Marketing Guide
GHL
2026-2027

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GHL Quick Guide

2026-2027



Tracking Free Trial Leads-Trial Pipeline

- Add a new opportunity
- Create contact card
- Update Opportunity details



Maketing Opportunities- Marketing Pipeline

- Create an opportunity under Contact
- Add a business name
- Track Opportunity Value
- Add Calendar Date



Communications

- Email Marketing
- Reminders
- Follow Up
- Reviews
- DMS



Tracking

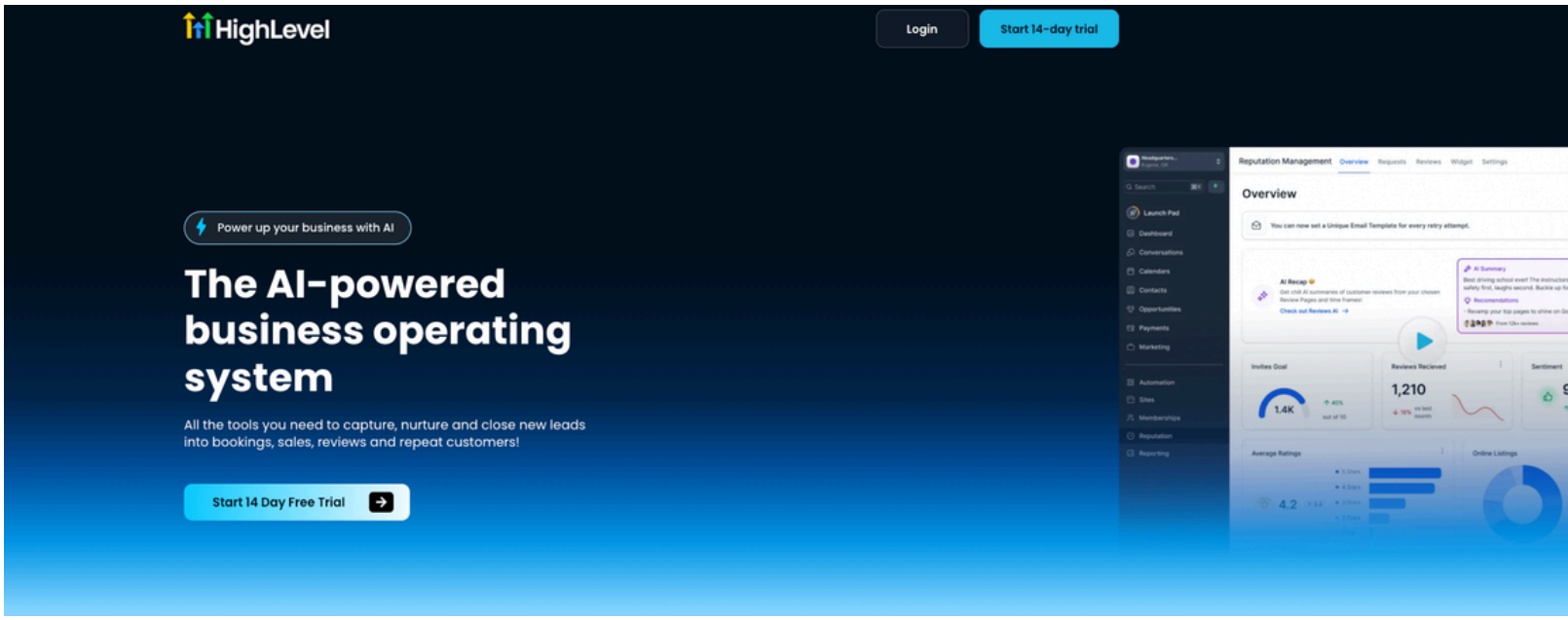
- Conversions
- Ad Budget
- Value

YOUR POINT OF CONTACT
ASHLY@CORDOVANARTSCHOOL.COM

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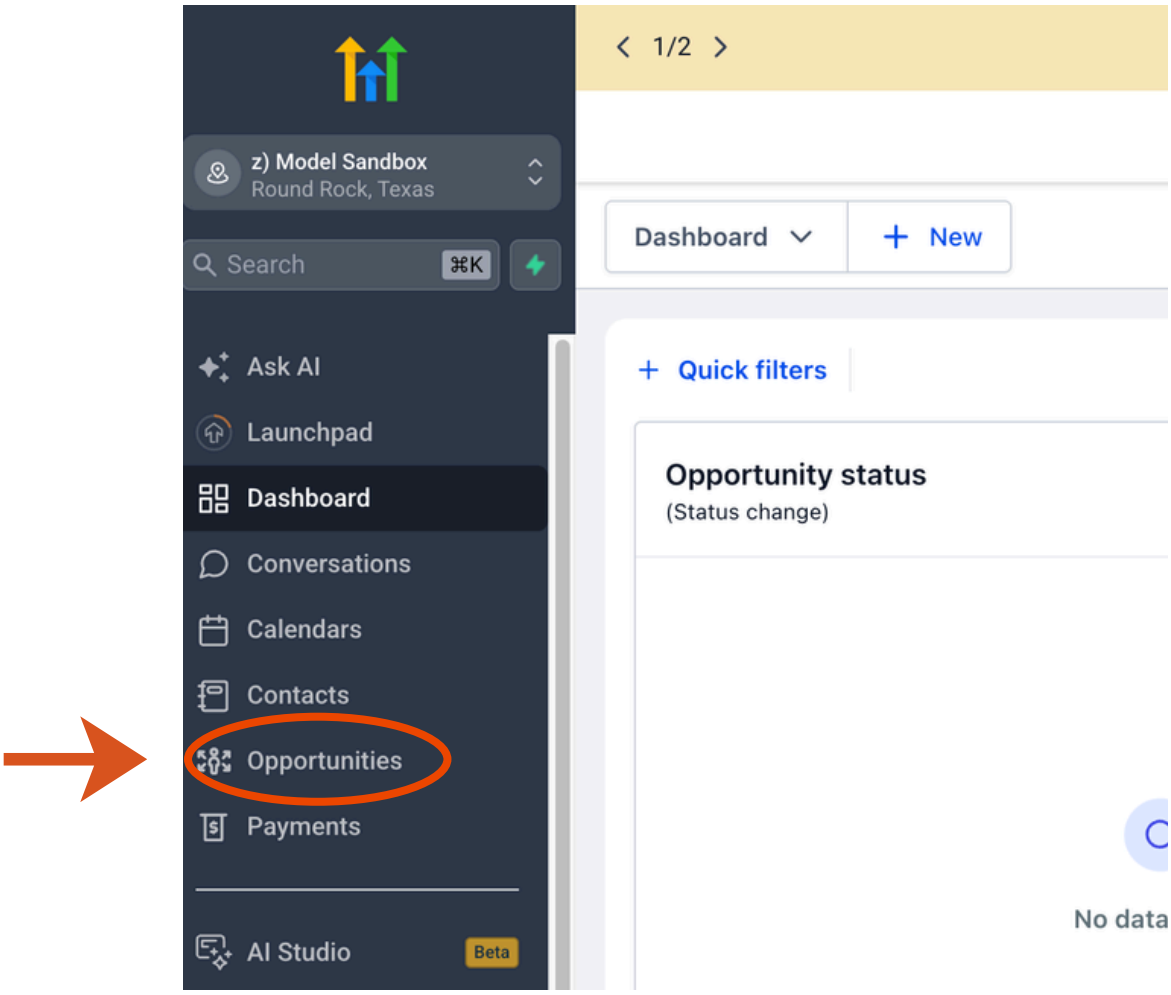
GHL Login

