

Unlocking Higher Performance: Website Funnels That Drive Marketing & Admissions



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Introduction

About Enrollment Resources

- Founded in 2004
- Works with over 130 Schools Systems in North America
- Focuses on private career education
- Utilizes A/B testing scientifically prove best practices
- Focuses on the full funnel from lead to enrollment

About Me – Sterling Simpson

- 13+ years helping school owners & leadership optimize marketing & admissions at Enrollment Resources
- 19 years of expertise in search marketing (SEO,CRO, PPC)
- 28 years of experience in sales & admissions
- Former Head of Search at an Amazon subsidiary

What This Session Will Cover

How to increase website engagement and lead quality

- Funnels
- Content
- Design
- Calls To Action

How to apply this to improve admissions to increase enrollments

- How Admissions and Marketing Work Together
- Ways to personalize student interactions for higher conversions
- CRM automation and re-engagement strategies

Website Funnels Are Critical for Success



Many schools **lose potential students** due to unclear or ineffective websites.

Website funnels **guide students** from inquiry to enrollment.

Schools that optimize their funnels see:

- Improved student engagement
- Better Quality Leads
- Higher conversion rates

MORE ENROLLMENTS!!

Meet The Student In Each Stage Of The Journey

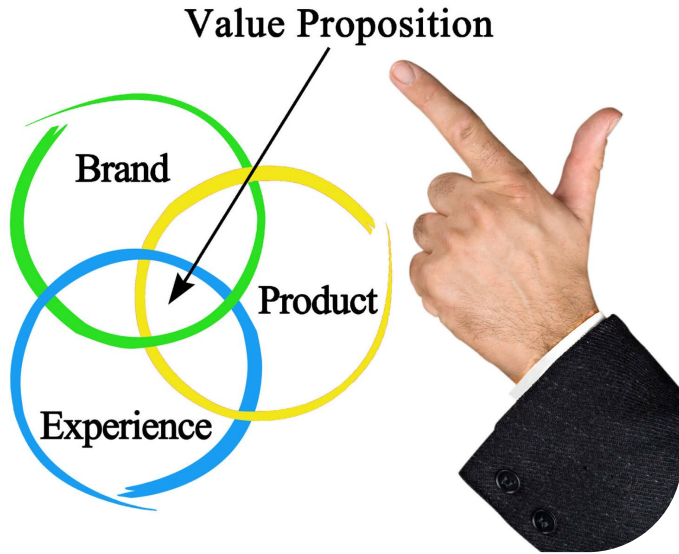
Stages:

- Awareness
- Consideration
- Decision

Should be at least one **Value Proposition** for each stage.



What Makes A Strong Value Proposition?



Clearly states benefits: "Get the Skill to be a Certified Cosmetologist in Just 9 Months!"

Focuses on student outcomes: "XX% Job Placement Rate in [Industry]."

Uses strong, concise language: Avoid industry jargon — speak directly to prospective students.

Explain the value of the next steps: Show the visitor why they want to inquire and what will happen

Where Should The Value Proposition Be Placed?

Above the fold on the homepage. (H1 or H2)

On every program page (so students instantly know what they gain).

Near Calls-to-action to reinforce decision-making.



Clarity

Students decide within 4 seconds whether to stay or leave a website.

If they can't quickly find answers, **they won't reach out**—they'll move on to another school.

Who? What? When? Where? Why?

Critical Questions

Your website should answer right away

- **What** Programs do you offer? (Clear program outcomes, certifications, and job opportunities.)
- **Who** is this program for? (Career changers, high school graduates, working professionals?)
- **When** can I start? (Upcoming start dates, enrollment deadlines.)
- **Where** do I Contact/Apply/Book? (Step-by-step instructions, explain next steps)
- **Why** should I choose this school? (What makes your program better than competitors?)

Common Clarity Mistakes



Fixing clarity issues improves inquiry rates!

✗ Vague CTAs : “Learn More” (Learn more about what?)

