The Parent Journey Map

How a family moves from "which school?" to "we've enrolled", and what your school should do at each step

Every admission follows the same seven steps. Most schools only pay attention to step 4, the campus visit. By then, many parents have already made up their minds.

Stage	What the parent does	What they are feeling	What your school should do
1. Search	Googles "best schools near me", asks in WhatsApp groups	Overwhelmed, comparing	Up-to-date Google profile, 4.5+ rating, recent photos
2. Shortlist	Checks Instagram, website and reviews of 3–5 schools	Curious, cautious	Real photos, active Instagram, clear admission page
3. First contact	Calls or sends a WhatsApp, often at night	Hopeful, testing you	Warm reply within 5 minutes, two visit slots offered
4. Visit	Walks the campus, meets the counsellor	Judging everything	Reassure, don't just inform; introduce a teacher
5. Decide	Discusses at home, compares fees and distance	Unsure, worried about cost	Follow-up on Day 1, 3, 7; clear fee breakdown
6. Enrol	Fills forms, pays fees	Relieved, slightly anxious	Simple process, welcome message, first-day guide
7. Stay & refer	Talks about you to other parents	Proud or disappointed	Ask for a Google review and referrals at month 2

Where schools lose most families

- **Between stage 3 and 4:** the enquiry is never called back.
- **Between stage 4 and 5:** no follow-up after the visit.
- **Before stage 1:** the school simply doesn't show up on Google.

Your quick self-check

- [ ] We reply to every enquiry within the same day
- [ ] We follow up at least 3 times after a visit
- [ ] Our Google profile has photos from the last 3 months
- [ ] We ask every happy parent for a review
- [ ] One person owns every enquiry until it closes

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

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