



Exceptional School Websites

Designed to Drive Engagement
and Increase Enrollment

sosimple.


SoSimpleSchools.com

Experience the SoSimple Difference

In today's competitive educational market, it's essential for your school to make a real impact on parents and students. If you want to make a big first impression and engage those prospective families, it starts with your website. Do families have a clear sense of your school before they visit? Does your website stand out from the competition? With SoSimple, it will.

SoSimple is like no other school website solution on the market. We provide exceptional custom design or affordable themes, strategy, and messaging built on top of an amazing website management and communications solution. In fact, most schools are amazed to see how easy our system is to use.

Designed to assist your school's admissions, development, and marketing teams, SoSimple provides everything you need to drive website traffic, stand out from the competition, increase student enrollment, encourage community engagement and fundraising, and more – all in one easy-to-use, yet powerful system.

 Featured Custom Site

Resurrection Episcopal Day School

redsny.org

Stand Out from the Competition

Custom Website Strategy, Design, and Messaging

Our team of incredibly talented designers and coding professionals will create a stunning, one-of-a-kind website for your school. We work closely with you from site strategy and messaging through design, functionality, and testing to create your perfect school website. Our work is guaranteed because we don't set limits on the number of edits or rounds of revisions. Instead, we work with you until you're completely happy with your new site.

- ✓ Website Strategy and Message Development
- ✓ Custom Website Design
- ✓ Complete Build Out, Testing, and Launch
- ✓ Comprehensive Training of Your Staff
- ✓ Mobile-Optimized (Responsive Web Design)



Budget-Friendly Theme Program

Limited school budget? No problem. With our budget-friendly Theme Program, you'll select a beautiful mobile-optimized school theme built on the SoSimple best-in-class website management and communications platform. Then, our design team will customize it with your school's branding, build out all pages of your website, train your staff, and then test and launch your website when you're ready. We even offer a 0% interest payment plan.

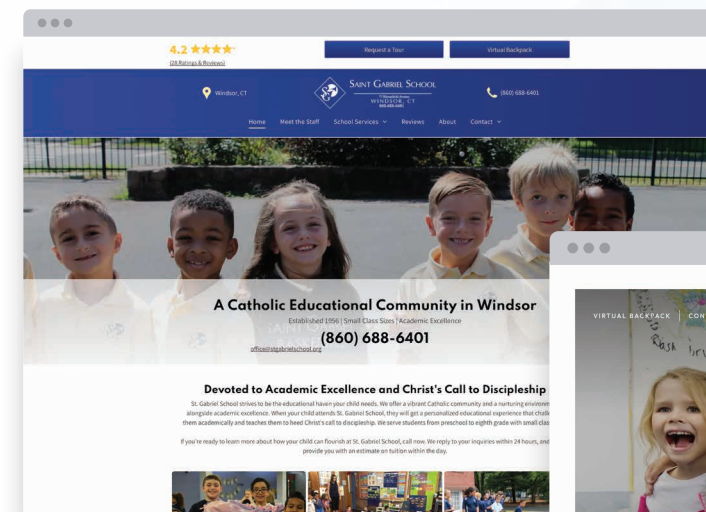
Now, you can enjoy the same competitive edge that larger schools with much higher budgets have had for years.



Rapid Site Enhancement

An Affordable and Fast Option to Upgrade Your Website Design and Website Management Platform

SoSimple has launched this innovative program for schools in need of quick improvements to their website design and management, and to enhance their communication efforts. Choose one of our amazing theme designs and SoSimple will immediately transfer your existing website content to the new design. This program offers a low cost that any school can afford, with a nearly instant upgrade to their website design and content management tools.



