

CLIENT SUCCESS
STORY:**Transcript Maker**
Simply better transcripts

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Private School

How Communications Consulting Helped an Online App Build a Better Brand

**Who They Are**

Transcript Maker is an online app that simplifies the process of creating a high school transcript for homeschool families and small private schools.

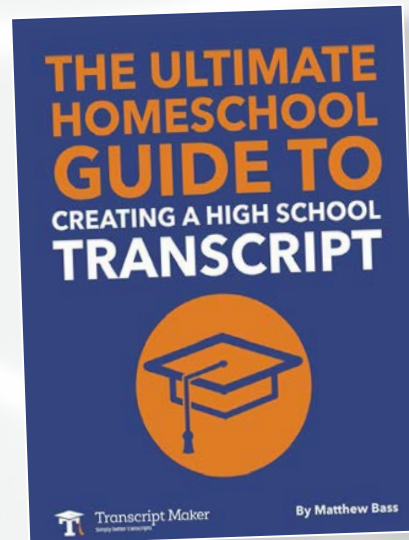
What They Needed

When we arrived, Transcript Maker already had a strong community of homeschool families dedicated to the app. But we helped to elevate the brand through the power of content by creating a blog and filling it with useful assets, developing an eBook and other long-form content for lead generation, kickstarting email engagement through regular newsletters, and helping to launch a marketing campaign to an entirely new market segment (private schools).

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EBOOKS, WHITE PAPERS, AND ADS

A key ingredient in Transcript Maker's recipe for retaining current customers and reaching new ones is through high-quality educational material. So, we leapt into action and authored an eBook designed to generate new customer leads and help educate existing customers on how to build a high-school transcript. We also took point on creating white papers and traditional online advertising to further boost Transcript Maker's profile.



