

FUTURE-PROOF YOUR MARKETING WITH AI & AUTOMATION



**DIGITAL
CONSULTANTS**

Faith-Based Marketing Done Right



Introduction to Digital Consultants

Digital Consultants' Calling

- **Serving faith-based** organizations with excellence and corporate experience
- We believe Christian schools **shape eternal destinies** and deserve professional tools to reflect that mission.
- In today's digital world, most parents decide within **10 seconds online** if a school is worth exploring.
- A weak online presence leads to **missed ministry opportunities**—we're here to make sure that doesn't happen.

Our Team



Jenani P



Mary L



Josie H



Support Team



Madison M



Josh H



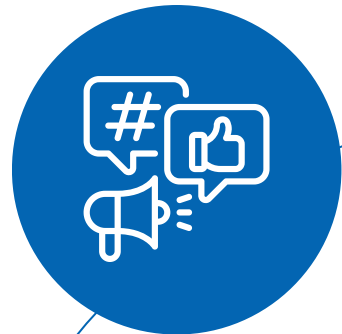
Developers

CHRISTIAN SCHOOL MARKETING



Social Media

Strategy based on mission and vision of school to engage the right audience



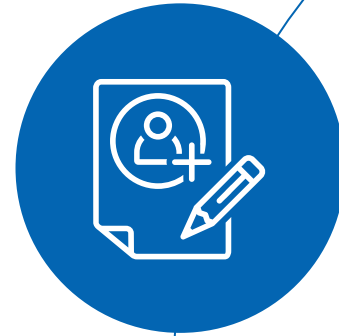
Website

Unlimited updates, technical support, campaign page design and monthly traffic numbers



Enrollment

Open house, tours & leads management



SEO

1st page ranking on Google, local authority, keyword optimization



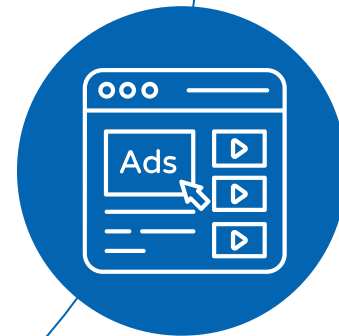
Email Campaigns

Write, design, schedule and measure weekly emails to engage with leads



Digital Ads

Design ads, content, manage performance & conversion



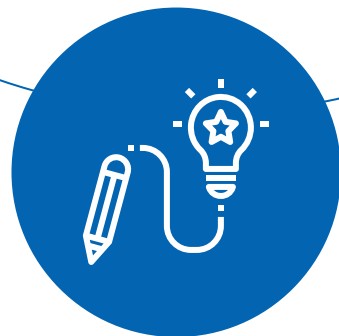
Content Management

Develop consistent content and messaging throughout all marketing incentives



Professional Design

Graphic & video design based on content and target audiences



Word of Mouth

Strategies to grow word of mouth & build fundraising incentive with current families



What is AI vs Generated AI?



AI Means...

The ability of computers or machines to perform tasks that typically require human intelligence, such as learning, reasoning, problem solving, understanding language and recognizing patterns



Generative AI Means...

A type of AI that **CREATES new content, such as text, images, audio, or code, by learning patterns and structures from existing data.**

Understanding Generative AI

- To create new assets
 - Generative AI can write text, draw pictures, make videos, or even create music based on what it has learned from existing examples.
- AI learns by looking at patterns.
 - Generative AI learns from tons of data—like books, images, or conversations—and uses that to create new content.



Understanding Generative AI

- AI Saves time and sparks creativity
 - Generative AI helps schools and teams come up with ideas faster, create content easily, and spend less time on repetitive tasks.
- It's a tool—not a replacement.
 - AI supports your work, but you're still in control. You can guide it, edit it, and use it to align with your school's mission and values.



Are you currently using AI?





Daily Usage of AI

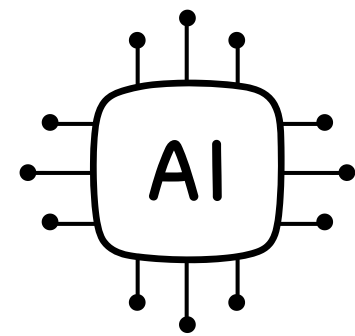
- Face ID
- Social media
- Grammarly
- GPS
- Search Engines

**WHAT DOES
AI HELP
YOU WITH?**

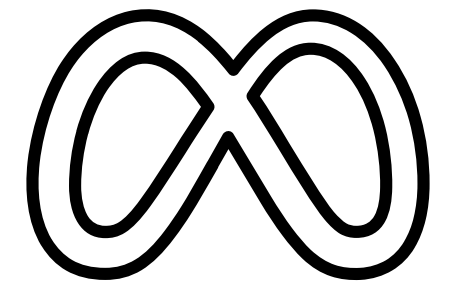
Partner with AI to:

- **Generate proper text**
- **Generate pictures**
- **Generate audio**
- **Generate video**
- **Analyze and evaluate content**

Sample AI Tools



Chatbox	Image Generator	AI for Schools
ChatGPT	Canva	School AI
WhatsApp	Ideogram	Magic School
Copilate	Meta	TeachFlow AI
Google Gemini	Designer	Grammarly



15 of The Best AI Teaching Tools

Limited Time Only!

