

**A PRACTICAL RESOURCE TO HELP YOU
OPTIMIZE YOUR NEXT OPEN HOUSE**

YOUR GUIDE FOR YOUR NEXT OPEN HOUSE

CHECKLIST



by
RANDY VAUGHN
yourschoolmarketing.com
fb.com/schoolmarketing

OPEN HOUSE CHECKLIST

BEFORE

- Buy unique domain names to direct various ads to specific landing pages (allows tracking)
- Ensure advertisements speak of uniqueness/differentiation and invite readers to here stories
- Fill website landing page with stories and testimonials
- Create unique offering on landing page that secures prospective's email address
- Launch family web pages for current families; populate with family-generated content
- Print plenty of postcards for current families to pass out to friends
- Take pic of school and put on web page (daytime pic for daytime open house and vice versa)
- Put a map link on the Open House page that will open up on smartphone app
- If more than 1 month, post a "Save the Date" image on social media
- Schedule social media posts with an image of date/time
- Schedule multiple "story" posts that invite prospectives to watch a video before Open House
- Start to display outdoor banners, signs or flags on the roadside at least 1 week prior
- Capture 3-5 reviews on schools' Google site, GreatSchools.org, Facebook or other review sites
- Have a clean-up day, pick up trash, landscape, paint, etc....make a positive first impression!

DURING

- Ensure signage is clear and viewable from road (especially if Open House is after dark)
- Have parents/students on parking lot to direct incoming car traffic to where to park
- Have parents/students at all main entrances directing prospective parents where to go
- Greet prospectives with customized water bottles and offer coffee and snacks
- Feature photos of your students that showcase them leading and serving local and world
- Prominently display a looping video of students and teachers where no audio is necessary
- Invite current students to perform (group or individuals) to entertain prospectives (showcase)
- Have current parents attend (to hear their students perform) to interact with prospectives
- Display posters on easels that showcase the school's unique aspects inviting "Ask About This!"
- Ensure that you obtain basic contact information for follow-up purposes
- Offer a presentation on valuable topic (parenting, financial management, college visits, etc)
- Take pictures of parents and students and ask permission if you can post them on social sites
- Have childcare available or at least a room/chaperones available to entertain kids

DURING (cont'd)

- Create a media room for watching sporting events (if your event conflicts with a big game)
- Ensure the prospective's experience is multi-sensory (sight, sound, hear, touch and smell)
- Offer prospectives a donated gift card (even small amounts) that surprise your guests

AFTER

- Video links to specific testimonies that resonate with concerns of parents
- Video links to brief interviews with key coaches, staff, and extracurricular directors
- Send personalized email to each family
- Send personalized typed letter (maybe include a coupon for entrance into a basketball game)
- Send as many personalized handwritten notes as you can (from Board, coach, head of school)
- Add each email into the database (like Mail Chimp or Constant Contact)
- Start sending periodic emails (minimum of 1x/month; perhaps biweekly messages)

CONNECT



RANDY VAUGHN

School Marketing Consultant

Web: yourschoolmarketing.com

Twitter: [@schoolmktg](https://twitter.com/schoolmktg)

Facebook: fb.com/schoolmarketing

Podcast: schoolmarketingpodcast.com

QUESTIONS or INQUIRIES ABOUT MORE HELP:

yourschoolmarketing.com/openhousehelp