

Enrollment  
Resources

*EDU Performance  
Insights: Marketing*

# Focus on Copywriting

Tips, Tricks & Techniques  
for Proven High-Converting  
EDU Website, Landing  
Page & Ad Copy



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## Introduction

Thank you for your interest in our *EDU Performance Insights: Marketing* E-book. In this resource we'll focus exclusively on high converting copywriting for education marketing. Our aim is to provide practical, actionable insights you can implement at your school to boost enrollment without a lot of time or money.

All of the knowledge, tips and techniques shared here are tactics we use and have seen work for schools like yours over our more than twenty years in Education Marketing.

If you have questions about any of the content or want to learn more about how to grow your school, don't hesitate to reach out. We're happy to chat and always appreciate the chance to collaborate with fellow members of our EDU community.

Sincerely,

Sterling Simpson  
VP of Business Development  
Enrollment Resources  
Tel: 250-391-9494 Ext 120

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## More Enrollments Off Your Website

### Learn the 3 C's of Website Conversion Optimization

The longer a visitor spends on your website, the more likely they are to become a viable prospective student/lead.

One of the most impactful things you can do to increase visitor time on your website is **reduce friction** - make it easy for visitors to find what's important to them. The best way to do this is the 3 C's:

- Clarity
- Credibility
- Call To Action

#### Clarity

- Make messaging on your site clear and **easy to understand**
- Use simple navigation
- Avoid competing offers/overwhelming visitors with too much information all at once

#### Credibility

- Highlight student and graduate testimonials
- Feature top employers
- Use numbers where possible - number of grads, years in business etc.
- **Easy to access phone & address information** (Even for online schools/programs, when you display a physical business address you helps to show prospects you are a real, credible establishment)

#### Call To Action

- Make sure you have a **prominent contact form** on the homepage, program pages and all other high traffic pages
- Make it easy for motivated prospects to contact you

## Connect with Prospects At Different Stages of The Decision Process

When you consider your call-to-action, ask yourself if there is anything on your site that speaks to the prospect who feels a bit unsure? Some prospects are interested in your school but, for whatever reason, don't feel *quite* ready to commit to something like filling out a contact form.

Chat features often appeal to website visitors who are at this stage. Unfortunately, a lot of chat features do NOT include a consistent way for a chat participant to become an actual lead. If you use a chat feature, be sure that it includes a way to ask the prospect for some form of contact information.

A good example of something that draws in the large group of prospects at this higher stage in the sales funnel is our [Career Training Readiness Lead Funnel](#). This tool invites prospects into a process of self-discovery where they can gain clarity about their own goals and learn about your school BEFORE they reach out.

### Exercise: The 3 C's Scan

Give your website an honest assessment and see how you would rate its performance of each of the 3 C's.

- Is the site easy to navigate & understand?
- Is there readily available evidence of your school's standing/reputation?
- Is there a compelling reason and way to contact the school?

### Summary

When you employ the 3 C's – Clarity, Credibility and Calls-to-Action – you help reduce friction and establish a strong user experience to keep prospective students engaged on your site. Higher engagement leads to higher tour requests and increased enrollment.

If you would like an outside eye to evaluate your current website for the 3 C's, reach out. We would be happy to do an audit to help find any conversion optimization opportunities/any gaps where you may be able to attract more leads.

[Book a Time](#)

## Website Content

### The Simple Language Fix That Generates More Leads

No doubt you've got a great school. Naturally, on your website you want to tell people about it. Be careful with that instinct.

One of the biggest mistakes schools make on their websites is too much emphasis on the school, things like history, staff, facilities, etc. Top performing schools place the focus of their copy on the prospective student.

When you list a feature, like a new computer lab for example, you make your reader do the work to determine HOW that feature benefits them. **Don't make your reader do the work.** Help them out.

#### Examples:

**Instead of:** "We have small classes" or "low student-to-instructor ratio."

**Use:** You'll feel fully supported and able to pick up new concepts quickly with personalized support from instructors. At ABC Academy, we deliberately keep classes small to ensure that, as a student, you get the individual attention you need to succeed.

**Instead of:** Flexible schedules

**Use:** Balance things like work, family and/or other responsibilities while you pursue a new career. We offer a variety of schedules. Choose the one that best fits your life.

It's fine to use bullet points and highlight features sometimes, of course. Not every spot on your site will accommodate the type of longer copy used above. But education is a big consideration. Prospects WILL read longer copy if it's relevant to them and if it speaks directly to their needs. *We have the data to prove it.* When a website visitor sees how your school can meet their needs, they're more likely to contact your school.