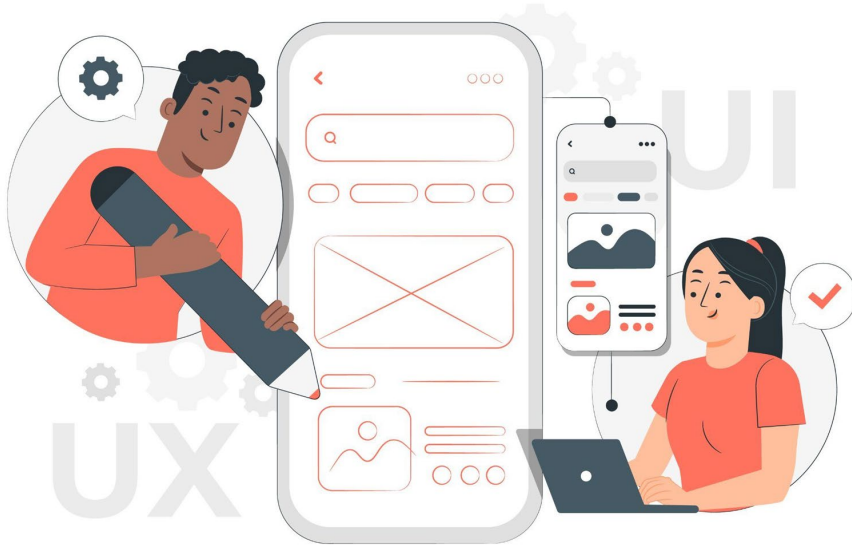
✗ Missing location/program details : Students don’t want to guess.

✗ Headlines that dont provide information: Avoid Inspirational headlines

✗ No next steps : Websites should lead students toward action with simple, clear CTAs.

Help students make a quick, confident decision to reach out!

Focus on User Experience (UX)



Design Directly Impacts Lead Conversion

Make it easy for students to find key information

Use intuitive site navigation and mobile -friendly layout

Calls-to-Action should guide students toward key actions

Optimizing for Higher Engagement

- Use **real student imagery** and testimonials to build trust and relatability.
- Highlight success stories and career outcomes to not only **show value** but **Sell The VALUE**.
- **Reduce page load times** — a slow website loses leads and reduces student confidence.
- **Leverage interactive tools** like quizzes and career matchers to boost engagement and lead quality.

Mobile -First Design



Over 60% of prospective students browse on mobile

- **Use responsive design** so content adjusts perfectly to different screen sizes.
- **Ensure fast load times** mobile users abandon slow pages in under 3 seconds.
- **Avoid clutter** keep content concise, scannable, and visually clear.
- **Allow them to inquire easily** CTAs should be easy to find and docked at the bottom on mobile.

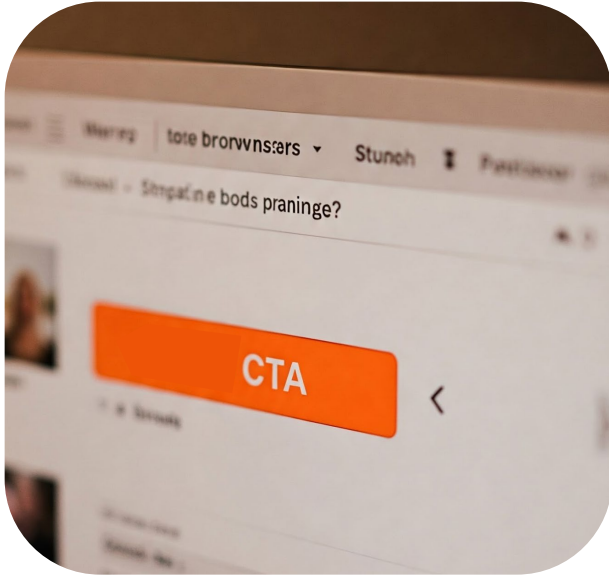
Clear and Intuitive Navigation



Make it easy for students to find information

- Use a simple, well -organized menu with logical categories.
- **Reduce friction** —students shouldn't struggle to locate key pages.
- **Limit excessive scrolling** —key content should be above the fold.

CTA Placement and Wording



Optimized for Conversion

- CTAs should be bold, clear, and action - driven
- Test CTA wording to increase conversions
- Use urgency and reassurance

Compelling Calls -to-Action Guide Users

CTAs should stand out visually

Action -oriented language increases engagement:

✗ "Submit"

✗ "Click Here"

✗ "Inquire"

✓ **Personalized CTAs convert better** —
match them to user behavior



Conversion Rate Optimization (CRO) Strategies



Improve Form Placement and Reduce Friction

- Forms should be placed where users naturally engage
- Minimize required fields to increase form completions
- Remove barriers to submission

Aligning Marketing and Admissions Efforts

Communication is key.

