inquiry to enrolment with Constant Contact.

[Start your free trial today](#)