Before



After

 Featured Custom Site

Wakefield School

wakefieldschool.org

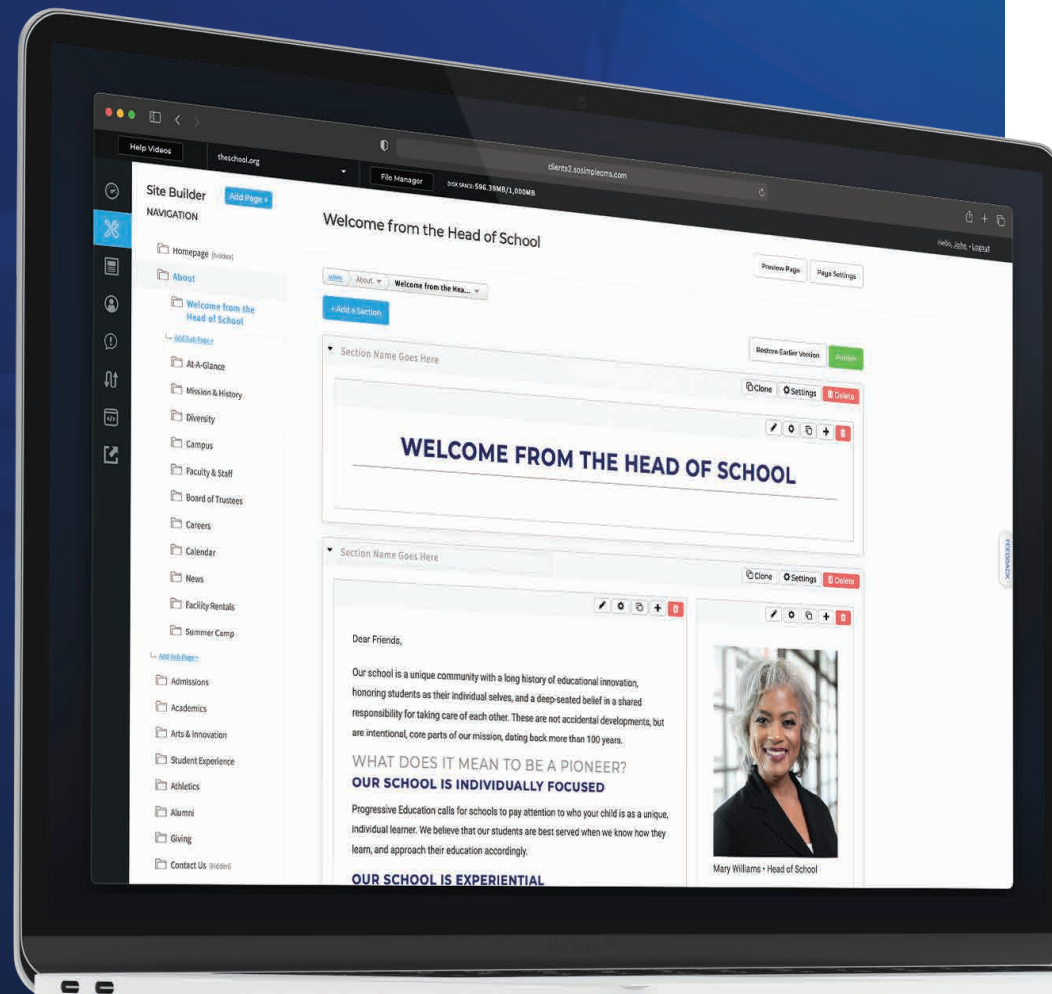


It's Called SoSimple for a Reason

If you can send an email, you can do this!

With SoSimple CMS (content management system), you have the power to easily edit, manage, and expand your website content with amazing ease and speed. Quickly update content using the drag and drop editor, generate new content with our AI-powered assistant, or add pages that automatically format with your website's unique design style! Search engine optimization (SEO) is also built into every page—no coding required.

We took all the functions that schools need—like a drag and drop editor, calendars, online registration and payments, email marketing, bulk text messaging, fundraising and donor marketing, social media management, site alerts, and forms—and combined them all into one powerful, yet incredibly easy-to-use website management and communications solution.



Complete Control

SoSimple allows you to quickly edit and self-manage your site while easily communicating with current and prospective families, alumni, and donors – all from one centralized place. As a result, you enjoy huge time and cost savings, and a simple-to-use interface that gives you complete control of your content.

