

BSD PLAYBOOK: HOW TO EFFECTIVELY WORK BSD LEADS

Improve your conversion rate with leads generated from BSD and learn how your team can be more effective with outreach strategies.



OWNED BY BEAUTY SCHOOLS MARKETING GROUP

Beauty Schools Marketing Group owns and operates BeautySchoolsDirectory.com, the most popular and comprehensive online student resource for information on beauty schools and beauty programs.

Each month, tens of thousands of prospective students use BSD to search for beauty schools in their area, expressing interest in programs like Cosmetology, Esthetics, Barber, Nail Tech and Makeup. Whenever possible, BSD matches these students to member schools that fit what students are looking for. For hundreds of beauty schools across the country, BSD continues to be a trusted provider of high-volume, low-cost leads and enrollments.

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HOW LEADS ARE GENERATED

LEADS GENERATED THROUGH SEARCH

BeautySchoolsDirectory.com is the flagship property of the Beauty Schools Marketing Group (BSMG) student search network, a network of beauty school related websites that includes beautyschools.com, beautyschoolprograms.com, estheticianedu.org and many others.

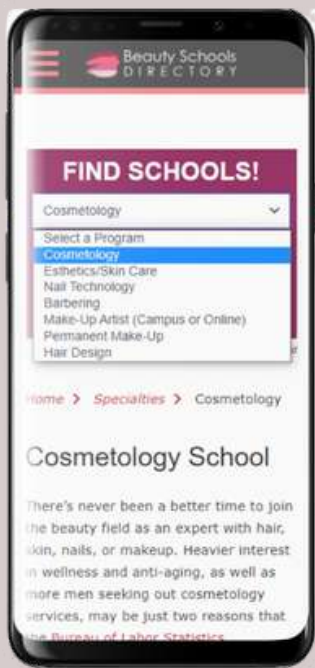
All BSMG search websites, including BSD, generate qualified traffic and leads via Search Engine Marketing from Google. Although you may already run Search campaigns geared toward

capturing brand searches (i.e. people that already know who you are) and driving high-intent visitors to your website or landing page, BSD tends to attract a similar, but slightly different, type of visitor via Search.

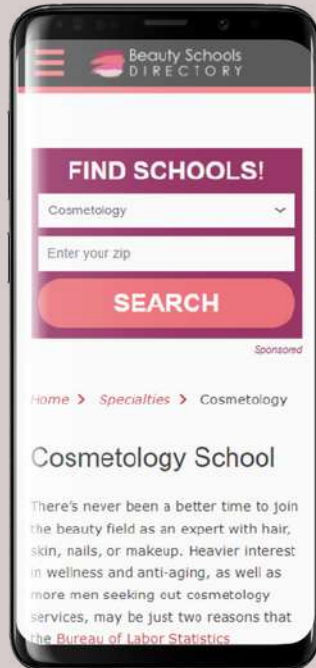
These are individuals who are seriously interested in beauty schools, beauty programs, and beauty careers, but haven't yet made up their mind to enroll and/or haven't done a lot of research already regarding nearby school options.