Login



GHL: Adding a Contact

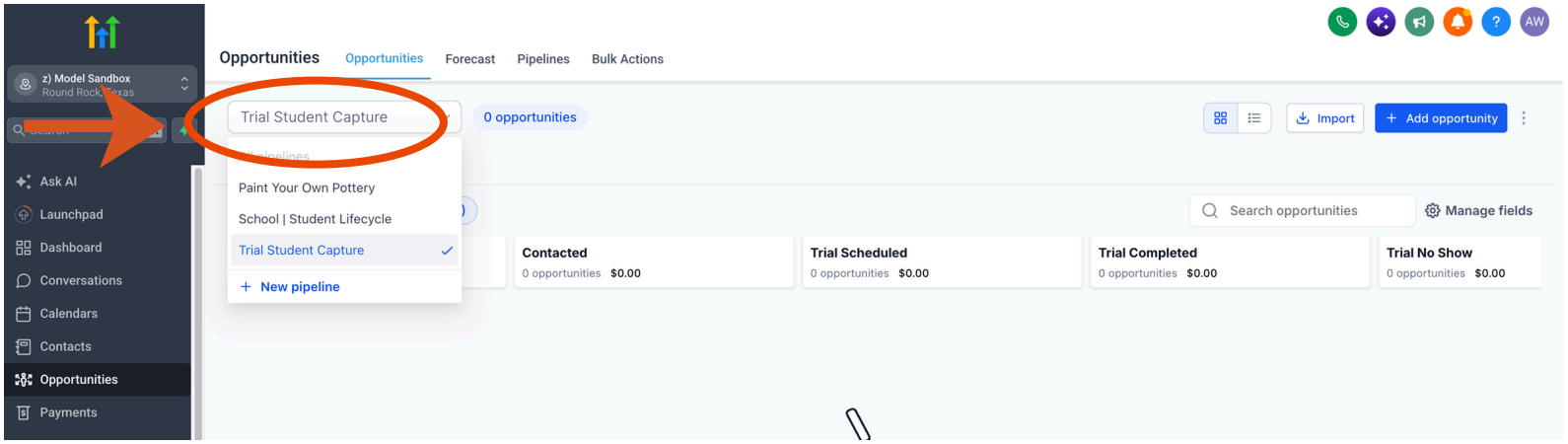
1. **Select Opportunities-**
From Dashboard click Opportunities on Left-hand tab.



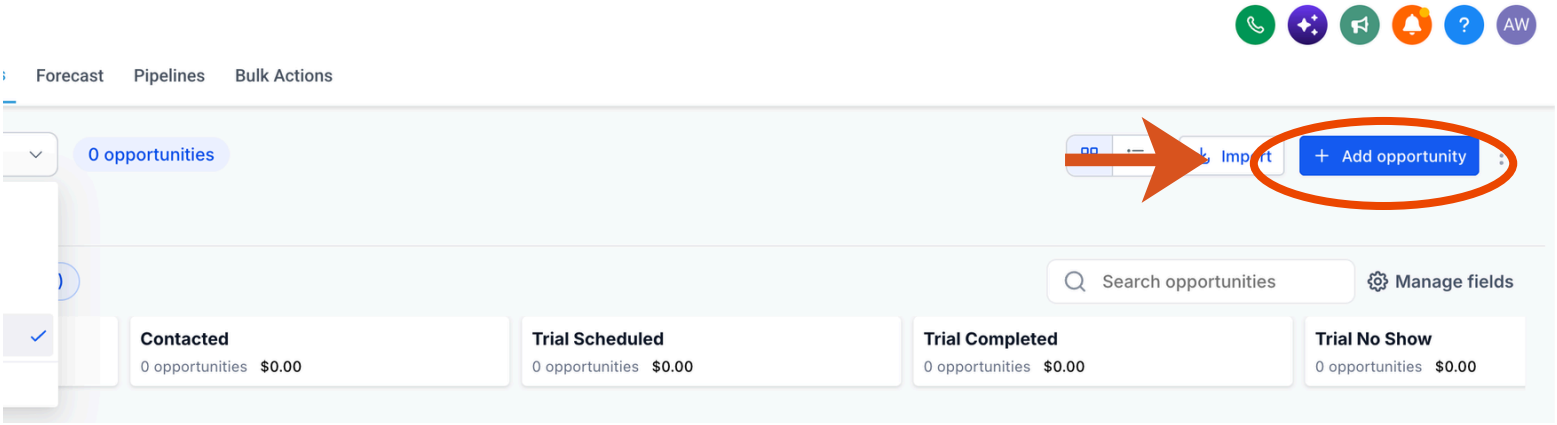
GHL: Adding a Contact

2. Select Trial Student Pipeline-

This is your pipeline used for tracking new leads as they come in from advertisements and your free trial form submissions



