



Family Ambassador Network



OAKLAND
CHRISTIAN
— S C H O O L —



What is a Fan?

The Family Ambassador Network (F.A.N.) is a group of parents who love OCS and represent the heart of our school. F.A.N.s can support the school in several ways.

- Spread the Word about OCS in our community.
- Write a review on one of our targeted sites.
- Submit a family story to be shared on our web site or social media.
- Join one of our F.A.N. teams - Parent Tour Guide Team, Parent Welcome Team, or Parent Mentor Team



Word of Mouth

The most frequent way that families hear about our school.



Why Word of Mouth Marketing Matters

- Consumers trust the opinions of friends and family more than anyone else.
- According to a Nielsen report, 92% of people trust word of mouth
- Word of mouth is the biggest purchasing influencer
- It's responsible for about 1/4 of all retail sales!

How effective is **Word of Mouth Marketing?**

- 83% of Americans say that word of mouth recommendations from people they know make them more likely to purchase a given product or service.
- According to Nielsen, consumers are 4 times more likely to buy when referred by a friend.



How effective is **Word of Mouth Marketing?**

- When it comes to products they have purchased, 74% of people identified word of mouth as a key factor in their purchase decision.
- Marketers rate the quality of leads brought in by word of mouth as a 4.28 out of 5.



How to Get Involved

1. **NUDGE** a friend within your sphere of influence
2. **SHARE** your OCS story with our marketing staff
3. **REVIEW** OCS on one of our key directory sites

1. *Nudge a Friend*



Share your experience! The OCS team is happy to help equip you with school facts and information when you need it.

2. Share Your Story

- **Help us bring the school to life!** Answer questions about your OCS experience and share a family photo with the marketing team for the website or social media.
- **Engage on social media!** "Like", comment, and share posts that are published by OCS with your own family and friends.



3. Write a Review

Prospective families usually begin their search for a school online.

"90% of consumers read reviews before making a purchase or decision!"

~BrightLocalSurvey, quoted by Forbes

3. Write a Review



- 66% of consumers stated that a large number of online reviews make them trust a brand
- 49% of consumers need to see a 4-star rating or higher to consider a business
- 91% of 18-34 year olds trust online reviews as much as personal recommendations
- 57% of buyers expect a business to have more than 11 reviews
- 85% of consumers think that online reviews older than 3 months aren't relevant

3. Write a Review

Schedule a time to write
2 - 3 online reviews:

- Google
- Facebook
- Niche
- Great Schools
- Private School Review



Your opinion matters!

Additional Opportunities



Family Mentor Team



Welcome Team



Tour Guide Team

Thank you,
F.A.N.S.



OAKLAND
CHRISTIAN
— S C H O O L —