- Drag and drop editor
- Easily clone pages and content boxes
- Restore previous page versions
- Automatic design style formatting
- Manage content from any location
- No coding required

Built-in SEO and AI Tools

We've built SEO tools into every page of your website, helping your school to improve search rankings and increase enrollment inquiries. Add SEO manually or utilize our new AI-powered tool to automatically produce high-quality SEO.

Shared Content and Feeds

You can auto-feed blog posts, calendar events, news, photos, forms, and social media posts into your homepage, or any page of your website.

Site Alerts

Easily create and schedule important pop-up messages that will appear on your website. This vital tool is for communicating emergency messages and important reminders such as school closures, calendar changes, open house announcements, and more.

Website Accessibility

Your school's website will be ADA compliant and accessible to all visitors. We offer the tools you need to meet essential WCAG 2.0 Level AA requirements. You can also go one step further by easily adding the accessiBe widget to your website to add additional ADA compliance support.

Unmatched Scalability

Expand your website by adding the pages and functionality you need

Easily Add Functionality

Scalability is important. Add new pages to your school's website as your needs grow and change, keeping it current today, tomorrow, and even years from now. Add blogs, photo and video galleries, forms, news feeds, calendars, interactive maps, and more in just a few clicks.

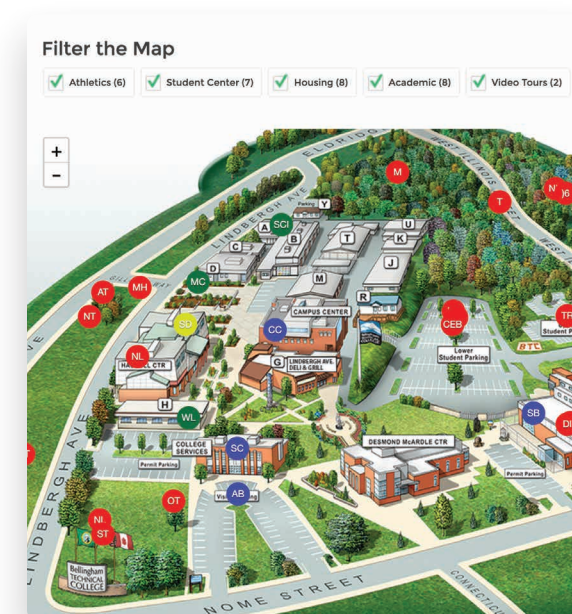
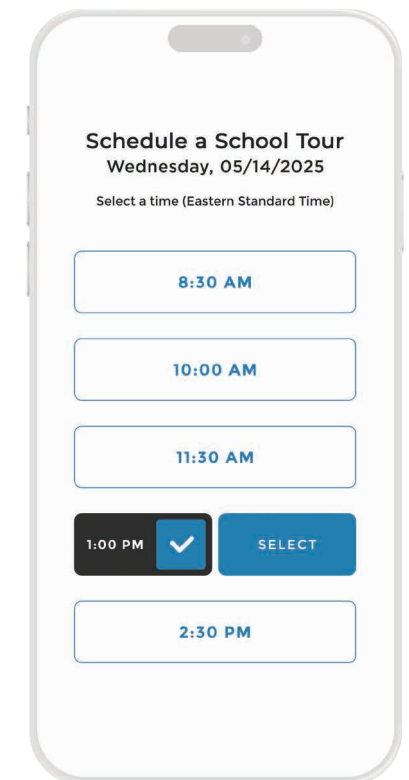
- Unlimited pages
- Built-in advanced functionality
- Automatic design style formatting
- Password-protected portals for family or alumni pages, staff intranets, and more

- Content Page**
- Audio Playlist
- Blog
- Calendar / Events
- Community Directory
- Community Sign Up
- Driving Directions
- Feedback Form
- Flip Book
- Form Builder
- Forum
- Frequently Asked Questions
- Homepage
- Interactive Campus Map
- Job Board
- Landing Page
- Link Image Grid
- Location Finder
- Member Directory
- Menu
- News
- Payment Page
- Photo Gallery
- Portfolio Builder
- Resources
- RSS Feed Aggregator
- Scheduler
- School Landing Page
- Search
- Social Media Mashup
- Testimonials

Featured Page Types

School Tours and Conferences

Easily schedule school tours, meetings, and conferences with the built-in Scheduler tool. Accessible via your website, parents can choose from available times based on your existing calendars, or preset times that you determine. It automatically syncs to your calendar, so you'll never miss an appointment.