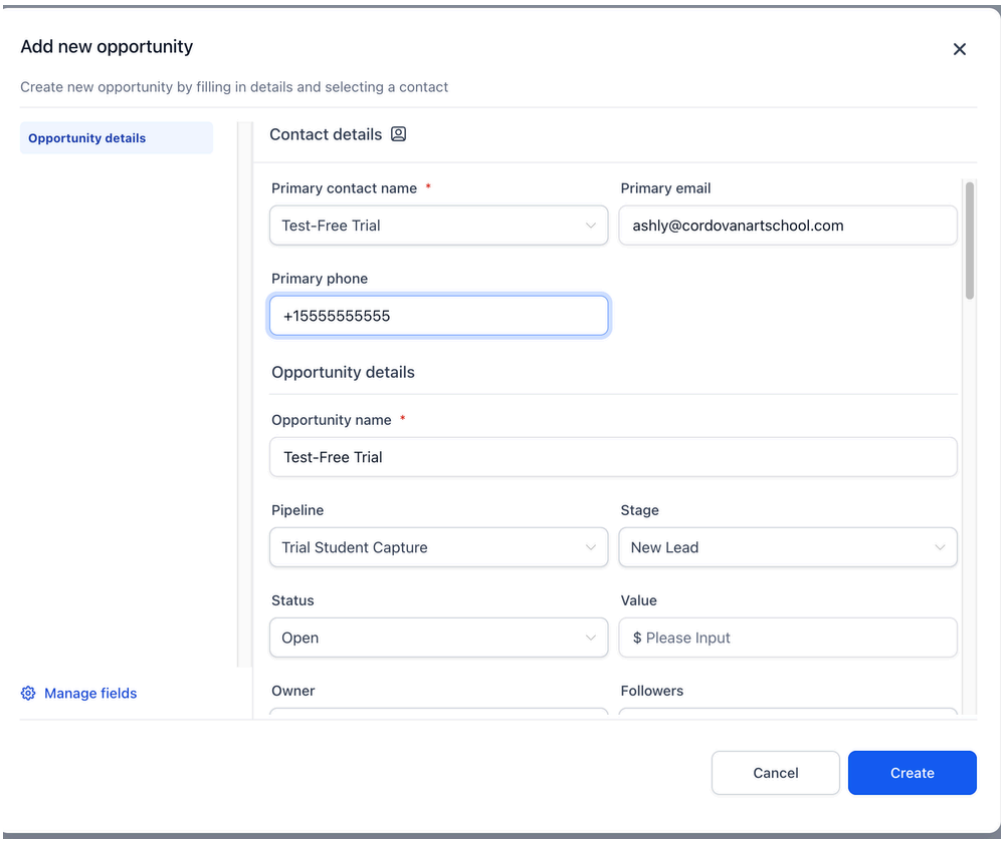
3. Click on Opportunities



GHL: Adding a Contact

4. **Add new opportunity-**

A separate window will appear for you to fill out.