 **DIGITAL CONSULTANTS**
Faith-Based Marketing Done Right

A Simple Start to AI

- 15 OF THE BEST AI TEACHING TOOLS

[DOWNLOAD NOW!](#)

Digital Consultants



Automation to Simplify Marketing

Benefits of Automation for Schools

- **Central Place for Managing Marketing and Communication**
 - Dashboard with financial details and inquiries in the pipeline
 - Inquiry forms
 - Inquiry statuses
 - Value of inquiries
- **Track Every Family's Journey**
 - Emails, calls, tours, forms, and follow-ups
 - Notes and reminders for your admissions team

Benefits of Automation for Schools

The screenshot displays a CRM interface for managing 'Opportunities'. At the top, there are navigation tabs for 'Opportunities', 'Pipelines', and 'Bulk Actions'. Below this, a 'Main' dropdown menu is set to 'Main', and a badge indicates '110 opportunities'. Action buttons include 'Import', 'Add opportunity', and a menu icon. A search bar labeled 'Search Opportunities' and a 'Manage Fields' link are also present. The dashboard features a summary section with five cards:

Category	Count	Value
Inquiry from Phone	102 Opportunities	\$1,559,300.00
Inquiry from Social Media	0 Opportunities	\$0.00
Referral Inquiry	0 Opportunities	\$0.00
Application In Progress	2 Opportunities	\$39,900.00
Assessment	0 Opportunities	\$0.00

The main content area below the summary cards is currently blank, showing a large blue rectangular placeholder.

What Does Automation Look Like for Schools?

- Automatically send weekly newsletters with devotionals, reminders, and updates
- Schedule birthday messages or monthly prayer notes for families
- Follow-up emails go out right after an open house or campus tour —no one falls through the cracks
- Inquiry forms feed directly into a CRM with email sequence
- Each prospective family receives a series of helpful, Christ-centered emails to earn trust
- Staff are notified when someone is ready for a phone call or tour

Sample of Automation

The screenshot displays a CRM interface for a contact named Jamilla Hall. The contact's profile is shown on the left, including fields for Contact Type (Lead) and How Did You Hear About Us (How did you hear about us?). The right side of the interface features a vertical timeline of events:

- Page Visited** (Oct 23rd, 2024 01:52 pm): /academy, Paid Search. This entry is circled in red.
- Page Visited** (Oct 23rd, 2024 01:52 pm): /christian-boarding-schools, Paid Search.
- Contact Created** (Oct 23rd, 2024 01:51 pm): OK - Webform.
- Form Submitted** (Oct 23rd, 2024 01:51 pm): OK - Webform.
- Page Visited** (Oct 23rd, 2024 01:48 pm): /academy, Paid Search.

Below the timeline, attribution information is shown: First Attribution and Latest Attribution, both with Session Source: Paid Search. A hand icon points to the timeline area, and a blue text overlay reads: "Instant access to inquiries' journey/history".

Sample of Automation

The screenshot displays a workflow automation builder interface. At the top, there are navigation tabs: **Builder**, **Settings**, **Enrollment History**, and **Execution Logs**. On the right side of the top bar, there are buttons for **Test Workflow**, **Draft** (with a toggle switch), and **Publish**.

The main workspace on the left is a grid where workflow steps are placed. A green box labeled **Trigger Form Submitted** is connected to a purple box labeled **Wait**. Below these, there are boxes for **Add Tag** and **Create Or l Opportunit**.

The right-hand panel is titled **Workflow Trigger** and contains the following configuration options:

- CHOOSE A WORKFLOW TRIGGER:** A dropdown menu currently showing **Form submitted**.
- WORKFLOW TRIGGER NAME:** A text input field containing **Form Submitted**.
- FILTERS:** A section with a dropdown menu showing **Form is** and a corresponding value field. Below this is a **+ Add filters** button.

Sample of Automation

Builder Settings **Enrollment History** Execution Logs

Start Date → End Date [icon] All Events [dropdown] Select Contact [dropdown] [refresh]

Contact	Enrollment Reason	Date Enrolled (EDT -04:00)	Current Action	Current Status	Next Execution On (EDT -04:00)	Actions
MS michael scardina	Form Submitted...	May 15th, 10:12:26 am	Email	Finished	Not Available	[refresh] [grid]
TV thaelys vanezca	Form Submitted...	May 14th, 9:12:15 pm	Email	Finished	Not Available	[refresh] [grid]
DL dunia labrada	Form Submitted...	May 13th, 12:08:37 pm	Email	Finished	Not Available	[refresh] [grid]
YG yaumara gonzalez	Form Submitted...	May 8th, 4:22:57 pm	Email	Finished	Not Available	[refresh] [grid]
MR melany rivas	Form Submitted...	May 8th, 11:37:14 am	Email	Finished	Not Available	[refresh] [grid]
GR gabriel reyes	Form Submitted...	Apr 29th, 10:05:01 am	Email	Finished	Not Available	[refresh] [grid]
A alana	Form Submitted...	Apr 29th, 9:42:12 am	Email	Finished	Not Available	[refresh] [grid]
DL dunia labrada	Form Submitted...	Apr 25th, 8:51:24 am	Email	Finished	Not Available	[refresh] [grid]
MB maurys brito	Form Submitted...	Apr 24th, 10:10:22 am	Email	Finished	Not Available	[refresh] [grid]