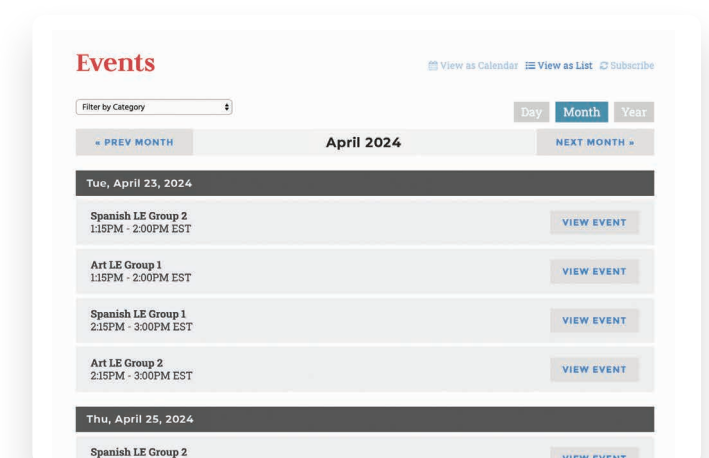


Campus Maps

Let website visitors take a tour of your school from the comfort of their homes! Interactive maps guide parents through your campus, highlighting special features and places with videos and photo galleries. Add a "Schedule a Tour" pop-up to encourage and boost physical tours.

Calendars

Create calendars that share all your school's events, holidays/vacations, and important deadline dates. Allow parents and staff to easily subscribe, so that new events sync to their personal calendars automatically. You can also sync this page type with third-party calendar systems, like Google, Outlook, or other .ics feeds.



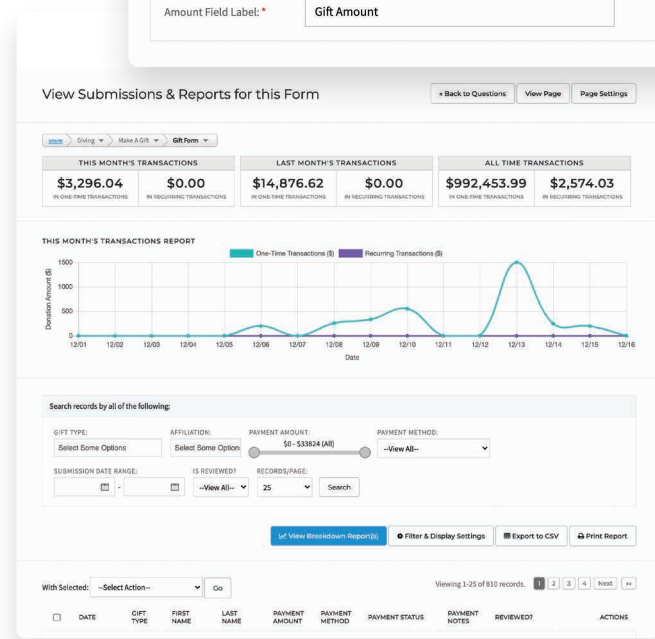
Online Forms, Donations, and Payments

Easily create custom forms and applications, and securely collect online payments

Online Forms for Every School Need

Create custom forms for every school need and watch engagement rise! Easily create online application forms, inquiry forms, event registrations, donation forms, and more. Securely collect payments and even send automatic confirmations and thank-you responses.

