

Corner Street ArtSchool

Success Story



Customer:

Corner Street ArtSchool

Segment: Education

Target: Education Inclined Business

Project: Lead Capturing Boost

Benefits & Results: Increased cash flows over time

SITE123 Solution: Basic Plan

123ContactForm Solution: Platinum Edition

Summary

This study shows how companies can improve their revenues by capturing more leads and turning them into recurring customers. In this case, there is a focus on educational companies as an example. For the desired results, it is necessary to have or set up a website and use a form as a lead generation tool. This allows the companies to gather data on individuals that are interested in the service, establish contact with them and possibly generate a sale. Over time, this strategy is set to increase customer base and consequently derived revenues.

Issue

Recently, many traditional means of capturing leads and growing customer base have been running scarce in terms of results. With everyday life turning to the digital world, it is necessary that companies turn their strategies in the same direction. All enterprises seek to increase the number of clients and consequently cash flows in order to continue growing over time. In this sense, there is an urge to migrate educational companies into the internet in order to increase visibility and lead capturing. Even companies that are already online need to enhance their presence and means of gathering new clients.

Objectives

- Increase number of new clients
- Enroll existing clients on new projects
- Stabilize incoming cash flows
- Sustain financial health

Solution

Traditional ways of publicizing an educational company's portfolio and services no longer bring the desired results. The administrative team in charge of this kind of company needs to agree to change the focus to online in order to explore the most modern means of lead capturing.

As soon as the focus is migrated to online possibilities, the scenario tends to change. The easiest way for companies to bring new students for classes is to apply a simple strategic route to turn target audience into customers. This strategy is very straightforward: it consists of a sign up form on the company's website for visitors to opt-in for a free first class.

To implement the strategy, it is first necessary to create a website. That can be easily done using SITE123, a free website builder. SITE123 offers educational templates and others, which facilitate the work of the person in charge of building the website. Within the SITE123 hub, there are options to add many functionalities.

Among them is 123ContactForm, which is used to place a form on the company's website. After the website is made, it is necessary to turn to 123ContactForm to set up the form that goes into the website. When presenting the form, it is crucial that the company has something to offer to website visitors in exchange for their data. An interesting offer, commonly used in the education sector, is to provide a free first class. This will convince users to sign up and possibly continue the course. This should be highly considered when building the form. When the form is ready, it is smoothly inserted into the website. The process is elementary: after building the form, the person in charge copies a number/letter sequence shown on 123ContactForm and pastes it into the respective application on SITE123.

"Just like in any kind of education, the company has to be open to implementing new ways of marketing. By understanding the online advantages it is possible to remain open to learning the concepts of lead capturing, sales steps and much more. Furthermore, the results from having a strategic form on the website are proven to increase revenues." says Noam Alloush, SITE123 owner.

Expected Payoff

Near full capacity operation

Before the creation of a website and the placement of a strategic sign up form, most educational companies operate physically with much idle capacity. The number of new students and classes tend to grow after using the website and form strategy. That is likely to contribute to a considerable increase in capacity use.

Increased revenues from existing clients

The payoff can also be seen with existing customers. It is a common thing for existing students/clients to often visit the company's institutional website. With the expectancy for news and interesting content online, they are usually recurring visitors. The form can induce many existing students into signing up for new courses.

Aggregated Marketing

The online efforts can result in various satisfied customers that would be happy to share with their acquaintances the great service they are experiencing.

Financial Stability

With stabilized cash flows, due to income from new students, the company is able to secure its business fundamentals. The number recurring students recaptured through the form can largely contribute to this financial health.

