

MARKETING: WORD OF MOUTH

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WHAT I DID:

Legacy Christian Academy is a PK-12 Christian School serving 700 students in Frisco, TX. Like many schools after 2008, our school experienced a flattening of enrollment. The school was fortunate during this time; all attrition was replaced with new students yet we did not have a net gain in student. This resulted in two consequences: First, we were losing mission appropriate families. Second, enrollment levels stayed flat, we experienced no growth.

We created a word of mouth marketing campaign-using individuals, families, and secondary sources that value Legacy and would effectively serve as school ambassadors to promote the school. Ambassadors are able to identify, engage and articulate the benefits of Legacy's education, and refer prospective families for admission to Legacy.

WHAT DID I LEARN?

What our statistics inform us, word of mouth is strongest form of internal (retention) and external (admissions) marketing. Statistics indicate that Christian Schools typically achieve 70% or MORE of their enrollment through an introduction by someone they know.

WHAT DIFFERENCE DID IT MAKE?

- Legacy Christian Academy is experiencing the strongest retention rate in the school's 15-year school history.
- The applicant pool for new admissions is larger and stronger than any year in school history.
- Enrollment is projected to rise 10% and retention is 96%.
- Increase in parent support for the school.