- Inquiry forms
- Event registration forms
- Online one-time or recurring payments
- Donation collection
- One-step or multi-step forms
- Application forms
- Auto responder emails and confirmation pages
- Price adjustment fields
- Discount codes
- Quantity limit fields
- Collect payment using credit cards, ACH, Apple Pay, Google Pay, and Venmo




Social Media Management

Instantly share photos, news, and alerts to your social media accounts

Community Engagement

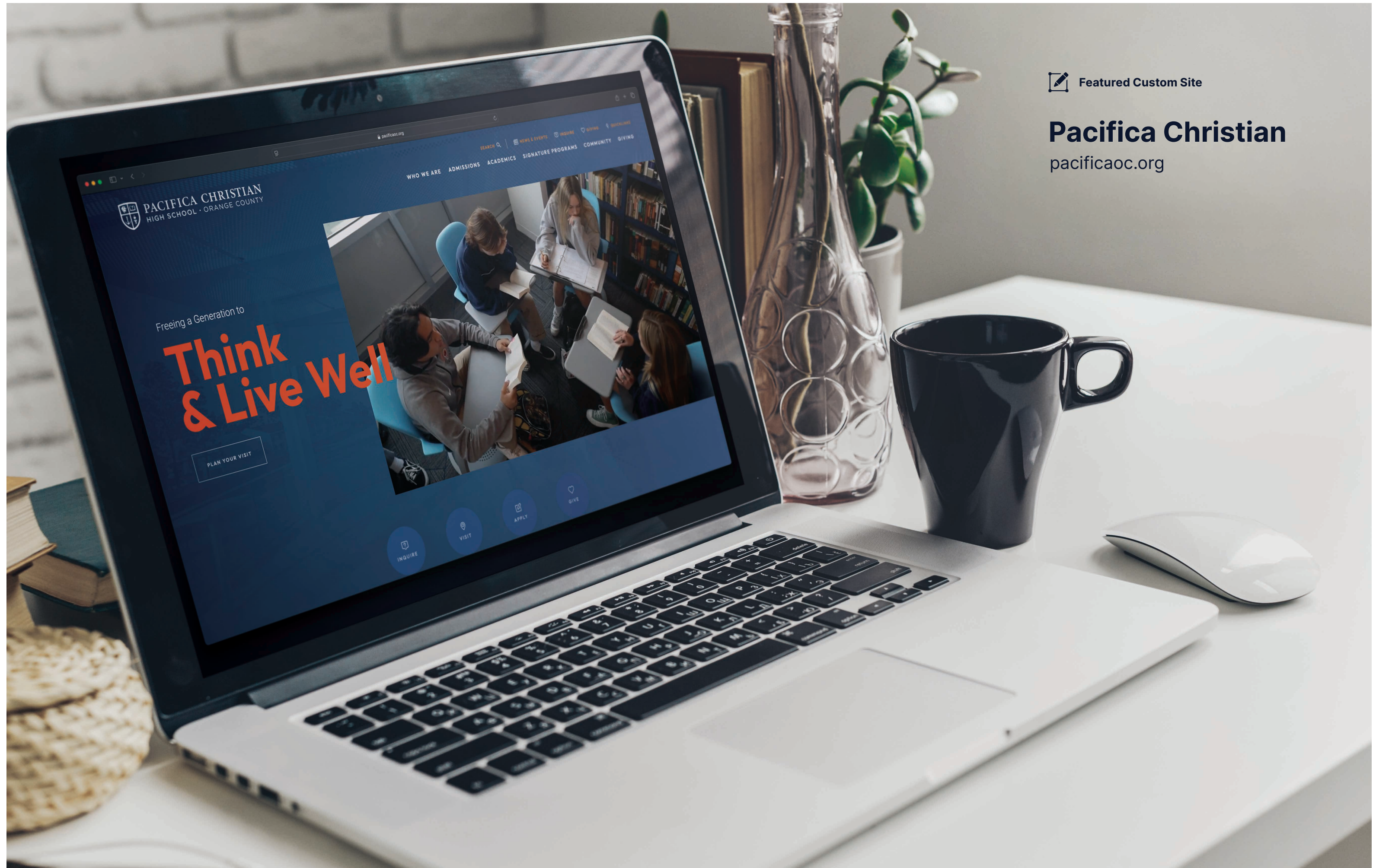
Managing your school's social media has never been easier. With the SoSimple Social Media Hub, you can create and distribute posts to your social media accounts – all from one place. Plus, it's integrated into SoSimple, so as you add content to your website, you can instantly share it with others.