Transcript Maker

Generate an official high school transcript in 10 minutes

TRY IT FREE



Transcript Maker

Generate an official high school transcript in 10 minutes

TRY IT FREE

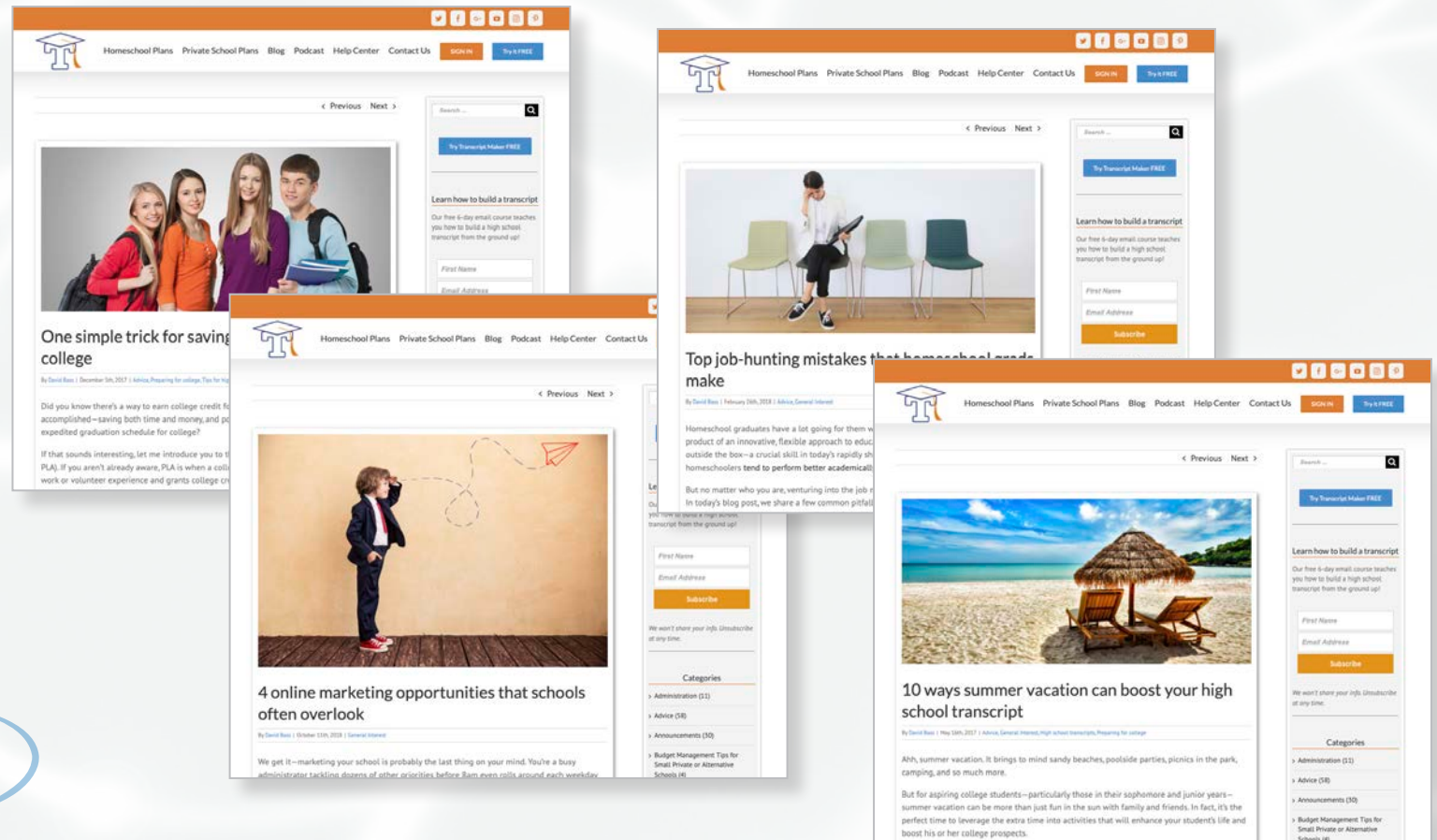
BLOG CONTENT

Another way that Transcript Maker communicates with customers (and potential customers) is through its blog. We established an editorial calendar and managed a team of talented writers to create relevant content. We then pushed the content out through email and social media.

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Results:

We increased traffic to the blog over a 12-month period by 46 percent.

