



STRATEGIC
INTELLIGENCE
— INSTITUTE —

Intelligence. Insight. Action.

Independent School Enrolment Booster™

A practical enrolment campaign system for independent schools

Turn interest into enquiries. | Turn enquiries into applications.



★ LAUNCH PARTNER OFFER ★



Booster

R4,995



Booster Plus

R6,995

Standard pricing: Booster R5,495 | Booster Plus R7,495



Full payment confirms your booking.



Offer closes 4 September 2026



Scan to book your school



Office: 010 746 0135



WhatsApp Business: 065 008 3842



Email: schools@strategic-intelligence.co.za



The Enrolment Challenge

Why independent schools need a more deliberate enrolment campaign

Many independent schools are active —
but not always strategic — in how they
attract, engage and convert prospective families.



1. Weak Differentiation

Schools often struggle to communicate a clear, compelling reason why parents should choose them.



2. Enquiries Not Converting

Interest is generated, but enquiries are not consistently turned into applications.



3. Inconsistent Messaging

Website, social media, email and admissions communication are often not aligned.



4. Slow Follow-Through

Delayed or inconsistent response to parent enquiries weakens confidence and reduces conversion.

What this often looks like

- Strong schools with unclear marketing messages
- Irregular or reactive campaign activity
- Limited admissions follow-up systems
- Missed opportunities to nurture interested parents
- Enrolment efforts that rely on chance rather than structure

What SII changes



1. Clarify your value proposition



2. Create a coordinated campaign



3. Improve enquiry response and conversion

The *Independent School Enrolment Booster*™ gives your school a practical campaign system designed to support stronger enrolment performance.



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The Booster Package

A practical once-off campaign package for independent schools

★ LAUNCH PARTNER OFFER ★



Booster
R4,995



Standard price: R5,495



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★ Customised for your school

What your school receives



Customised School Enrolment Campaign Brief™



Target Audience & Messaging Guide



Ready-to-use Email Content



Social Media & WhatsApp Content



Poster / Flyer Content



Enquiry & Follow-Up Templates



30-Day Enrolment Action Plan



Implementation Guide

Best suited for schools that need



clearer enrolment positioning



coordinated campaign messaging



stronger admissions follow-through



a practical system that can be implemented quickly

Expected outcomes



Clearer Value Proposition

Communicate why parents should choose your school.



Better Enquiry Generation

Support stronger response from prospective families.



More Structured Follow-Up

Improve the way enquiries are nurtured toward application.



Ready to strengthen your enrolment campaign?

Let's build a campaign that delivers measurable results.



Scan to enquire / book



**STRATEGIC
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Booster Plus

A deeper campaign and conversion support package for independent schools

★ LAUNCH PARTNER OFFER ★



Booster Plus
R6,995



Standard price: R7,495



Full payment confirms your booking.



Offer closes 4 September 2026

Recommended for schools ready to strengthen enquiry-to-enrolment conversion

What your school receives



Everything in Booster



Competitor Snapshot



Value Proposition Guide



Advanced Digital Content Pack



Lead Nurture Email Sequence



Conversion Scripts for Calls & Tours



Performance Tracker



30-minute Online Strategy Review

Best suited for schools that need



stronger enrolment positioning and differentiation



improved enquiry follow-up and conversion



better admissions communication structure



a more premium and strategic campaign approach

Expected outcomes



Sharper Market Position

Stand out more clearly to prospective families.



Stronger Conversion Support

Move more enquiries toward application and enrolment.



Better Campaign Oversight

Track activity and improve admissions response performance.



**Ready to move beyond
basic marketing?**

*Let's build a stronger admissions
campaign for your school.*



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THE BOOSTER™

HOW IT WORKS

A simple, proven 5-step system that turns strategy into real enrolment results in just 30 days.



1 DISCOVER & PLAN

We learn about your school, your goals and your target audience. Then we build your custom 30-day campaign strategy.



2 CREATE & PREPARE

We produce your marketing content, visuals, messages and tools — all tailored to position your school and attract the right families.



3 LAUNCH & PROMOTE

Your campaign goes live across the right channels — reaching your target market with a consistent and compelling message.



4 CAPTURE & ENGAGE

We help you capture enquiries and engage interested families with follow-up tools that move them closer to enrolment.



5 MONITOR & OPTIMISE

We track performance daily, provide insights and make improvements to maximise results throughout the 30 days.



SIMPLE PROCESS. POWERFUL RESULTS.

We partner with you every step of the way to deliver measurable impact.

CAMPAIGN CHANNELS



FACEBOOK & INSTAGRAM ADS

Targeted ads that reach the right parents in your area.



WHATSAPP MARKETING

Engaging messages and updates shared directly with parents.



EMAIL MARKETING

Professional emails that inform, engage and drive action.



SOCIAL MEDIA CONTENT

Posts and stories that showcase your school's value and culture.



WEBSITE & LANDING PAGES

Optimised pages that convert visitors into enquiries.



ENQUIRY & FOLLOW-UP

Capture interest and nurture every enquiry to conversion.



OUR PROMISE

We don't just make your school visible — we help you achieve real, measurable results.



A focused 30-day campaign



A proven marketing system



Measurable impact and growth





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MAKE YOUR 2027 ENROLMENT CAMPAIGN MORE DELIBERATE

*Turn interest into enquiries.
Turn enquiries into applications.*

Start with a customised campaign system
built around your school — not a generic marketing template.

★ LAUNCH PARTNER OFFER ★



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R4,995
Standard R5,495



Booster Plus
R6,995
Standard R7,495



Book by 4 September 2026 to secure
the Launch Partner rate.

SCAN TO BOOK YOUR SCHOOL

Complete the short booking form and
SII will respond with the next steps
for your school campaign.



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