- Distribute posts simultaneously to your social media accounts
- Share your posts within other school staff members' social media accounts
- Save time by eliminating duplication of efforts
- Instantly post your website photos, news, blogs, and site alerts
- Easily feed into a social media mashup page

 Featured Custom Site

Pacifica Christian

pacificaoc.org



Streamline Marketing & Communications

Marketing, Automated Communications, and Portals

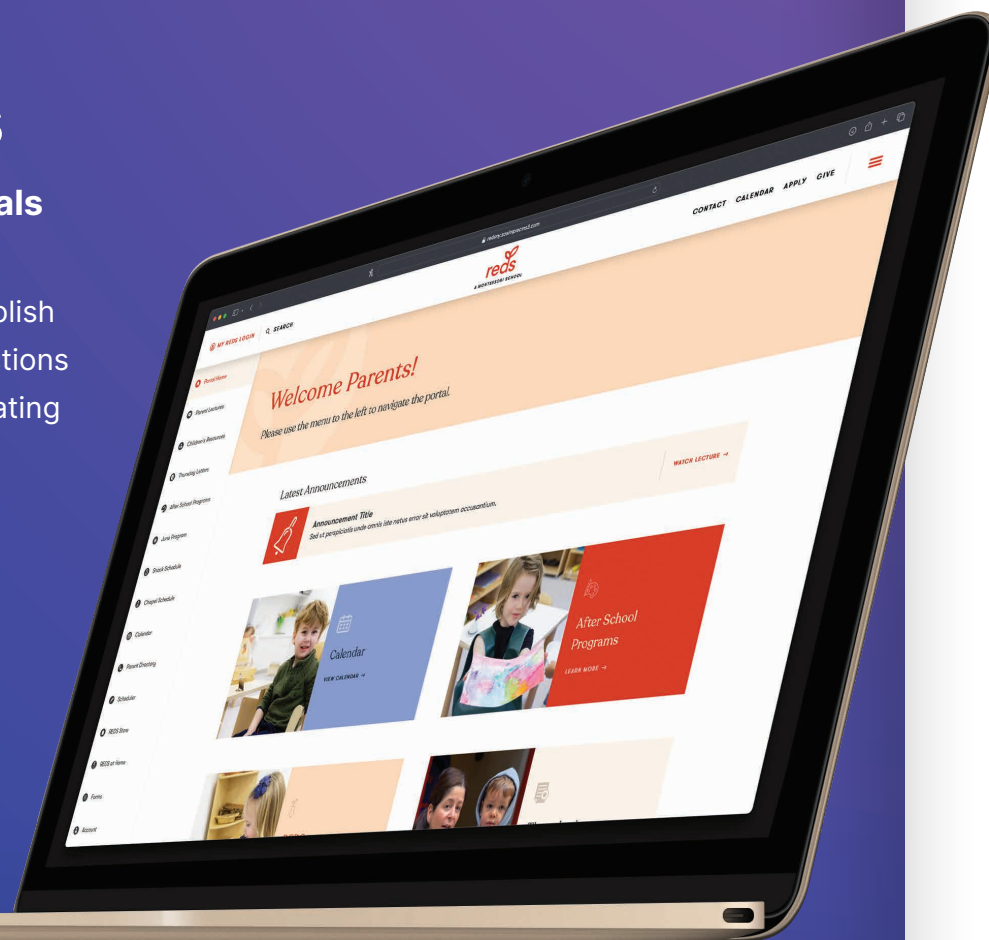
SoSimple Marketing+ is the perfect tool to help your school streamline marketing and communications. This platform offers a complete email marketing system, bulk text messaging, automated communications, portals and intranets, and two-way discussion boards. These tools are powered by a highly customizable CRM that can seamlessly integrate with your current SIS or other 3rd-party systems, so that your data is managed in one system.