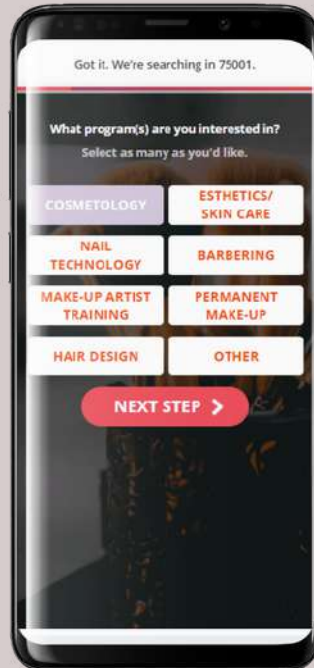
BSD LEAD FUNNEL



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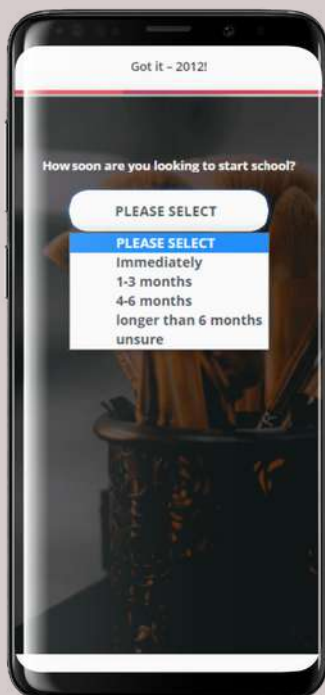
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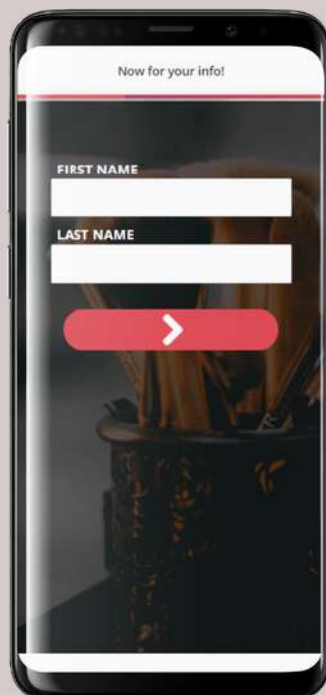
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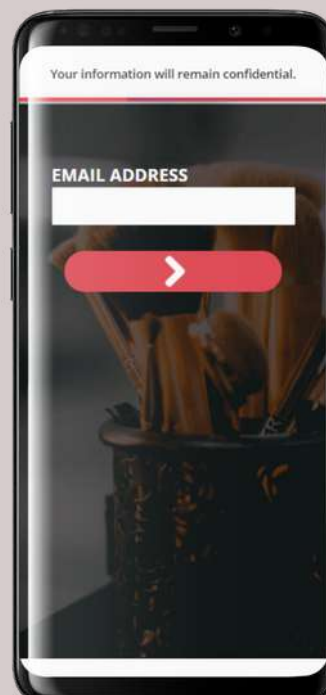
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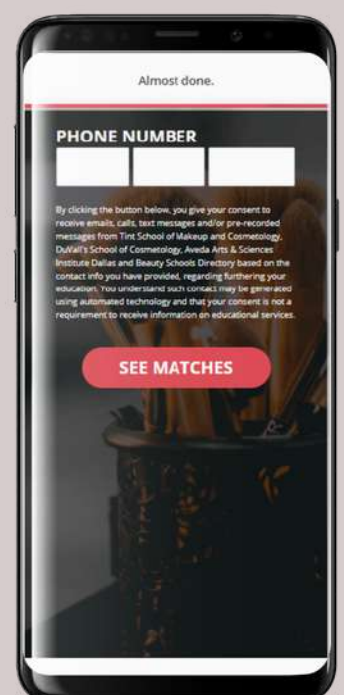
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CHAPTER

HOW LEADS ARE DISTRIBUTED

MATCHING PROCESS

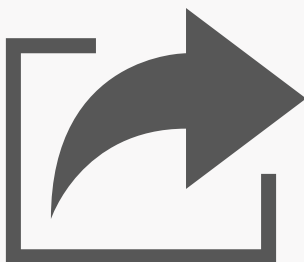
MATCHED WITH SCHOOLS

The prospective student is matched to school(s) nearest to them that offer program(s) closely related to their interests. Only BSD member schools are displayed. Member schools may select the geographical radius or set of specific zip codes they would like to receive leads from.



DELIVERED INSTANTLY

Once the prospective student completes the matching process, their information is sent directly and instantly to the school. This lead information can be delivered directly to the school's CRM or via email (or both). If a school's approved budget runs out for the month, that school is removed from matching results until the following month or until additional budget is added.



The average **share rate** of leads is approximately 1.5 (that's how many unique schools a prospective student is matched with on average). Many prospective students are only matched to one school.

The maximum number of school matches is four, which rarely occurs. School matches are prioritized and ranked based on proximity to the prospective student.

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CHAPTER

ADMISSIONS BEST PRACTICES

TIP #1

SPEED TO LEAD

Contacting a lead as soon as they are transferred to you is always the best thing you can do. In some cases, the lead is shared with multiple schools, so making sure your outreach happens right away is key.

At Beauty Schools Directory, we offer two free options to school members: an email and/or a text designed and written by you, but sent from our database to the lead. You could say something like: *ABC Beauty just received*

your request for more information! Someone from our admissions team will be in touch with you shortly. In the meantime, please visit our website at abc.edu or you can call us at 555-555-5555.

Many schools are using CRM's that can do this automatically, so make sure an immediate message is set up so the lead knows that you'll be contacting them soon.



TIP # 2

DON'T ASSUME . . .



... people are ready to start immediately.

BSD forms do ask leads how soon they're looking to start school, and even though most choose immediately or 1-3 months, individuals quickly realize that going to school is a big commitment and might take longer than expected. It takes leads 30-90 days on average to start school, so be patient and continue to work them.