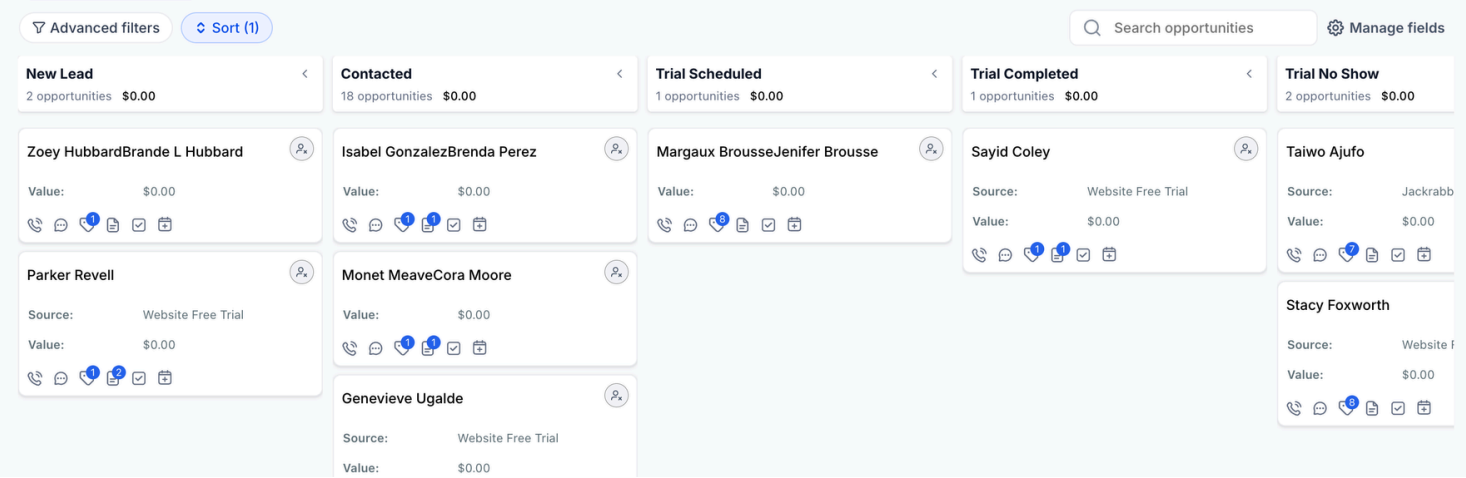
5. **Fill out the Opportunity Contact card details:**

Contact- Main Contact- (this is usually the parents or guardian name, We want parents to be contact, so multiple children can be listed under the contact as opportunities.
see instructions below on how to create an opportunity.
Email- Main Contact's Email address (parent's or guardian's email)
Phone- Main Contact's Number- parent's or guardian's main number*

Opportunity Details- This will be the Child's name or the student who is enrolling for a trial/class
Opportunity Name-Enrollee
Birthdate: Every Opportunity needs to have a birthdate

*This is an important to complete this information correctly. It will give you an error if the number doesn't have 1 in front of it.

GHL: Trial Pipeline



Trial Pipeline Stages:

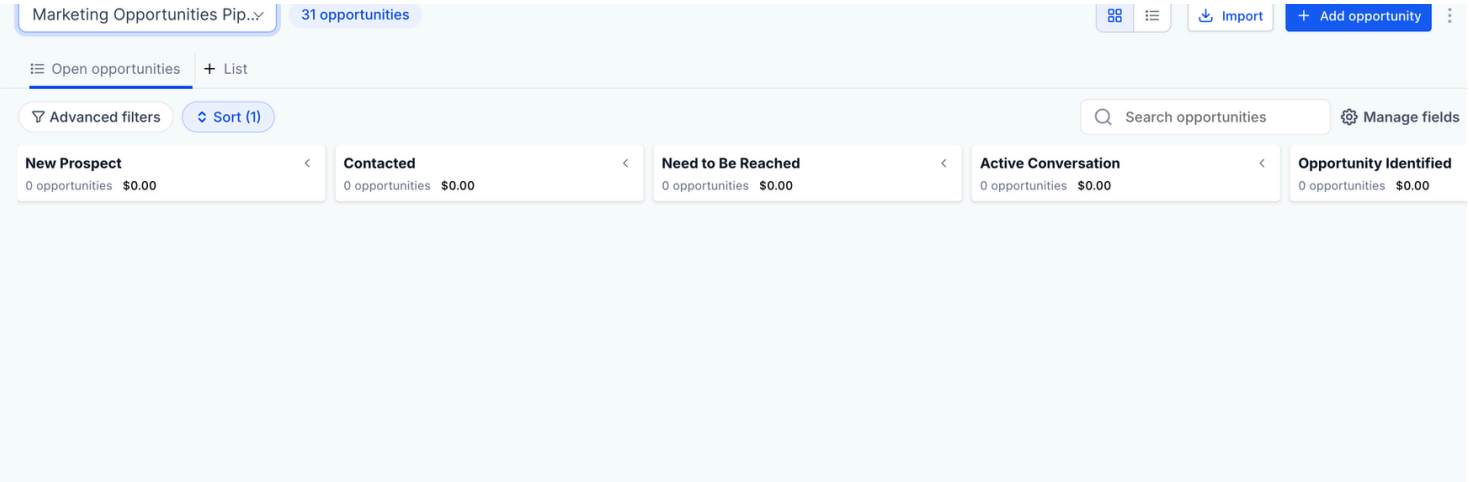
New Lead - Main Contact- (this is usually the Parents or guardian name)
Contacted- Main Contact's Email address (Parent's or guardian's email)
Trial Scheduled- Main Contact's Number- Parent's or guardian's main number*
Trial Completed- This will be the Child's name or the student who is enrolling for a trial/class
Trial No Show-Student Didn't attend, will need to move to Follow Up
Registered- Regisistered in class
Follow Up Needed- Prefered same day need to reach out. Follow up with call, make a task to follow up 48 hours, then 5 day, then 7 day.
Lost - Follow up with this list monthly