Portals and Intranets

Create subsites or password-protected portals for member-specific information

Create special sections of your school's website to publish member-specific content. Password-protect these sections to restrict access to only specific groups. Ideal for creating portals exclusively for staff, parents, or alumni.

- Include password protection to limit access
- Secure sensitive content from public view
- Unlimited portals/intranets and pages
- Create portals for staff, parents, alumni, and more
- All CMS page types available for these sections

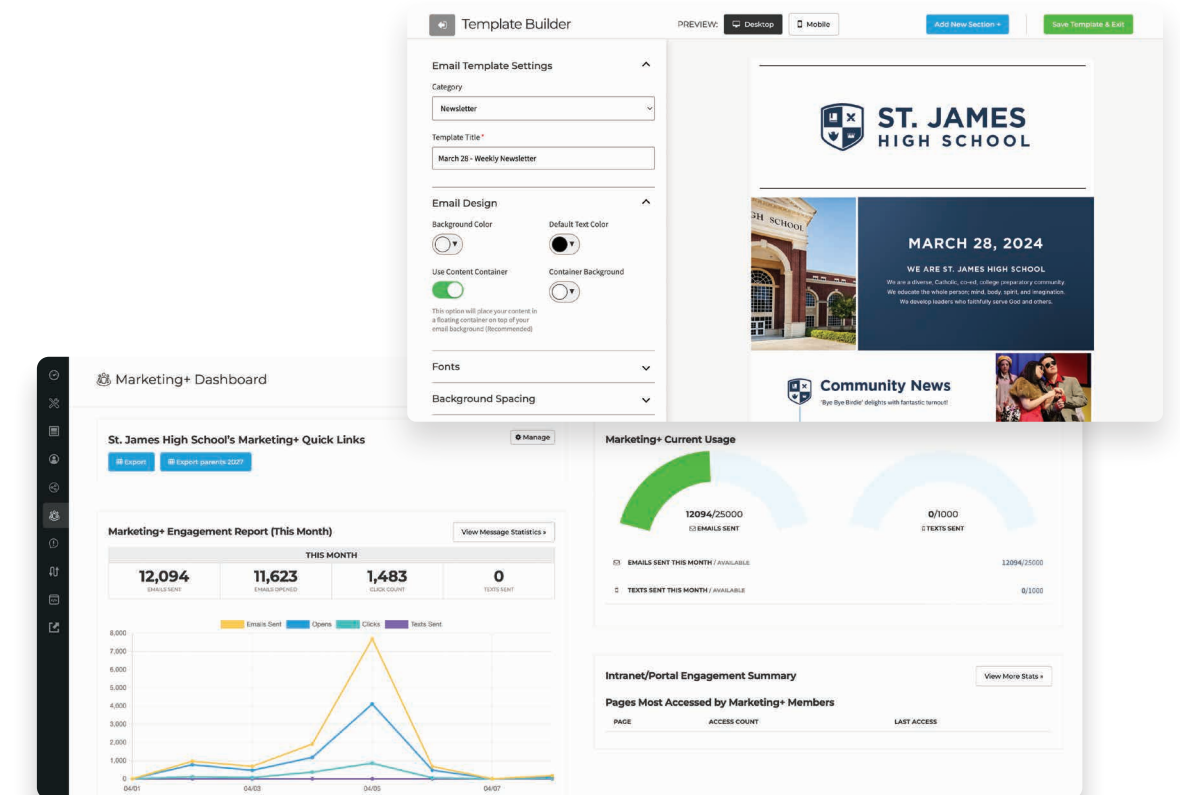


Email Marketing and Text Messaging

Quickly create and distribute high-impact digital communications

Marketing, communications, and development teams will find our built-in email and text messaging capabilities to be vital tools in their daily activities. Our database management system easily integrates with your existing database system for seamless communications with your communities.