5 Essentials Every Christian School Needs for a Website to Get Results

NEW

Christian School Listing



A Smarter Way to Reach Families

SHARE YOUR CHRISTIAN SCHOOL'S EXCEPTIONAL VALUE KNOWN TO MORE PARENTS

CLAIM YOUR FREE PROFILE LIST

[Start for FREE](#)

Top Christian Directory

Ability to:

- File to tell your powerful story
- Reveal the amazing experience at your school
- Improve online optimization
- Reach Christian parents
- Connect with families for your schools
- Build credibility with future parents
- Highlight the school
- Host open houses or events to generate new leads
- Grow your school



Search Christian Schools Ready to Partner With You

Search for... [Search](#)

Search by location

Faith West Academy
Christian educational excellence in a biblical based environment in Katy, Texas

Fayetteville Christian School

LIBERTY CHRISTIAN SCHOOL
530-222-2232
Liberty Christian Schools

MOUNT CALVARY CHRISTIAN SCHOOL
Mount Calvary Christian School

King's C
Education
Learn, Gr

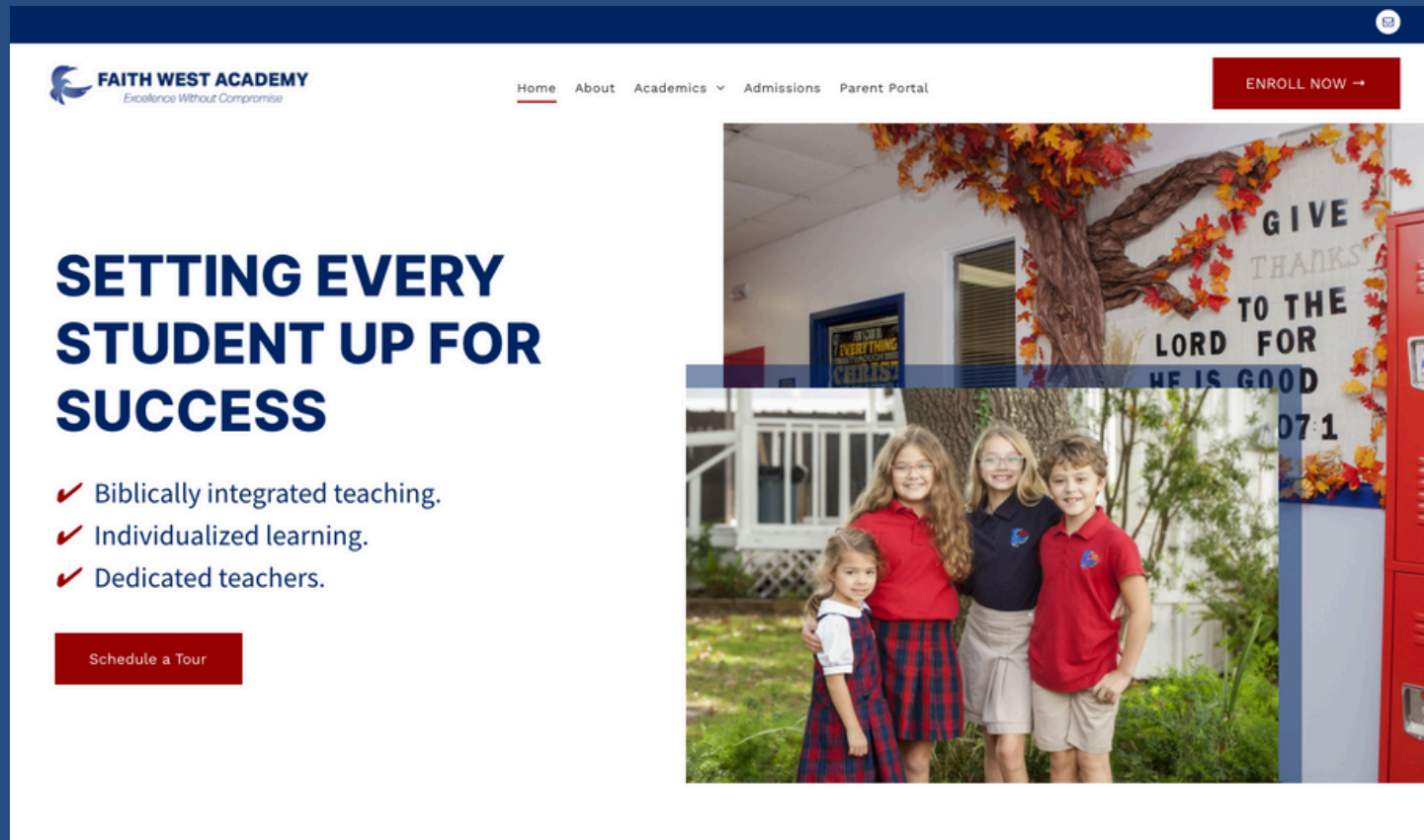
Olney F



5 Essentials Every Christian School Needs for a Website to Get Results

1. Clear Tagline

- By scanning the tagline a parent should instantly be aware of the value of your school.