- Marketing and Admissions should have a symbiotic relationship
- Marketing's job is to fuel Admissions
- Admissions must convey the expectations they want set
- The more info Marketing can provide, the higher quality the lead is to Admissions
- Admissions needs to understand the marketing funnel the prospective student went down to become an inquiry

Admissions Feedback:

Cultivate the User Journey

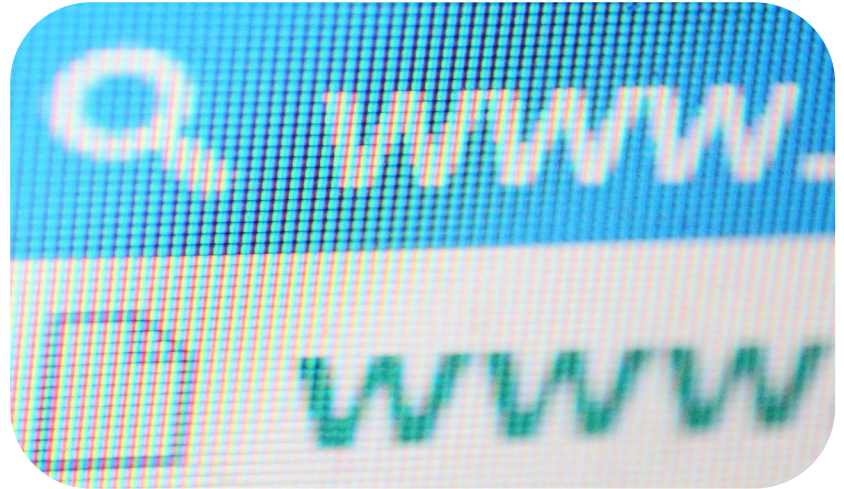
- You control every CTA (call-to-action) on your website and in your online marketing
- Think of all the needs of your prospective students and create unique CTAs for their needs
- Each CTA will be managed differently as they all have different expectations
- Admissions will know their needs and expectations before reaching out

Journey from Visitor to Lead

When a visitor comes to a website, or landing page:

Create consistent message on all these steps before the reps even get the lead.

- Headlines
- Website Content
- Calls to action
- Thank-you page (once they become a lead)
- Autoresponder email



Journey from Visitor to Lead

Each of the 5 previous points are the ways a school can:

- Control messaging
- Create interest
- Set expectations
- Learn the needs before a rep even talks to them

The rep should have a great understanding of what journey the student took and how to help them.



Journey from Visitor to Lead

The best way to cultivate this journey:

- Have your Admissions team work with Marketing on expectations they want set
- Ensure the website verbiage is consistent with that is used in Admissions



Example

Make sure the thank-you page tells the student, in great detail, what will happen next and in what time frame.

Admissions needs to dictate to Marketing exactly what you want - *verbatim* - so there is no disconnect between expectation and reality.

Higher Quality Inquires with Lead Funnels

A general Inquiry looks like this:



Name



Email



Phone



Program of Interest

If marketing can collect more details in the lead, it will improve quality

Higher Quality Inquires with Lead Funnels

Marketing should always ask Admissions these questions:



Most common request on admissions calls



The top FAQs



Top objections – reasons for push back



Common elements that would make someone not qualified

What Can Be Collected to Help Admissions

Examples:

- What do they want? (tour, info, application)
- What info do they want? (start dates, tuition, Financial Aid)
- When do they want to be called?
- Do they want to just book an appointment? (great for multi -step)
- Have they inquired with the competition? And who?
- What features/benefits that we offer do they like?
- Are they working

Ask your reps what they want to know.

CAREFUL!

It is a well-established fact that the more fields of information there are on a contact form, the more negative effect it has on conversion.

Ideally you want to have a minimum number of fields to maximize conversion.

How do you collect the additional info for Admissions without losing conversion?

Higher Quality Leads

Without Lowering Conversion:

- Multi-step form
- Check boxes of FAQs
- Higher commitment Calls to Action
- Explicit CTAs (know exactly what they want)
- Engagement in autoresponder



Multi -Step Form

They Choose if they want to do more

Step 1

Get the Details!

- ☐ How much is tuition?
- ☐ Can I get financial aid?
- ☐ What are my career prospects?
- ☐ When does it start?

Program

(Select One)

Campus

(Select a program first)

First Name

Last Name

Email Address

Phone

By submitting this form, you are giving your express written consent for Enrollment Resources to contact you regarding our programs and services using email, telephone or text - including our use of automated technology for calls and periodic texts to any wireless number you provide. Message and data rates may apply. This consent is not required to purchase goods/services and you may always call us directly at 555-555-5555.

