

Client is a CEO of a school.

They wanted to attract prospective parents, boost enrollment conversion and improve parent retention and referrals.

For this project, I designed a simple optimized SEO email sequence that fulfilled these concerns.

**Note:** The **red markers** highlight the visuals.  
The **blue markers** highlight hyperlinks.

**SEO Keywords: EVERGREEN SCHOOLS, ACADEMIC, PARENTS, & SCHOOL.**

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## Email 1

Subject line: You have made a very wise decision, congratulations!

**Body:**

**Hi (name),**

Thank you for filling out the form on our website.

It is with the utmost pleasure that I welcome you to **EVERGREEN SCHOOLS**.

Choosing the right **school** for your child can be a tricky situation as not only on the grounds of high fees and moral standards.

But having a second home where your child not only feels safe and eager to learn but protected as well.

With an extensive brilliant **academic** record spanning more than a decade both locally and internationally.

It is a natural choice for your child's academic journey.

Thank you once more for choosing **EVERGREEN SCHOOLS** and just as the name implies, your child's **academic** career only gets greener from here.

Look out for our mail in the coming days.

I will be in touch.

**(Name & Address)**

***(Visual - 3 strategic photos with students in each of them performing different functions highlighting the beautiful Evergreen school)***

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## **Email 2**

Subject line: He hated **school** so much but went on to have his name in the **academic** hall of fame.

**Body:**

**Hi (name),**

I can never forget how worried Dylan's **parents** were when they came into my office for the very first time.

Without being told, I knew this was their last stop.

They didn't know where else to go. Their little baby Dylan, hated learning. He cried so much whenever they mentioned the word “**school**”

I knew I had to do something. Fast.

I invited them unofficially to have a tour of the **school**, I thought that would give me the opportunity to connect with Dylan.

It worked!

Turns out that Dylan had to overcome the fear of wearing **school** uniforms.

I gave a few months' permission for him to wear his casual clothes and come to **school**.

In less than a month, Dylan completely adjusted to **school** activities, became so eager to learn and was always the first at home to wake up for **school**.

But that didn't end there.

He rose through the ranks and got promoted in a very short time.

Dylan shone brightly throughout his primary and secondary education.

From extracurricular activities to representing the **school** in various competitions both home and abroad.

You could say he was built for this.

Well, every child is built for that.

And so is your child.

As I write this, my heart is filled with joy because **EVERGREEN SCHOOL** has seen so many bright children like Dylan come and go on to become notable individuals in their respective communities.

I can't wait to see your child shine even brighter through the delicate hands of this great **school**.

I will be explaining in more detail what makes EVERGREEN an excellent choice in my next email.

*(Visual - 2 photos of a happy Dylan, one in his early primary school days giving information in the morning assembly in front of the whole school and the second photo of him holding a competition trophy alongside his peers)*

Warm regards.

**(Name & Address)**

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### **Email 3**

Subject line: Let's be real, schools are not what they used to be.

**Body:**

**Hi (name),**

50 years ago, I remember the sleepless nights I had because I couldn't wait to go to school each day and learn something new.

Learning used to be so much fun back in the old days.

But who says it can't be brought back?

Now, I will be going into greater detail, explaining Evergreen's unique structure.

At **EVERGREEN SCHOOL**, education goes beyond textbooks and classrooms.

We offer a holistic and dynamic curriculum designed to equip students with academic excellence, emotional intelligence, and actual real-world skills.

1. **Strict & Personalized Curriculum** – Just like Dylan in the previous mail, we believe every child is built for success and with that in mind, our educational approach is designed for **students** to live up to their fullest potential, blending **academic** rigor, creativity and problem-solving. Whether it's hands-on experiments in science or early exposure to leadership skills, students are empowered to think critically and independently.
2. **Engaging Extracurricular Activities** – At EVERGREEN, we strongly believe that learning extends beyond the classroom through a variety of extracurriculars, including **sports, music, drama, robotics, science fairs, and press clubs**. These activities encourage teamwork, creativity, and leadership.
3. **Social & Emotional Growth** – Because every decision we make goes through some mental evaluation, we place strong emphasis on **character education**, helping our students develop essential values like respect, responsibility, and empathy. These qualities are constantly refined through charity outreaches and community

service where they also learn the vital importance of giving back to society.

4. **International Exposure & Excursions** – Students participate in both *local and international field trips*, broadening their perspectives and helping them understand the world beyond the classroom.