... people are familiar with your brand.

BSD leads requested information on a general directory. This means that they likely didn't visit your website or get to know your school before you contacted them. In some cases, they may have never heard of you, so introduce yourself and get to know their needs.



... people know which program they want.

The BSD lead form allows people to choose multiple areas of interest. It's possible they want to learn more about all of your programs or, in some cases, they may not know the difference between cosmetology and esthetics. Be ready to help a lead figure out the best fit for them.



. . that just because someone doesn't respond immediately, that means they aren't interested.

Prospective students often fill out a form when they're at work or sitting in class at school. They can't always answer the phone or text you back immediately. Sometimes, they're just filling out a form to get basic information about your school and they aren't ready to talk to you. Continue reaching out and send relevant information about your school and program to the lead.

TIP # 3

WHAT TO SAY



Send an email right away.

As soon as a lead requests information, you should send them an email outlining a few things about your school, enrollment info, the programs you offer, and a promise that you'll be contacting them.



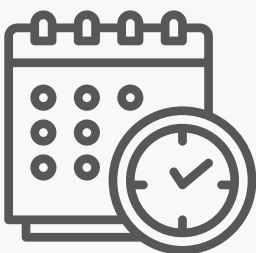
Call first.

Historically, calling a lead first is the best thing you can do. The goal should be a tour, but also to build rapport. Introduce yourself and find out how long they've been thinking about this industry and then explain that next steps would be to schedule a school tour.



Text second.

If they don't answer, always text. This text should not drive people to a phone call. The goal is the same as a call: to get a tour booked! Introduce yourself and ask an open-ended question to get them to respond (*i.e. Which area of beauty are you most interested in?; How long have you been thinking about a beauty career?*)



Don't give up! Text and/or call a few times that first week and then at least once a week for the first month until you get a hold of the lead. Make sure you add them to an email drip campaign to get regular updates about your school and class starts.

TIP #4

STAY ORGANIZED

In order to be a successful admissions rep, you need to keep your leads organized.

Whether you use a CRM or a spreadsheet, you should know the source of every lead (i.e. BSD, social, PPC, referral), dates that you attempted to reach out, and detailed notes whenever you made contact.

These notes will help you when following up with leads and will prompt you to add calendar reminders to call or text the lead.

BSD leads often have a longer conversion cycle. This means you need to reach out multiple times and follow-up weeks, sometimes months, later.

For schools without a CRM, your BSD leads are emailed directly to you. This means you need to take an extra step to input these leads into a database or spreadsheet. Failing to do this will result in a wasted lead, so stay organized with your outreach efforts.



CHAPTER 4

BEYOND BSD LEADS

GET MORE LEADS

Although BSD is a great source of highly-qualified leads, many clients need more leads than BSD can provide and are specifically interested in generating branded, exclusive leads to complement what they receive via BSD. In these cases, we are often able to offer supplementary search and social campaigns that generate branded, exclusive leads at a competitive cost per lead.



Search campaigns

We create a custom, branded landing page and drive high-intent search traffic directly to your school's branded page to generate exclusive, highly qualified leads. Leveraging our expert knowledge of paid search keywords for beauty schools, we'll find even more prospective students who are specifically interested in your school.



Social campaigns

Using engaging, branded ad creative (including video) on social channels like Facebook and Instagram, we use proprietary audience profiles and insights to funnel even more high-intent leads to your school.



We work with clients who can commit to a minimum monthly spend of \$10,000 (or more) for a combination of BSD and incremental branded, exclusive leads.

Our goal is to generate a cost-per-lead (CPL) around \$50. All management fees, landing pages, and social creative is included.

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CALCULATING YOUR SUCCESS RATE

WHAT'S YOUR ROI?

The best way to determine if your BSD investment is worth the monthly spend is by analyzing your cost-per-enrollment (CPE).

Around 90 percent of BSD users have NOT already completed a form on your school website in the prior 30 days . This is important to note because although your CPE for BSD leads may be higher than other digital marketing efforts, BSD is typically worth continuing because these leads (and enrollments) from BSD are INCREMENTAL— meaning, these are leads and enrollments that you are not able to generate through your own marketing efforts.