FAITH WEST ACADEMY
Excellence Without Compromise

Home About Academics Admissions Parent Portal **ENROLL NOW →**

SETTING EVERY STUDENT UP FOR SUCCESS

- ✓ Biblically integrated teaching.
- ✓ Individualized learning.
- ✓ Dedicated teachers.

[Schedule a Tour](#)

GIVE THANKS TO THE LORD FOR HE IS GOOD 07.1

Enrol Now



2. Call to Action

- A call to action is what you want visitors to do on your website
- What is the next step that parents should take on your website?



Stouffville
Christian School

Christ-Centred
EDUCATION
FOCUSED ON
PERSONAL AND
ACADEMIC
EXCELLENCE.

Support by Donation

stouffvillechristianschool.com
905-887-3330



3. Who You Are (What makes you unique?)

- It is important that you describe to visitors how your school is different from others
- How do you set yourself apart from other schools?

AT ADVANCED CHRISTIAN ACADEMY

**EMPOWERMENT
THROUGH FAITH:
ACADEMIC EXCELLENCE**



High
Standards



Hands-on
Approach



Experienced
Teachers

TAKE A TOUR



Contact Us
416-439-7008



For More Information
advancedchristian.ca



4. Quality Information (Not Quantity)

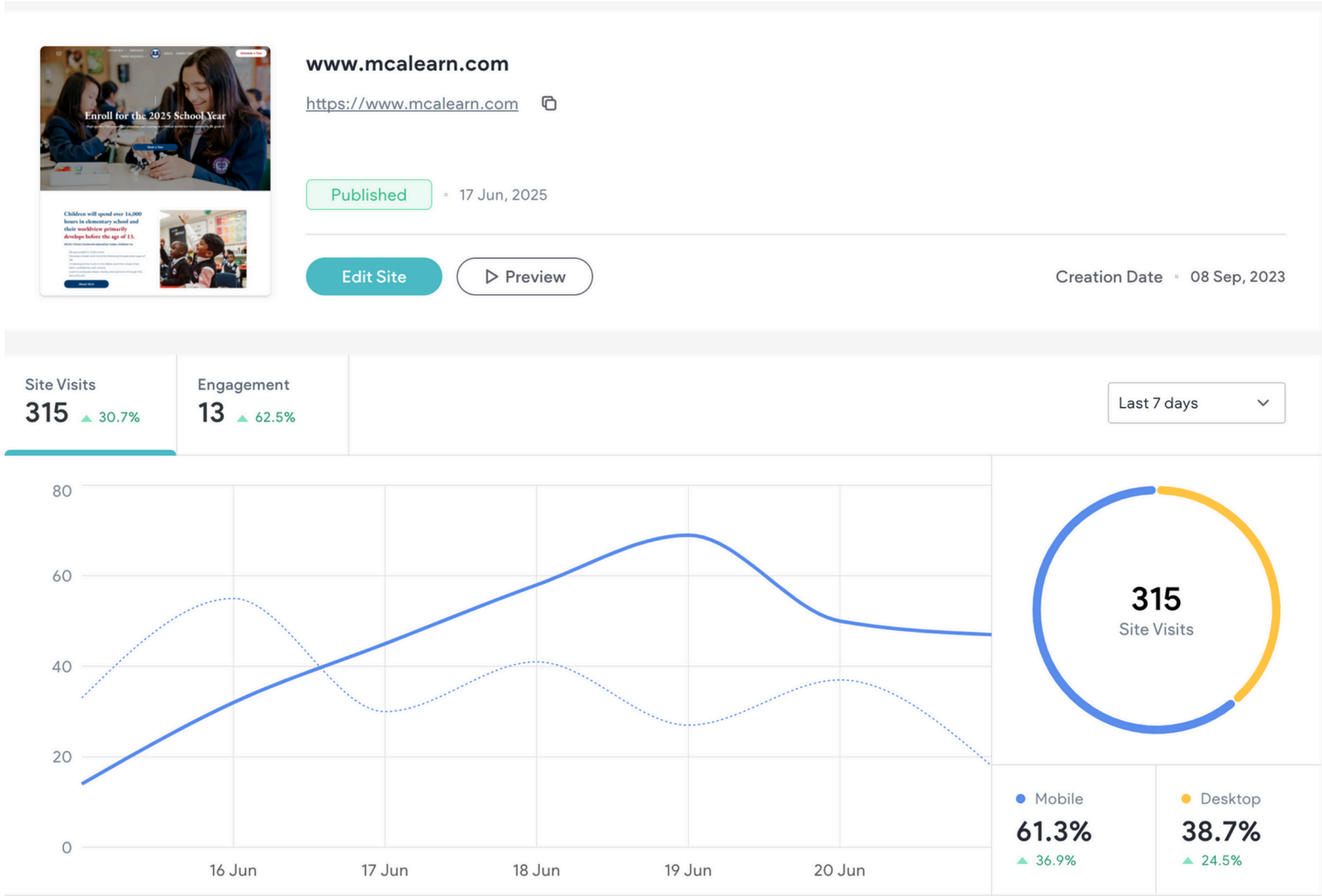
- Your website needs to be scannable and easy to read quickly
- Reducing unnecessary text is extremely important
- Language should be simple and easy to understand