5. **A Safe & Supportive Learning Environment** – With our small class sizes, dedicated teachers, and a culture of inclusivity, each child receives personalized attention to unlock their full potential .

An educational environment that nurtures confidence, wicked creativity, and a lifelong love for learning is what we offer at **EVERGREEN**.

Over here, we are make learning truly a fun experience.

Want to see our programs in action?

*(RSVP for an open day).*

I still have quite a few things to share with you.

Look out for my next mail.

Cheers.

**(Name & Address)**

Subject line: You might not believe this if I told you, see for yourself.

**Body:**

**Hi (name),**

This is what a proud **parent** had to say.

*(illustration - photo of Mrs Etuwe somewhere in the school premises)*

“Six of my children started here in **Evergreen Schools** and some have graduated. They are all doing well in their **academics**. More kids are still on the way hahaha. And I'm poised to enroll them here too! LOL.”

Here is what another **parent** had to say.

“The first time I saw their billboard, the first thing that came to my mind was expensive **school** fees. I was convinced that whatever quality they had was only in cognisance with the amount of money it would take to complete any **academic** term. But my wife insisted that we go there and find out for ourselves. The worst that could happen is we can't afford it and we look elsewhere. We went there only to discover that there wasn't any quality **school** with such considerations for their fees. I have 2 children there already and they have never given me any course to worry about their academics and morals. Thank you **EVERGREEN** for coming to me at the right time.”

*(illustration - a happy Mr Eneh and his boys wearing Evergreen uniforms)*

There are numerous other proud **parents** who sent us their feelings and concerns as well.

*(You can tap this link to read them all)*

Now most concerns we received were questions regarding expansion of both infrastructure and **school** fees.

As we are rapidly expanding we are fast developing our permanent site.

And this has caused us to start reevaluating our fees across the board.

Not to worry, we haven't taken any decision.

We are going to be having a general meeting with our **parents** included so as to get to a reasonable conclusion.

Like I said in the first email, the children come first and it is only natural the **parents** come second.

Till next time.

**(Name & Address)**

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## **Email 5**

Subject line: I don't want you to worry about last minute rush.

**Body:**

**Hi (name),**

I think we have gotten quite familiar at this point to pass off as friends lol, what do you think?

Bet you almost agree.

I would be showing you some wonderful benefits that are only exclusive to **parents** and guardians who enroll early!



You don't want to miss out.

1. **Early-Bird Discount** – Save 6% of the tuition fees when you enroll your child before deadline day.
2. **Free Access to Extracurriculars** – From already sponsored music and drama to coding and robotics, let your child explore their passions at zero cost!
3. **Priority Placement** – Ensure your child gets into their preferred class before spaces fill up.

Click the link below to enroll your child today and enjoy early benefits.

*[Enroll by \[Deadline\] and Enjoy:](#)*

If you have any questions, feel free to reply to this email or call us at [\[Phone Number\]](#). We're happy to help!

**(Name & Address)**

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## **Email 6**

Subject line: From one parent to another - I encourage you to do this.

**Body:**

Hi (name),

Quality education indeed is not reserved for only a select few.

**EVERGREEN SCHOOL** has her hands wide open for every child from any part of the world.

Now this is the last email you will be getting from me for the time being.

We've had a good run, haven't we?

I'm sure I have addressed whatever concerns you may have about **EVERGREEN SCHOOL**.

And I hope I have been able to show you a few delightful things about the **school** with strong reasons why it is the natural choice for your child.

We can't wait to welcome you into our community!

Get in touch with our Admissions department for any further questions, concerns and inquiries.

**(SCHEDULE A CALL WITH THE ADMISSIONS DEPARTMENT).**

*Warm regards,*

**(Name & Address)**

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### **Metric Results:**

**Open rate: 40%**

**CTR (click through rate): 9%**

**Conversion rate: 8%**

**Bounce rate: 1.2%**

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## **Client Testimonials.**

“When Ezugo approached me with the idea of writing strategic emails that can make a difference for my school I scoffed because I felt there wasn't any need for that since I have an over competent secretary. I gave him a trial still, stated our problems and that was it. I didn't want to interfere with his expertise in any way so I let him take complete control. He is the best advertising decision I ever made for Evergreen.”

CEO Evergreen School,  
Doris Chinedu-Okoro.