## Exercise: FABF Sheet

FABF is an acronym that stands for:

- **F** - Feature
- **A** - Advantage
- **B** - Benefit
- **F** - Feeling

Think of a feature of your school.

Now ask yourself, “what is the advantage of that feature?”

Then ask, “how does that advantage directly benefit students?”

Finally, because the majority of us make decisions based on feelings, ask yourself, “how might that benefit make someone FEEL?”

### For example:

**Feature:** Hands-On Training

**Advantage:** Practical, Readily-Applicable to Actually Workplaces, Actively Engaging

**Benefit:** Well Prepared for Professional Positions, Pick Up New Skills More Easily

**Feeling:** Confident

You can then use those notes to reverse engineer a compelling sales point:

*As an ABC School graduate, you'll feel confident and fully prepared to make a smooth transition in professional workplaces after you gain so much direct, hands-on experience in a real-world setting. Our programs are practical and career-focused, so you get the relevant skills you need to succeed in your chosen career.*

Collaborate with your team to make a FABF Sheet on features of your school and for individual programs. When you put the emphasis on prospective students, on their feelings and how the features of your school/program can directly benefit them, you'll find your sales communication makes a stronger impact.

## Wonder if you need a new website?

[Click here](#) for an article with tips that could save you thousands on a costly re-build.

## A Formula For High Converting Ad Copy

### Do your ads meet their #1 purpose?

With marketing costs seemingly always on the rise, as an EDU marketer you need to be vigilant about getting a good return on your advertising dollars.

If you are unsatisfied with your ads performance, ask yourself: Do the ads you produce directly speak to the pain/frustration/desires of your prospective students?

Be brutally honest about this one.

As covered in the “Website Content” section of this reference material, most schools mistakenly focus too much on their features, things like programs, class sizes, facilities, schedules. A prospective student is rarely searching for “experienced faculty.” Prospects have some pain or frustration they are looking to solve. They will respond to an ad that speaks to their direct need. *Something that shows empathy and understanding.*

The sole purpose of an ad is to convince a prospective student to contact your school. They’ll do this if they believe there is a chance your school can solve their pain point. Any information in an ad that does not support this goal is potentially costing you money.

### High Converting Ad Copy Formula

Here is a classic direct response copywriting formula you can use:

**Provoke** - Identify the problem

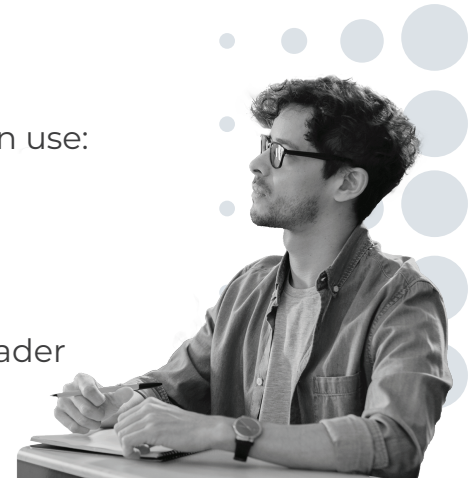
**Agitate** - Explain why the problem is a problem

**Solve** - Offer the solution

**Prove** - Offer proof it is actually a solution

**Call to Action** - Ask for a specific action that benefits the reader

Try it and see if it helps with your copywriting.