5. Review Analytics

- Reach the right families more effectively
- No more guessing, make educated decisions
- Save money and stop wasting time on marketing strategies that don't work













Sample Analytics





Sample Analytics

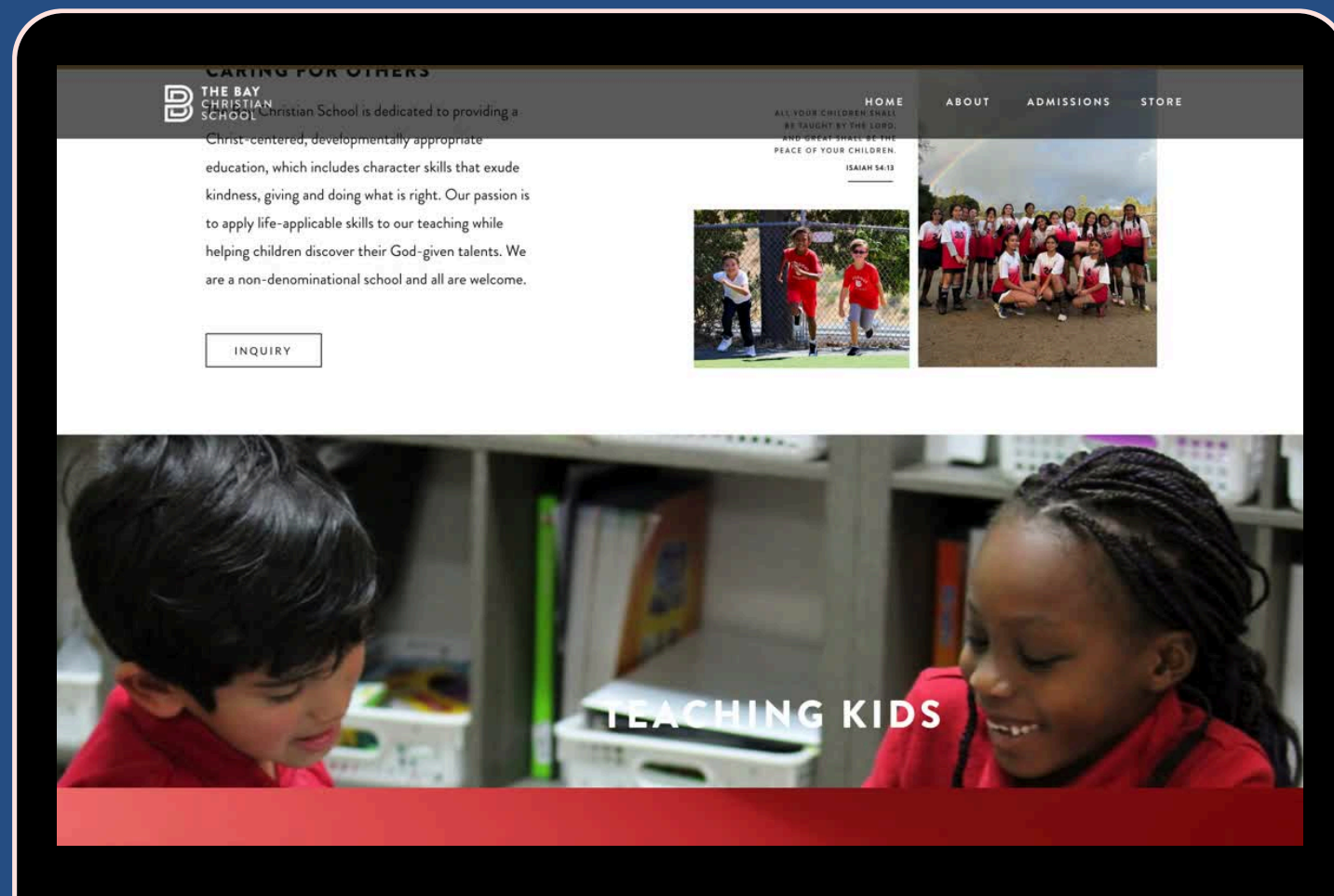
INDIVIDUAL SOURCE DETAILS								
	Source of Visitors ^	Site Visits v	Visitors ^	Bounce Rate ^	Page Views ^	Avg. Visit Duration ^		
		1075(100%)	1025(100%)	46.98%	2013	00:00:58		
1	Google/search	418(38.88%)	398(38.83%)	46.65%	737	00:00:54		
2	(direct)/(none)	333(30.98%)	322(31.41%)	53.75%	426	00:00:19		
3	www.mcalearn.com/internal	210(19.53%)	193(18.83%)	21.9%	702	00:02:25		
4	Facebook/social	54(5.02%)	54(5.27%)	85.19%	62	00:00:20		
5	l.instagram.com/unknown	20(1.86%)	20(1.95%)	75%	28	00:00:21		
6	com.google.android.googlequicksearchbox/...	13(1.21%)	11(1.07%)	76.92%	14	00:00:05		
7	Bing/search	11(1.02%)	11(1.07%)	54.55%	15	00:01:50		
8	Yahoo!/search	3(0.28%)	3(0.29%)	33.33%	9	00:00:42		
9	chatgpt.com/unknown	2(0.19%)	2(0.2%)	50%	4	00:00:27		
10	DuckDuckGoL/search	2(0.19%)	2(0.2%)	0%	5	00:01:05		

