

Schools K-12



What they care about

1. Notify and alert parents and students
2. Provide thorough communications to parents and staff
3. Effectively communicate with all parents
4. Get immediate feedback from parents
5. Manage all contact information in one database

All-in-One Marketing Feature

1. SMS text blasts, appointment reminders, voice broadcasts
2. Email newsletters, SMS Texts, social media posts
3. Online sign-up pages, mobile keywords, mobile text, email, social media, voice broadcast, and instant message
4. Text-to-screen, mobile voting
5. OSPs, mobile keywords, Facebook sign-up page, one database

Opening Statement

{Intro statement}

I'm calling today to discuss an all-in-one messaging service that many K-12 schools are already effectively using to send out important notifications and rally school spirit.

Questions

1. How are you making sure urgent notifications are being delivered?
2. What methods are you using to effectively communicate with students and parents?
3. Are you effectively reaching all parents?
4. How are you getting feedback from parents to provide the best programs and be hospitable?
5. How are you managing your contact databases?

Benefits Statements

1. You can immediately alert parents about urgent matters with SMS texts, and remind them to keep up with deadlines and meeting schedules with appointment text reminders and voice broadcasts.
2. All-in-One Marketing allows you to keep parents in the loop by providing in-depth communications concerning individual students or school-wide news with email newsletters. You can use SMS texts and social media posts to boost attendance at school-related events, and even highlight specific achievements.
3. All-in-One Marketing gives you tools to contact parents in a variety of ways to ensure they receive important messages. Parents to sign up with online sign-up pages and mobile keywords to provide not only their mobile numbers, but their names, emails, land lines, and even screen names. Send to their preferred mode of communicate to get greater response rates.

4. Get immediate feedback from all parents on what days they'd prefer to hold parent-teacher conferences with mobile voting. You can also utilize the Text-to-Screen feature during these conferences to allow parents to ask open-ended questions on a public display screen
5. All-in-One Marketing allows you to manage several contact lists on a single database. Keep your messaging lists organized to send specific communications out to the right audience.

To put your mind at ease, All-in-One Marketing comes with the following advantages:

- Online tutorial videos
- [insert customer service benefits here]