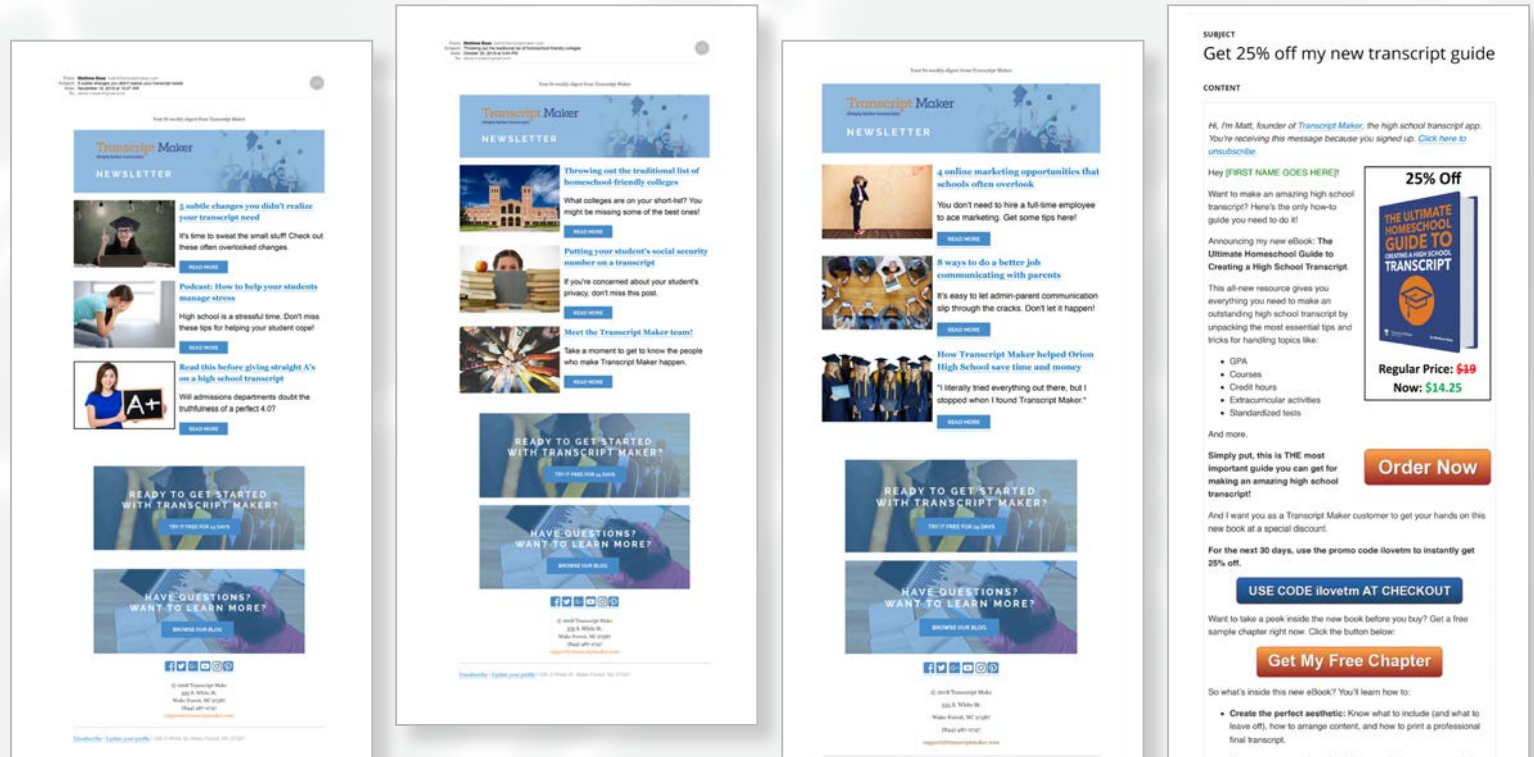
EMAIL CAMPAIGNS

When we arrived, Transcript Maker had an impressively large email list of homeschool customers, but communication with them as sporadic. We created a schedule of regular, relevant content through beautifully designed newsletters. In addition, we pushed one-off sales promotions and check-ins with customers, plus developed drip email campaigns for lead generation.

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We dramatically increased open and conversion rates in emails while decreasing unsubscribe rates.

SUBJECT: Get 25% off my new transcript guide

Hi, I'm Matt, founder of *Transcript Maker*, the high school transcript app. You're receiving this message because you signed up. [Click here to unsubscribe.](#)

Hey **[FIRST NAME GOES HERE]**!

Want to make an amazing high school transcript? Here's the only how-to guide you need to do it!

Announcing my new eBook: *The Ultimate Homeschool Guide to Getting Started with Transcript: Creating a High School Transcript*.

This all-new resource gives you everything you need to make an outstanding high school transcript by unpacking the most essential tips and tricks for handling topics like:

- GPA
- Courses
- Credit hours
- Extracurricular activities
- Standardized tests



Order Now

And more...

Simply put, this is **THE** most important guide you can get for making an amazing high school transcript!

And I want you as a Transcript Maker customer to get your hands on this new book at a special discount.

For the next 30 days, use the promo code **ilovetm** to instantly get 25% off.

USE CODE ilovetm AT CHECKOUT

Want to take a peek inside the new book before you buy? Get a free sample chapter right now. [Click the button below:](#)

Get My Free Chapter

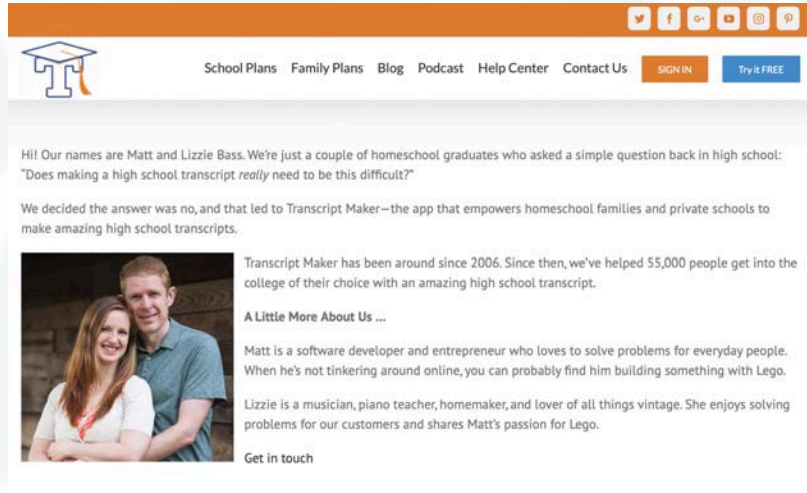
- So what's inside this new eBook? You'll learn how to:
- **Create the perfect aesthetic:** Know what to include (and what to leave off), how to arrange content, and how to print a professional final transcript.
 - **Master courses and credits:** Discover which courses to take, how to add and name them, and how to craft compelling course descriptions. You'll also learn how to assign credit hours, handle partial or in progress courses, and calculate credit for AP, dual enrollment, and honors courses.
 - **Calculate GPA the simple way:** Decide on the right GPA scale and discover the difference between weighted and unweighted GPA.
 - **Add Tests and Extracurricular Activities:** Get the best approach for adding standardized tests (SAT and ACT) and which extracurricular activities to include (and how to present them).
 - **Create a Complete Package:** Know what to include along with your transcript when submitting it, plus six final tips for transcript making success.
 - And much more...
- Remember, be sure to use promo code **ilovetm** within the next 30 days to get 25% off the eBook. That means you get the book for the low price of \$14.25 compared to the regular price of \$19.