Sample Analytics

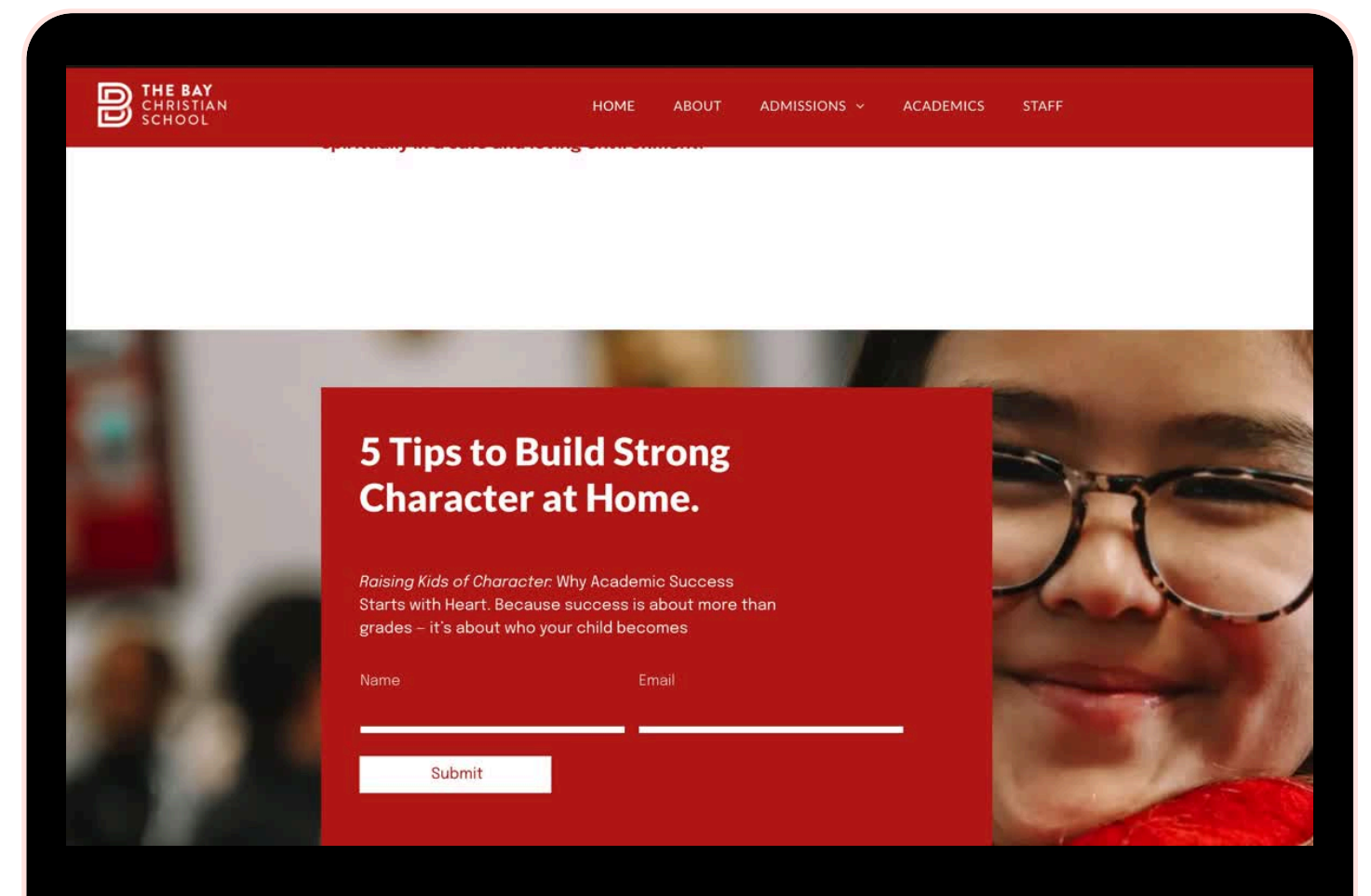
INDIVIDUAL PAGE DETAILS								
	<u>Page URL / Page Name</u> ^	Page Views v	Unique Page Views ^	Avg. Time on Page ^	Bounce Rate ^	Exit ^		
		2013	1736	00:01:15	62.78%	52.56%		
1	/ 	786	662	00:00:52	51.3%	52.04%		
2	summer-camp 	237	189	00:03:04	77.52%	67.93%		
3	tuition 	197	185	00:02:44	83.33%	68.02%		
4	about 	180	155	00:02:21	72.34%	58.89%		
5	is-private-school-worth-it-advantages-of-pri... 	106	94	00:02:10	87.91%	84.91%		
6	admissions 	98	88	00:00:26	42.86%	20.41%		
7	academics 	85	71	00:00:46	100%	20%		
8	explore-mca 	70	58	00:00:35	75%	28.57%		
9	application-process 	41	36	00:00:53	71.43%	41.46%		
10	enrichment-curriculum 	31	31	00:00:32	50%	12.9%		