- Send individual or bulk emails
- Use built-in email templates or design your own
- Send bulk text messages (weather/emergency alerts, event reminders, and more)
- Get built-in analytics of open rates, click rates, etc., on a campaign-by-campaign or user-by-user basis
- Reuse images, files, and links already on your website
- Send automated email marketing campaigns
- Use our AI tools to generate content or dynamically feed content from your website to emails without retyping



Digital Marketing and Automation

Automate your marketing to boost enrollment and advancement success

Marketing Automation Made Easy

Increase traffic to your school's website. Fuel your next enrollment campaign. Boost your advancement efforts. With SoSimple's robust built-in marketing tools, you can create visually impactful landing pages, custom lead capture forms, auto-responders, and automated email campaigns.

- Design landing pages for fundraisers, admissions, events, and more
- Create custom lead capture forms
- Auto-import leads into SoSimple's built-in contact manager or your existing database
- Automate emails by choosing a date and time for each campaign
- Schedule a series of emails with date-based or action-based automation

←
Create Scheduled Email

Scheduled Message Settings ^

Title *

Type * Scheduled Send Date *

Send Time (Range) * Timezone *

Campaign Subscription Group

From Email *

From Name *

Subject *

Send To *

Locate and Select Member(s) »

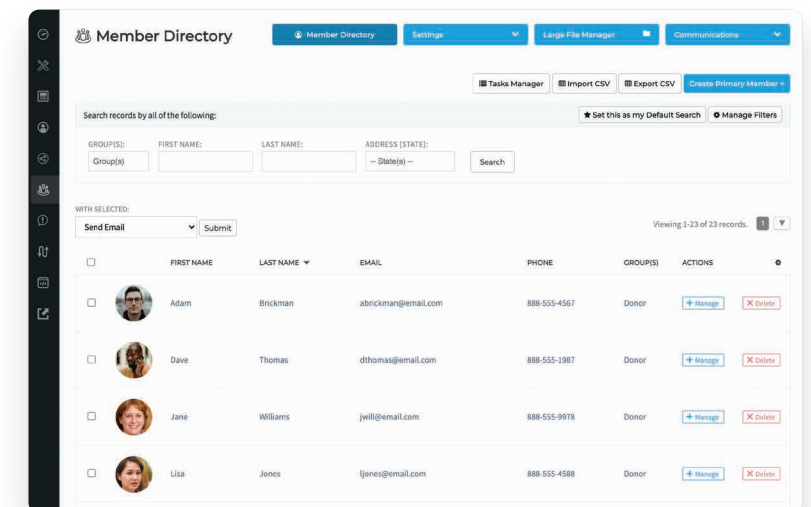
Database Management & Integrations

Easily manage your contacts, donors, inquiries, and database integrations

Easily Manage Your Contacts

Create, customize, and manage a database built to suit your school's needs. You can manage student, family, and staff records while also tracking information obtained from lead forms with the ability to manage those contacts for future initiatives. Already have an existing database? No problem. Our database management system seamlessly integrates with your existing system.

- Enables convenient data centralization
- Fully customizable fields
- Import, dynamically feed, or manually add records
- Seamlessly integrate with contacts from FACTS®, Blackbaud®, SeniorSystems®, or any other 3rd party system that offers an open integration method or API
- Generate personalized letters, Avery labels, and Outlook vCards



 Featured Custom Site

Notre Dame High School

notredamehs.com



2:53

notredamehs.com



NOTRE DAME HIGH SCHOOL

MENU

EXPLORE ND



AT NOTRE DAME ACADEMICS MEANS INNOVATION

Notre Dame challenges students to become flexible and independent 21st century learners through rigorous study, innovative teaching practices, and collaboration. Our life beyond

sosimple.

SoSimpleSchools.com

Schedule your free, no obligation SoSimple demo today.

Call Arik Brooks directly at:

203-887-6048

arik@sosimplecms.com