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WEBSITE COPY

We refreshed and updated content on the Transcript Maker website, including crafting compelling copy for conversion pages. We also put a personal spin on the brand by developing an “Our Story” page on the app’s founders.



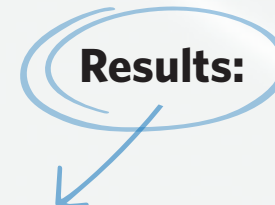
Are you with a private school, charter school, or homeschool co-op? [Sign up for a school trial instead.](#)

Benefits

- Save Time**
Easily add courses, class titles, credits, and grades.
- Bring out the Best**
Highlight honors/AP courses, dual enrollment credits, and standardized test scores.
- Organize Like a Pro**
Group courses by school year or by semester. Upload your school logo and watermark.
- Go Extra-Curricular**
Highlight a well-rounded student.
- Create Something Great**
View, download, print, and archive your transcript in beautiful Adobe PDF format.
- Get World-Class Support**
We're just a call or email away.

More ways Transcript Maker helps you create a beautiful transcript

- GPA Summary**
Display a summary of weighted, unweighted, and cumulative GPA by year, semester, or subject.
- Transcripts in the Cloud**
Your transcripts are stored securely in the Cloud. You can access them from any computer, smart phone, or tablet. No more worries about your data being destroyed by a hacker or a natural disaster. Sign in and work on your transcripts from anywhere in the world.
- Anticipate Graduation**
Set an anticipated graduation date on your transcript so your student can begin submitting transcripts to colleges before graduation.
- Letter or numeric grades**
Choose from several different grading scales. Add courses with letter grades or enter your own numeric grades.
- Track credits**
Track credits earned and remaining for each subject.



Our work contributed to an 8 percent jump in website traffic from 2016 to 2017.

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BRANCHING OUT TO PRIVATE SCHOOLS

By early 2018, Transcript Maker already had a strong base of homeschool customers. It was time to pivot to attract private schools. We took point on developing significant marketing collateral for this campaign, including a cold-call script for the sales team, marketing emails, and a key customer success story as a lead-generating mechanism.



CLIENT SUCCESS STORY

How Transcript Maker Helped Orion High School Grow From 10 Students to 2,800

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ORION HIGH SCHOOL
Institution: Private Online High School
Location: Midland, TX
Founded: 2008
Size: 2,800 Students

BACKGROUND

Around 11 years ago, Dr. Joseph Gallegos had a vision to provide opportunities for unique students—those who didn't finish high school and needed other options. That led to the launch of the fully accredited Orion High School in 2008. Built from the ground up, the school's mission is to empower students and parents to take on education in a different way, and provide hope for students who didn't have a chance to excel in the past.

Right out of the gate, Dr. Gallegos knew he had a problem. Creating high school transcripts in-house was time-consuming and cumbersome. Additionally, as an online school, creating uniform, professional transcripts was of the utmost importance to demonstrate to college admissions departments that Orion graduates were qualified.

"I literally tried everything out there, but I stopped when I found Transcript Maker. It was the exact thing I needed."
— DR. JOSEPH GALLEGOS

Orion High School needed an intuitive, easy-to-use, one-stop solution for generating transcripts. That's when Dr. Gallegos discovered Transcript Maker.

SOLUTION

Transcript Maker fulfilled several critical business needs for Orion High School:

- SAVING TIME AND MONEY:** Like any business, Orion needed to save staff time and money. Before Transcript Maker, the school used a cumbersome database in Microsoft Access that required painstakingly slow data entry for high school transcripts. The school needed a simple solution. Enter Transcript Maker! The app not only simplified the entire process, but also improved accuracy and eliminated redundant key entry.
- BUILDING AUTHORITY:** Transcript Maker helped Orion become the first school in Texas to integrate with Texas Records Exchange (TXRE), the platform that traditional public schools use. Transcript Maker was able to create a custom mechanism to automatically transfer the data to TXRE, putting Orion on par with public schools, building even more trust with college admissions departments.

RESULTS

Before Transcript Maker, Orion spent two hours producing each transcript for a student. Now they spend **15 minutes.**

Orion has grown from 10 full-time students in 2008 to **2,800 today.**

The number of part-time students has grown **six-fold.**

96 percent of students go on to attend college after graduation.

"If you don't have the resources to hire somebody full-time to handle your transcripts, then Transcript Maker is the solution. It's so simple and cost-effective."
— DR. JOSEPH GALLEGOS

TRY TRANSCRIPT MAKER FREE FOR 14 DAYS

GET STARTED

Transcript Maker
335 S. White St.
Wake Forest, NC 27507
support@transcriptmaker.com
transcriptmaker.com