Show Rows: Go To: 1 of 4  

Before



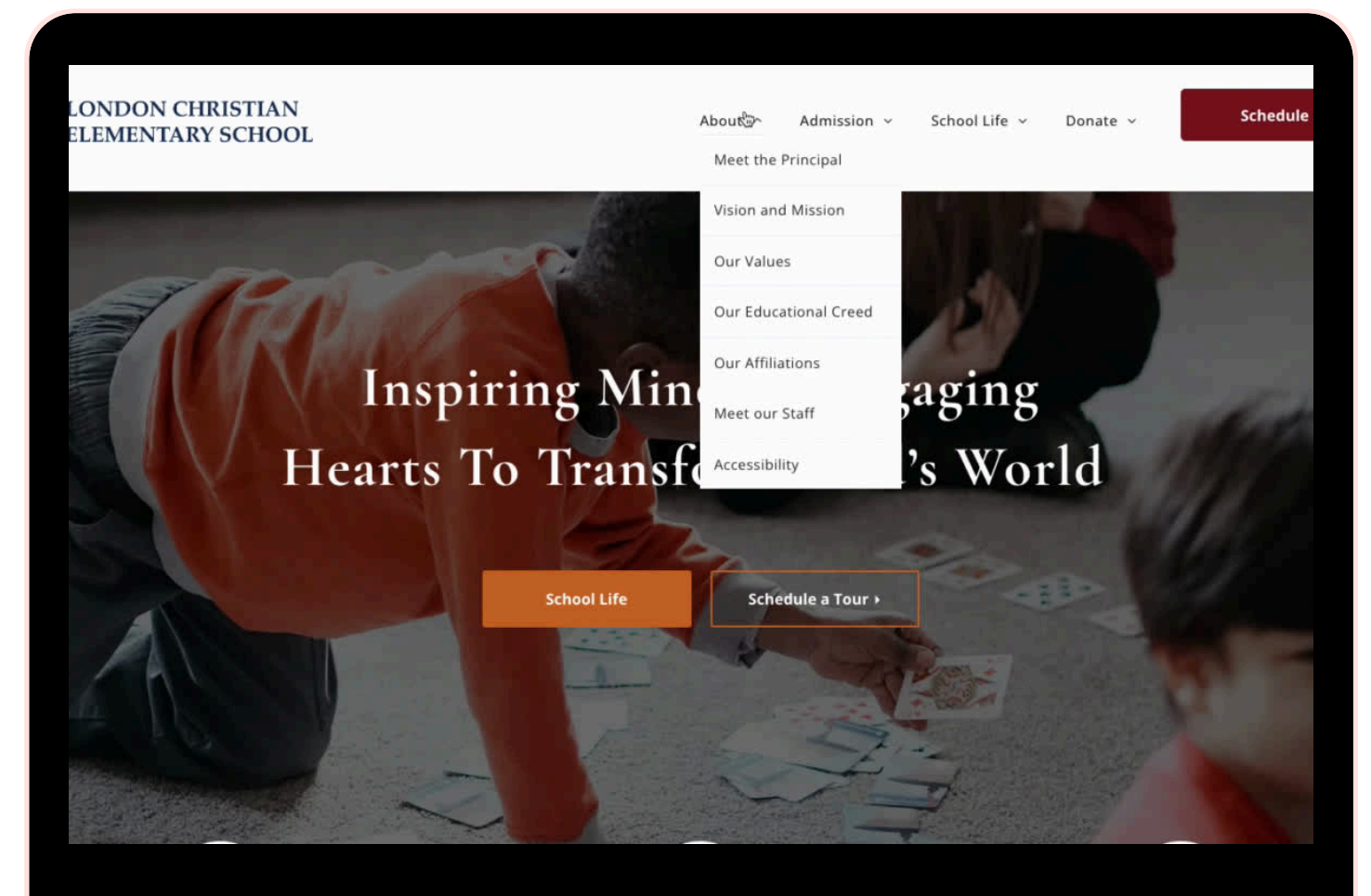
After



Before



After



**What's
Next?**

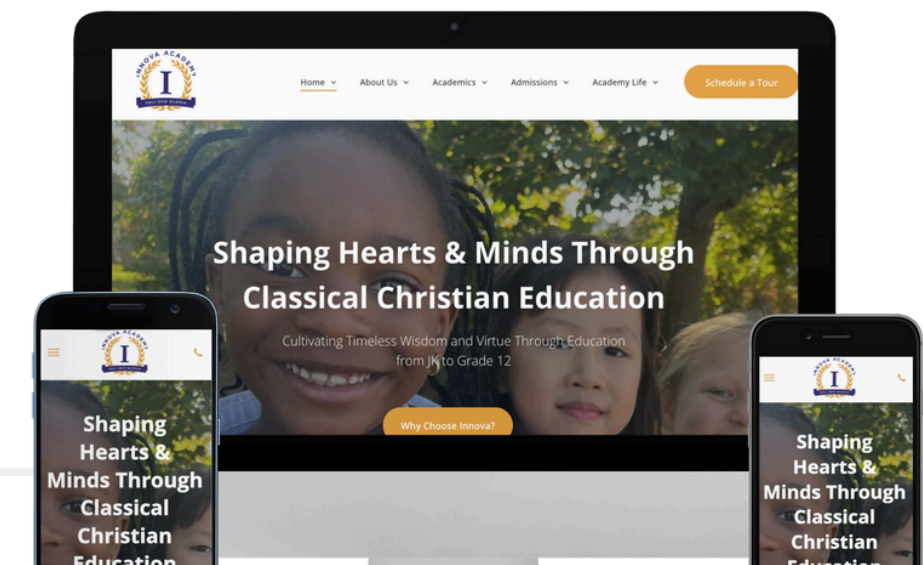
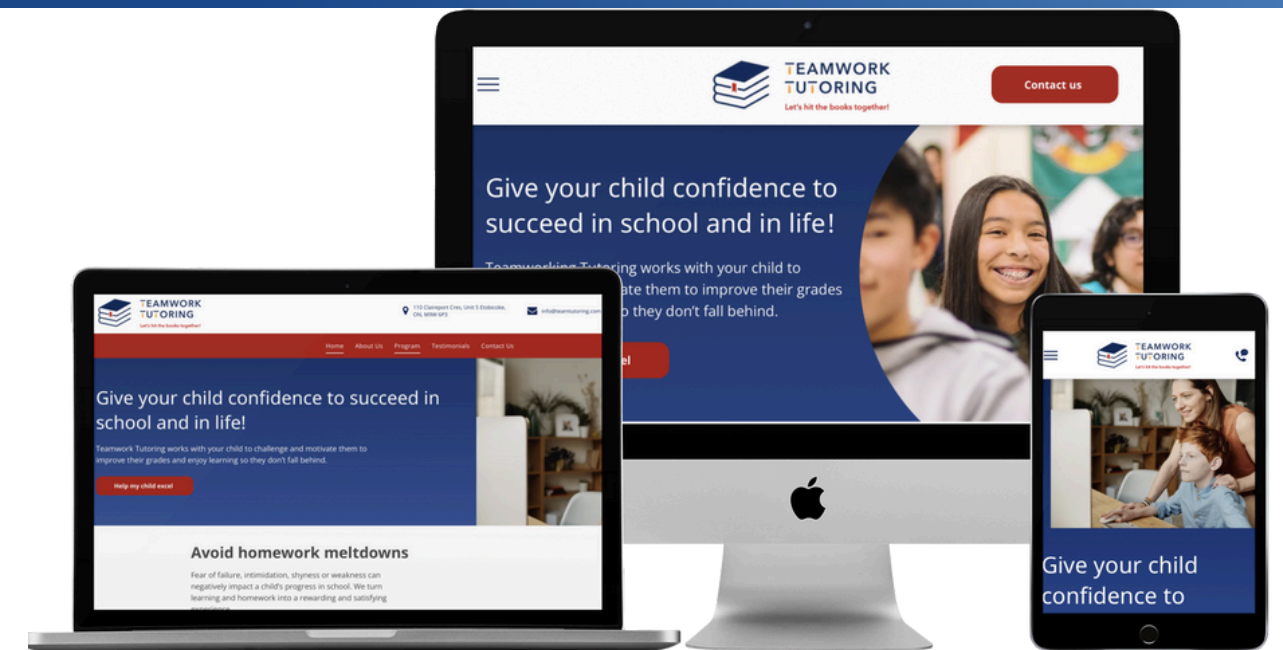


NEXT STEPS

1 Schedule a **FREE** marketing audit

2 Set achievable goals

3 See your school grow online



Thank you!

Contact us if there are any questions.



Website

christianschoolmarketing.ca



Email

info@digitalconsultants.ca



Phone

416-885-2809