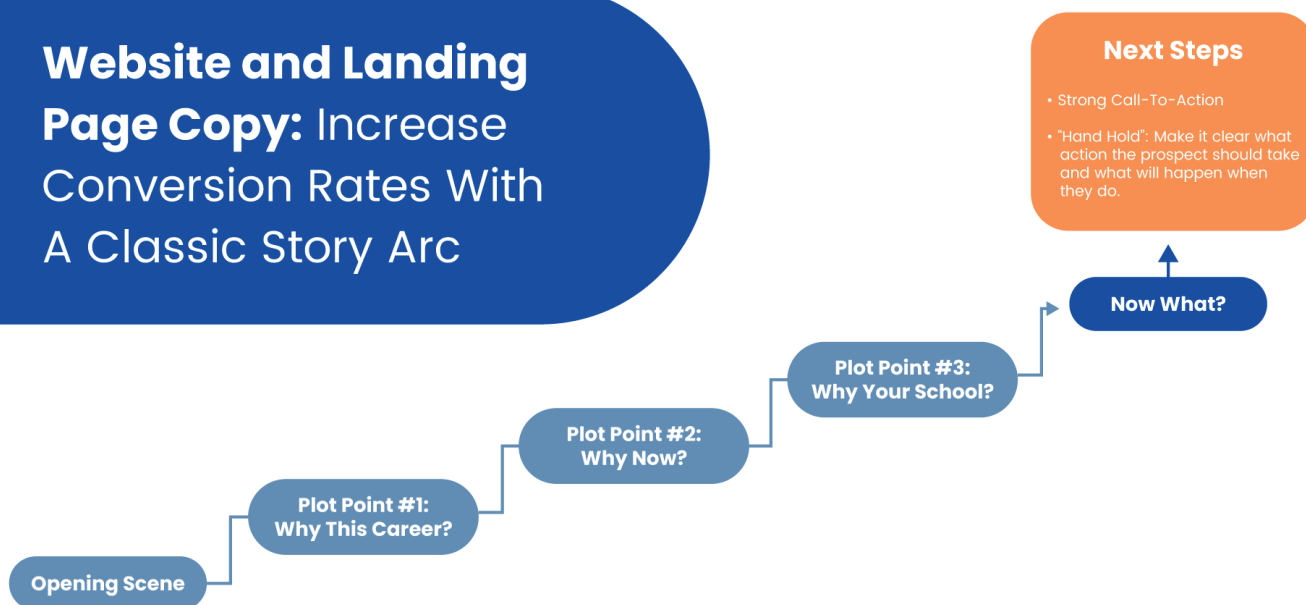
For a free audit of your ads or website copy, schedule a time with an Enrollment Resources Conversion Optimization Expert. We’re happy to take a look and offer any insights to potentially improve your conversion rate.

[Book a Time](#)



## How Traditional Story Structure Can Aid Website and Advertising Performance

### Website and Landing Page Copy: Increase Conversion Rates With A Classic Story Arc



Have you ever seen a stranger on the street or in a restaurant or something and crafted an elaborate backstory for them? Ever worn an old t-shirt because you thought it felt neglected? Maybe you've signed a greeting card from your dog? That's more than just playful imagination. It's storytelling, and our brains can't help but do it.

When we write a backstory for a passing stranger or anthropomorphize a household object, it's about more than a drive to spin a tale. It's about spotting patterns. Our brains are **wired to look for recognizable patterns as a means of survival**, and the traditional three act story arc, with a beginning, middle and end, is one of our favorites. It's how we make sense of the world.

### So, What Does Story Have to Do With Website & Landing Page Copy?

We're naturally conditioned to look for a narrative structure, to the point that our brains will try to construct it even when it's not present (as in the example with the stranger or the birthday card from your pet). When a website program page or stand-alone landing page is driven solely by aesthetics, we typically see a non-linear approach to the copy, i.e. minimal chunks of content littered throughout a page. This layout forces your prospect to create the context for

what they're reading. That's a pretty big ask for someone whose attention you might have for less than one minute.

Think of your favorite novel (is it Harry Potter? Crime and Punishment? No judgment, just curious). Now imagine that rather than reading the story as presented, you were given all the chapters individually, out of order. If you read them all, you would probably be able to piece together the narrative as intended, but it would be a lot of work and you would never have the experience of being immersed in the story. Also, would you bother?

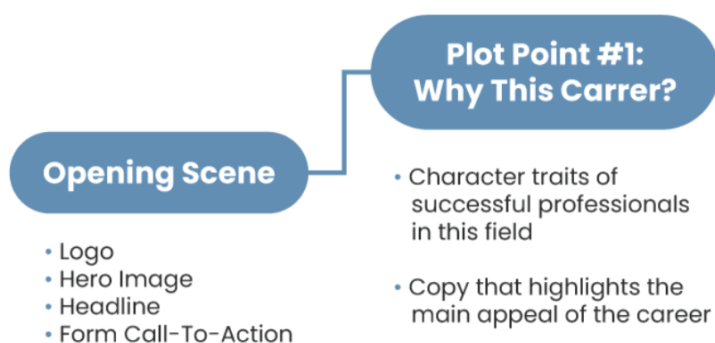
When you have random blocks of content on your website program page or landing page, no matter how compelling a feature or how aesthetically pleasing it fits into the design, the experience for your reader is like getting chapters of a book out of order.

## How to Organize Your Web/Landing Page Copy Using Narrative Structure

“Narrative” simply means a particular way to explain or present something. Below is a detailed breakdown of how to order the content of your webpage in a way that meets your reader where they are and actively leads them through the story you want to tell in order to **decrease bounce** and **increase prospect engagement to drive leads**.