Action- You will grab the contact card and slide it over to move it to another pipeline stage once you have completed that stage.

GHL: Marketing Pipeline

Notes:

Same steps as above to add a contact and an opportunity.



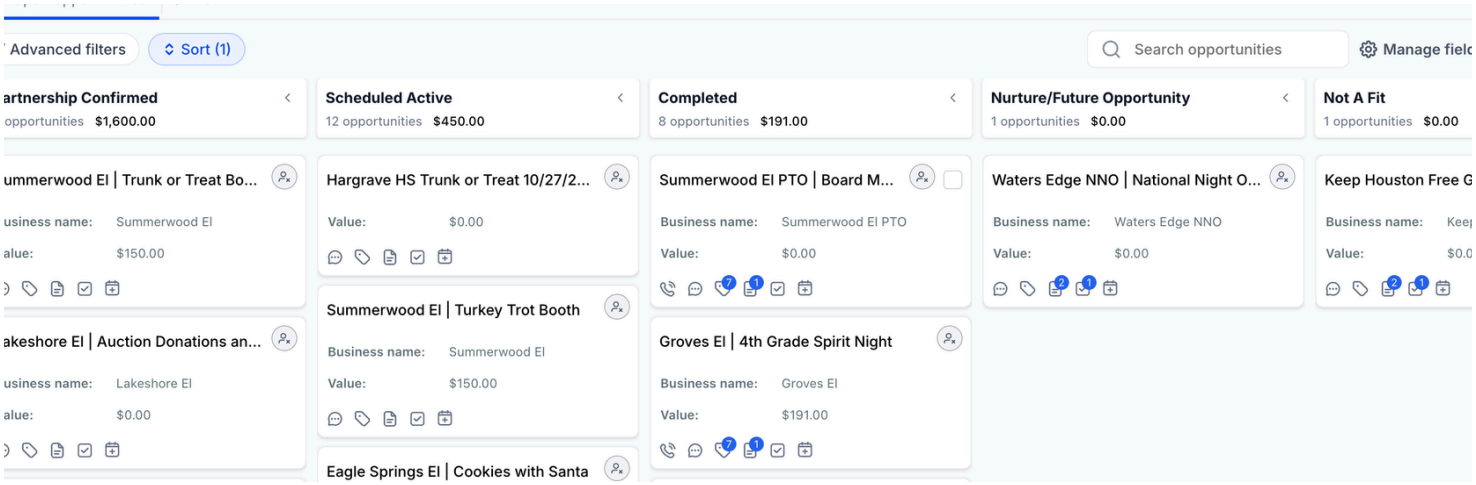
Marketing Pipeline Contact card details:

Contact -Point of Contact- usually PTO member, event coordinator etc.
Business Name- Is important because it keeps the opportunity together despite the PTO contact.

Opportunity- PTO Name + The scholarship program, event that you are potentially going to go into contract with to create the partnership.
Date of event- if your sponsorship is hosting an event. Added in GHL and then will share to your google calendar.
Opportunity Value - What you're spending or donating to go into partnership with them
Notes- Add details from conversations, details of sponsorship level.
Upload Docs and Images- Sponsorship agreement
Assign task when Marketing efforts are due or need to order flyers etc.

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GHL: Marketing Pipeline



Marketing Pipeline Stages:

New Lead -
Contacted-
Review-
Trial Scheduled
Trial Completed-
Trial No Show-
Registered
Follow Up Needed
Lost