Consideration

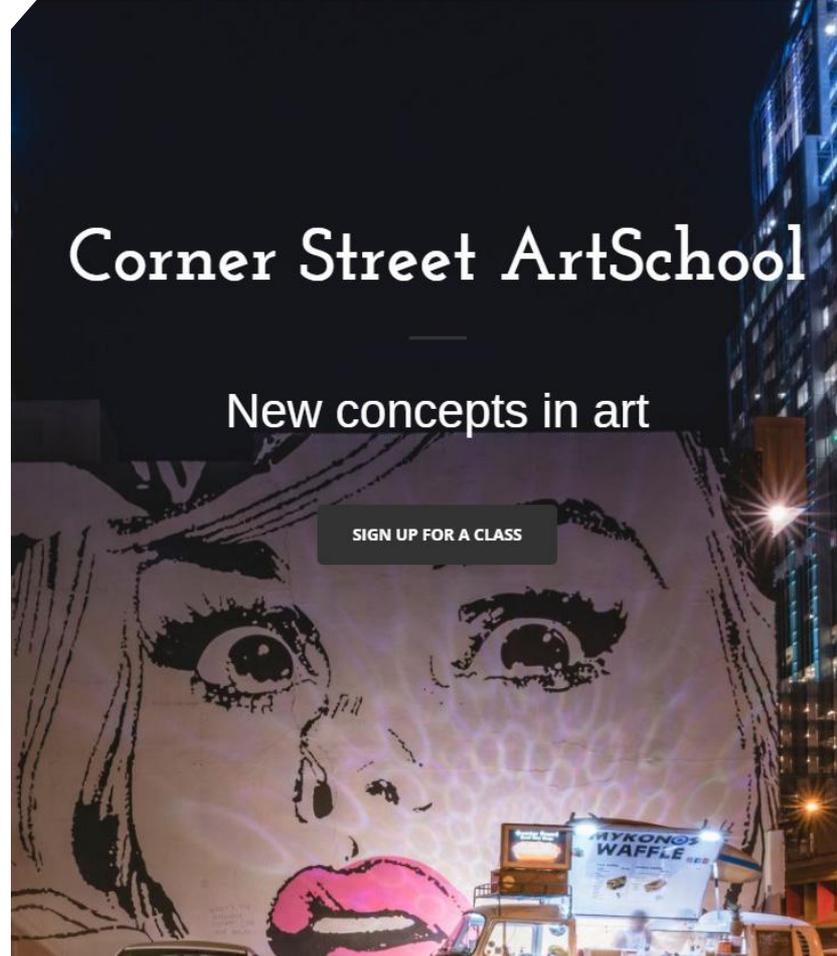
In many cases, when starting in the online environment, SMEs have no clue on how to create a website and update it, what kinds of strategy exist and so on. With some effort from the team involved, it is possible to add the pieces together using SITE123 and 123ContactForm to discover a path to capture website visitors and turning them into leads.

The form can be the ultimate link maker between the company and potential customers. They can instantly visit the website, sign up for a free class and start the relationship with the school. Without much further effort after creating the website and setting up the form, schools should maintain an interesting number of new students coming in.

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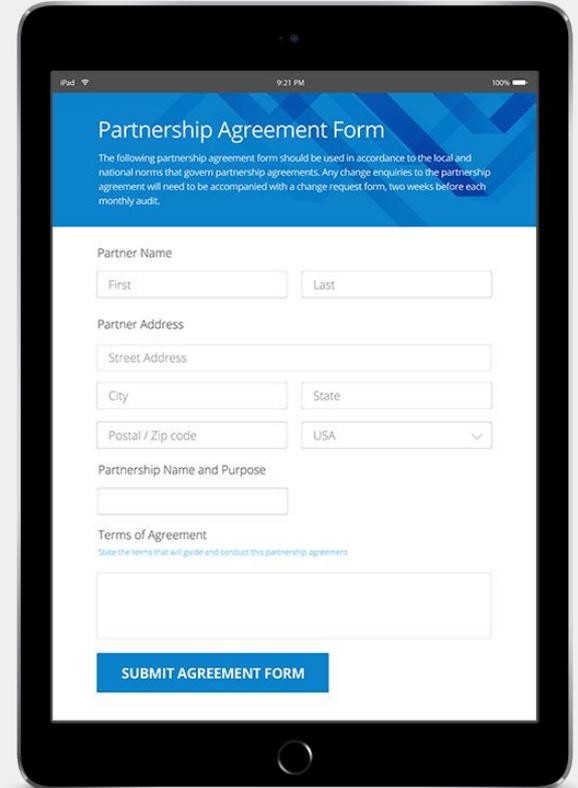
New concepts in art

SIGN UP FOR A CLASS



Conclusion

The implementation of modern tools is a great path to company growth. Traditional educational companies can successfully build a website on SITE123 and take advantage of the possibilities it offers. The addition of a form using 123ContactForm as a possibility for new students to sign up can be worthwhile and the results are expected to contribute to the company's financial health over time.



The image shows a tablet displaying a web form titled "Partnership Agreement Form". The form is set against a blue header with a geometric pattern. Below the header, there is a paragraph of text explaining the form's purpose. The form itself consists of several sections: "Partner Name" with "First" and "Last" input fields; "Partner Address" with "Street Address", "City", "State", "Postal / Zip code", and a "USA" dropdown menu; "Partnership Name and Purpose" with a single text input field; and "Terms of Agreement" with a larger text input field. At the bottom of the form is a blue button labeled "SUBMIT AGREEMENT FORM". The tablet's status bar at the top shows "iPad", "9:21 PM", and "100%" battery.

Partnership Agreement Form

The following partnership agreement form should be used in accordance to the local and national norms that govern partnership agreements. Any change enquiries to the partnership agreement will need to be accompanied with a change request form, two weeks before each monthly audit.

Partner Name

First Last

Partner Address

Street Address

City State

Postal / Zip code USA

Partnership Name and Purpose

Terms of Agreement

State the terms that will guide and conduct this partnership agreement

SUBMIT AGREEMENT FORM

For more information visit www.123contactform.com
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