

Marketing ROI — which channel produces paying students

Every person counted by how they said they heard about the school; tuition is what they actually paid; spend is only what staff enter here.

1 What this page is for

WHAT THIS PAGE IS FOR

To answer "is the money we spend on marketing coming back?". It never guesses spend: until an amount is typed in **Enter ad spend**, the cost and return columns stay blank.

THE CHANNELS

Google, Social media, Referral, Sign or advertisement, School or university, Other — the same list as the "how did you hear about us" question on the Transition Enroll registration form, so leads and spend line up.

THE THREE NUMBERS THAT MATTER

- **Cost per lead** = $\text{spend} \div \text{leads}$.
- **Cost per student** = $\text{spend} \div \text{enrolled}$.
- **Return** = $\text{tuition paid} \div \text{spend}$.

2 The number cards

The cards across the top of the page, left to right.

CARD	WHAT IT COUNTS
Ad spend	Everything typed into Enter ad spend for the months in the window.
Tuition paid	Real payments (Transition Enroll) by students who enrolled in the window.

Cost per student

Ad spend ÷ enrolled students. Blank until spend is entered.

Best channel

The channel with the highest return on spend, or the most enrollments if no spend is entered.

3 Enter ad spend

Month, channel, amount, **Save spend**. The table underneath lists what has been entered with who entered it. Amounts are stored per month and channel; saving again replaces.

4 Leads vs. enrollments by channel

Two bars per channel. A channel with many leads and few enrollments is costing money, not making it.

5 Cost to acquire a student

Spend ÷ enrollments, per channel. Only channels with spend entered appear.

6 Return on spend

Tuition paid ÷ spend, per channel. Above 1 the channel pays for itself.

7 Channel detail

One row per channel: spend, leads, enrolled, enrolled %, cost per lead, cost per student,

tuition paid, return.

8 Step by step

Enter this month's ad spend

1. Under **Enter ad spend** choose the month and the channel.
2. Type the amount in dollars.
3. Press **Save spend**. The row appears in the small table and every cost figure on the page updates.
4. Entering the same month and channel again replaces the earlier amount.

Remove an amount

1. Find the row in the spend table and press its delete button.

9 If something looks wrong

Cost per student says "—".

No spend has been entered for that channel in the window.

Facebook is not a channel.

On the registration form Facebook is part of *Social media*. Enter Facebook and Instagram spend under Social media.