### Act I – Introduction: Set the Stage

The first Act, the beginning of your story, is the set up. In a traditional story this is where you would establish the setting and introduce your characters. No different with your program/landing page. If your layout is working for you, your logo and branding should serve to set the scene and answer the question “*where am I?*”



That branding should be supported by the opening paragraph. This really is the introduction to your story, the “*once upon a time...*”. This copy is intended to help set the stage, to welcome readers in and to let them know what they can learn about on this page.

We know readership drops off in lower sections of online pages. There can be a temptation to load the top of your page with whatever you view as your highest value propositions, to jump right to your expert instructors, top-notch facilities or certifications. But if you don't set the stage and invite the reader in, there's no context for any of it and it becomes a point of friction.

In a good story, the first act also has an inciting incident. In the case of your web page, after we have established WHAT the page is about, you need to include a compelling detail that encourages the reader to continue on to the next section. This typically works best as a personal appeal. "If you're looking for a creative career..." "If you enjoy helping others..." "If you're interested in a hands-on trade..." that type of thing. Draw your reader in and let them know in what way the copy they're about to read is specifically relevant to them.

**Ultimately, the opening paragraphs of your website or landing page should do the following:**

- Immediately establish where the reader is
- Introduce what the reader can learn about on the page
- Set up WHY that information is relevant for the reader

**Act II – Rising Action: Outline the Career**

In a classic story, Act II is where we see the bulk of our plot points. On a program/landing page, these are the sections after the introductory paragraph where you get into the details of the career outcome plus program benefits.

This is where you want to include valuable information such as:

- Career Outlook
- Industry Trends
- Employment Data for Your Area
- Benefits of the Career such as "Opportunity to Help Others" or "Flexible Schedules"

**Plot Point #2:  
Why Now?**

- Career outlook stats
- Industry trend reports
- Employment data for your area

## Act III – Climax: Why Your School?

In a classic story arc, Act III is the most dramatic point of the story, where all of the events up to this point culminate. For your program/landing page, if you've ordered the information correctly, so far you will have explained the appeal of the career and what type of people find success and fulfillment in that field and you've alluded to your school as the path to that career. "Act III" of the page is where you drive home that your school is the solution for the reader interested in the career they've now read about.

### Plot Point #3: Why Your School?

- Social Proof
- School specific benefits

This is the section you can load up with all the incredible features and benefits of your school, all those things that make your offering unique and compelling. This section is also an excellent place to incorporate "social proof," testimonials from happy successful graduates, employers or any other relevant endorsements.

Information to include in this section:

- Social Proof/Testimonials
- Special Details About Your School/Offering



## Denouement – Wrap It Up

In a traditional narrative, the denouement is the part of the story where all the strands of the plot are drawn together and resolved, similar to the conclusion paragraph of an essay. This is the section where you reiterate the thesis statement of the page, “*x program from ABC School is the optimal choice for this reader to get into y career in xy amount of time*”, for example, and reinforce the main points of the page.

There should be no new information introduced at this point. Any career or program benefit should have been outlined earlier on the page.

The content of this section should:

- Reiterate
- Reinforce

### Next Steps

- Strong Call-To-Action
- “Hand Hold”: Make it clear what action the prospect should take and what will happen when they do.

### Now What?

- Reiterate
- Reinforce

## The End – Happily Ever After!

The conclusion of your page should be a strong call-to-action. Similar to the introduction, the final section of the copy should lead the reader by the hand to their next action, which in this case is for the reader to fill out a contact form and engage with your school.

Use clear and concise language in your call-to-action and spell out the benefit to the reader, in other words WHY they should reach out to your school.

This section should:

- Make it clear what action the reader should take – i.e. “fill out the form”
- Outline the benefit of taking that action – What’s in it for them?

## Control the Narrative, Drive Engagement

Throughout history humans have organized information in this traditional story arc pattern. As early as 335 BC, Aristotle wrote about how every scene in a story must feed into the scene that happens next and not seem like standalone episodes.

When you structure your program/landing page content in a logical “start to finish” fashion, you control the narrative and take the burden off your prospect. This frees them up to absorb the message you want to get across and, ideally, make the choice to engage with your school.

**Exercise:** Take a look through your website program and/or landing page copy and see whether your copy leads the reader through a clear beginning, middle and end. If not, can you reorganize the copy to fit that pattern? Control the narrative and you’ll drive higher engagement on your pages and ultimately increase lead conversion.

[Download the Story Structure PDF](#)







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