EXAMPLE



Your school spends \$2,000 / month on BSD leads at \$24/lead



Over one quarter (three months), that generated you 250 leads

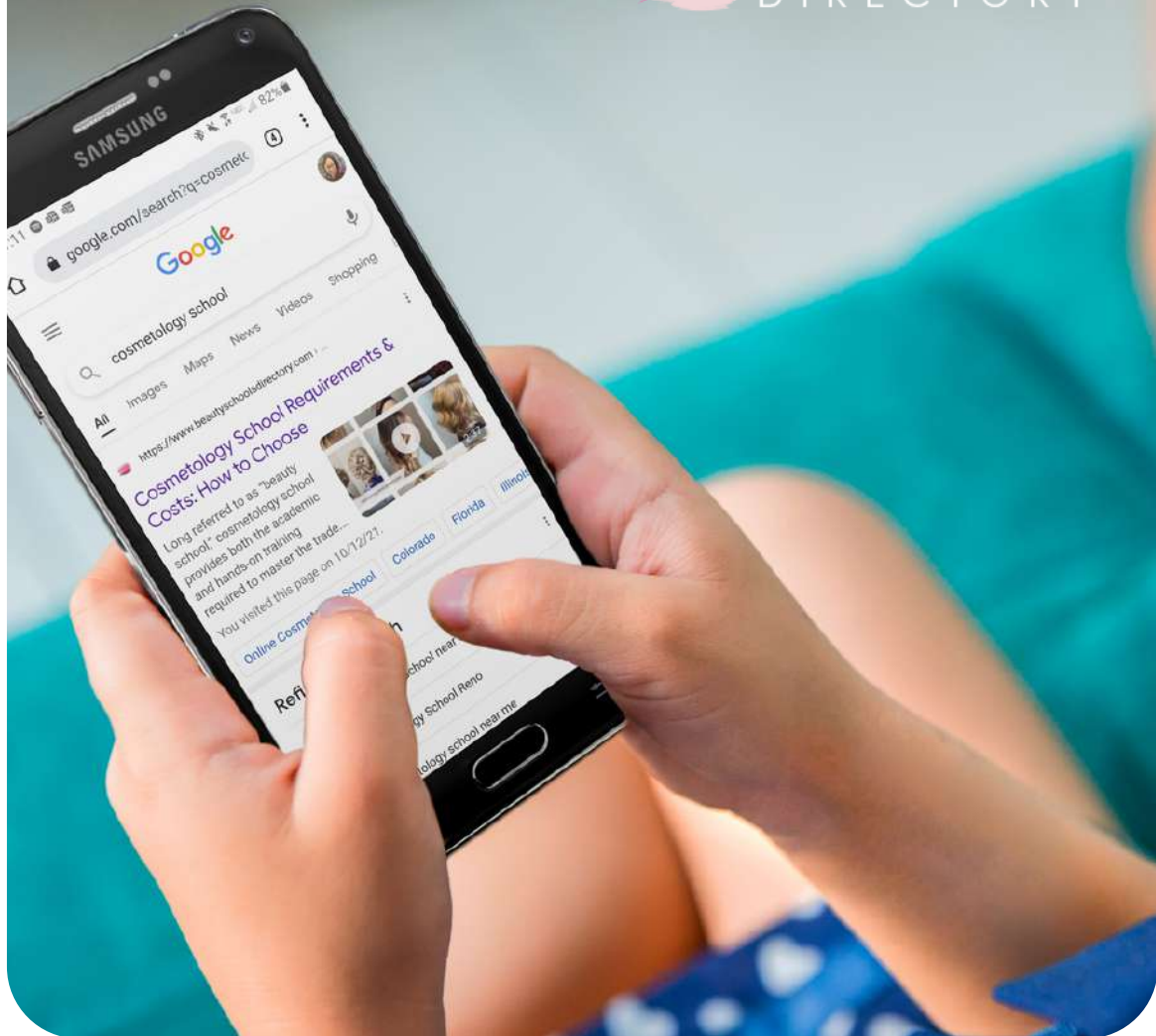


Out of those 250 leads, 8 enrolled within a few months

8 enrollments out of 250 leads is a 3 percent conversion.

Some schools convert BSD leads around 1 - 2 percent and some have told us they convert around 8 percent. Regardless of your conversion rate, do the CPE analysis to see your ROI.

In this example, the school's CPE is \$750 (\$6,000 investment divided by 8 enrollments). Anything under 10 percent of tuition in the beauty school industry is good. So, if tuition is \$20,000, keeping your CPE under \$2,000 is a great target. Remember, these leads don't convert overnight, but if you're following up with them and calculating your ROI, BSD is a smart investment for most schools.



HAVE QUESTIONS?

We're here to help! If you have questions about how to be more successful with BSD leads, setting up an automatic email/text, launching exclusive lead campaigns, or anything else, contact:

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