☐ I understand & agree

Get Program Details Now!

[Privacy Policy](#)

Step 2

Received!



Congrats on taking the first step toward a bright future. Keep up your momentum with the questions below.

What makes you interested in career training?

- ☐ I want to change careers
- ☐ I want to advance in my field
- ☐ I want a different profession in my field
- ☐ I want to get my start in the professional world
- ☐ I want to re-enter the professional world
- ☐ Other

Which sentence do you identify with most?

- ☐ I know what career I'm interested in
- ☐ I want a new career but I'm not certain which one

I would be interested in a personalized career information session

- ☐ Yes
- ☐ No

Continue

Step 3

Way To Go!

What time of day is most convenient for you?

(Select One)

is there a specific day you would ideally like to meet?



Would you like to have anyone join you?


- ☐ Yes
- ☐ No

Continue

- Info is collected if they decide to not continue
- 31% of the inquiries book a tour right off the form

Check Boxes of FAQs

- FAQs as check boxes below CTA
- Rep provided with student's need
- Student sees their question and has more confidence they will get their answer and it increases conversion

 **Get the Details!**

☒ How much is tuition?
☐ Can I get financial aid?
☐ What are my career prospects?
☐ When does it start?

Program
-- Select one Program --

Campus
-- Select one Program first --

First NameLast Name

Email

Phone

By submitting this form, you are giving your express written consent for Asher College to contact you regarding our programs and services using email, telephone or text - including our use of automated technology for calls and periodic texts to any wireless number you provide. Message and data rates may apply. This consent is not required to purchase goods/services and you may always call us directly at 1-888-211-8829.

☐ I understand & agree

Get Program Details Now!

Higher commitment and explicit CTA's

- Apply Online
- Book a tour
- Meet Financial Aid
- Get Started
- Scholarship Application
- Find out if this is right for you?
- Book a Virtual Tour/Zoom Meeting
- Speak with an Informative Admissions Rep

Non-descriptive terms like “contact” and “inquire” do not help the Admissions rep know what the students’ needs are. Plus, they are uninspiring to the student and hurt conversion if a student doesn’t see a specific CTA for that speaks to them.

Autoresponders

An autoresponder is the last chance you have to provide details, set expectations and add quality to the prospective student's journey before the Admissions rep reaches out.

Autoresponders must:

- Give affirmation that this is right for them (Congratulations!)
- Detail the next steps (what will happen and when)
- Provide a phone number for urgency
- Provide a secondary CTA to improve quality
- Have a reply-to email that goes to a human

Example of Autoresponder:

Hi [student]

Congratulations on your first step toward an exciting new career in [Program Outcome/Career Field]!

One of our helpful Admissions Advisors will reach out shortly with the [information] you requested about our [program] and answer any other questions you may have.

If you have urgency, please don't hesitate to call us directly with any questions at 250-391-9494.

While you wait, feel free to take our [Career Readiness Quiz](#) and see if you are a good fit for [program]
Career Training: [<Link>](#)

Sincerely,

[Rep name]

[Social Links}]

{Image}

More Information Marketing Can Provide

When a lead comes in, every piece of information provided helps the reps.

Try to collect and pass on:

- Which Call to Action drove the inquiry
- The URL on your school's website to show which page the lead came from
- The source of the lead - the referring URL (i.e. Facebook, Google Ads, Organic)
- Ask Admissions what else would help

Re-Engage Inactive Leads

Many leads don't respond right away —valuable follow -ups keep them engaged over time.

Instead of just "checking in," provide helpful, relevant content that encourages action.

- ✅ **Program/Interest Drip Campaigns:** Leads receive emails based on their program interest and behavior.
- ✅ **Value Based Outreach:** Leads receive communication based off addressing needs and goals
- ✅ **Multi -Touch Follow -Up:** Scheduled reminders ensure no lead is forgotten.
- ✅ **Personalized Stale lead campaigns** - Using very specific information collected to personalize messages can re-ignite engagement

Conclusion

The more you know about a potential student the better you can customize all communications to set expectations and then follow through with those expectations and meet their needs.

- Thank You Page
- Auto responders
- Admissions Scripts
- Voice Mails
- Texts
- Drip campaigns
- Nurture Campaigns

Questions?



If you want to ask privately you can text me at **778-977-0097** or email me with the email below.

Email: sterling@enrollmentresources.com

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- Create more qualified leads
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