Dream Family Magnet

WORKSHEET

STEP 1: KNOW YOUR DREAM FAMILIES

- Use Voice of Customer (VOC) Research to capture the real, authentic voice of your dream families
- Choose your research tools: online surveys, interviews, correspondences, content mining
- Use your findings to create messaging that addresses key audience wants and needs, challenges, and solutions

Need more help?

Cursive's Audience-First Storytelling Kit includes VOC tactics and templates: bit.ly/audiencefirstkit

STEP 2: WRITE TO CONVERT

- HOOK your reader — draw them immediately into the page
- Prove that you UNDERSTAND them — their hesitations, their skepticism, their concerns
- Address their pain points and make them TRUST you
- Convince them that what you are offering will really BENEFIT them
- Offer them PROOF
- Make it EASY to take the next step

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Step 3: Draw Them In

- Make sure your entire funnel is delivering on the promise you're making.
- Are you making it easy and frictionless for your audiences to take action?
- Are your outcomes and benefits clear?

Step 4: Measure What Matters

- What is your campaign's end objective? (Make sure it's measurable.)
- Don't focus on vanity metrics.
- Figure out your conversion rate -- how much traffic, or link clicks, will it take for you to reach your goal?
- Use Click-Through Rate (CTR) to gauge if your digital content is attracting dream families.

Your dream families are searching for a school like yours. We drive them to your (digital) door.

Our specialized approach to school marketing drives inquiries and enrollment by combining **storytelling** with **advanced digital and social strategies.**

Attract your school's dream families and gets them to take measurable action with:
- Exact audience targeting
- Advanced, up-to-the-moment digital strategies
- Breakthrough school storytelling
- Professional creative
- Ongoing optimization
- An obsessive commitment to results

Contact Emily (emily@cursivecontent.com) or book your free discovery call (bit.ly/digitalschoolmarketing) for package information.

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