



AMCIS

Admissions, Marketing and Communications
in Independent Schools

RESOURCE: **Analysing Marketing and Admissions with a Conversion Calculator**

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Analysing the success of your Marketing & Admissions activity is essential for any school and that means that means looking back to understand what worked and what didn't, calculating conversion rates at each stage of the 'buying cycle', and highlighting priorities for improvement.

MTM have built a conversion calculator on the website –

<https://www.mtmconsulting.co.uk/publications/blog/conversion-calculator/>

This looks at the conversion at each stage of the 'buying cycle' from enquiries to visitors and ultimately joiners. Having worked with over 500 independent schools now, we're even able to benchmark your results against the expected industry standard.

You'll be able to extract conversion rates for your reports, identify your priority areas, and receive useful advice when it comes to addressing areas of underperformance.

Taking a moment to look at the bigger picture now and plan ahead will not only ensure you are prepared for what may lie ahead but will also give you and your team confidence on the journey. Happy calculating!

About MTM

MTM is a full service marketing and market research agency specialising in the education sector throughout the UK, the US and overseas. MTM offer both qualitative and quantitative market research services combined with a full range of marketing support and informed strategic business advice.

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