

DRAFT

DIGITAL MARKETING BLUEPRINT FOR SCHOOLS

Project proposal
Blueprint for Schools

Client
Innovations Academy

A PERSONAL MESSAGE

Hi Christine, the Digital Marketing Blueprint for Charter Schools is the basis for our Managed Services programs. This is essentially all the analysis and strategy that we do before executing our marketing plans.

We designed this as a stand-alone service so that you will be free to use it in conjunction with your own internal staff, or with any third party of your choice. We hope that you will work with us, but you are under no obligation. The school owns the document, the research, and the strategies. Should you want to continue working with us after the Blueprint, we would provide you with a separate contract.

It takes us approximately 10-15 business days to complete. At which time, we will schedule a time to review with you. That review will take approximately 90 minutes, but even if we do no further business together, we will be happy to clarify any of our strategies at any time in the future without any deadline.

On occasion, we offer our Blueprint Service to other industries, but for schools, we discount it heavily, and we also guarantee it. If you decide to work with us on our Managed Services program, we will roll over the fees to negate all of our internal set-up fees.

Sincerely,

Chuck Bankoff
Director of Web Services
Kreative Webworks Inc.

BLUEPRINT OVERVIEW

Our Digital Marketing Blueprint service is designed for schools who want to take control of their own marketing, but just need some guidance. *AND* as the front-end of our Managed Services program where we do some, or all of the work for you.

You wouldn't build a house without a blueprint, why would you start your marketing without one?

The Objective is Simple

You want to take control over your own marketing, but you don't know where to begin? Maybe you had a false start or two, and you can't afford another? We can help...

In short, we'll provide your team with a no-nonsense, actionable digital marketing enrollment plan that is based on solid research and proven strategies with a track record of success.



This is not a tutorial, it's a solid, commonsense, actionable strategy. If necessary, we will work side-by-side with your team to train, or do the things that you can't, or don't want to do. We will document it, debrief it... and **GUARANTEE** it.

phase 1 | **SITUATIONAL ANALYSIS**

Before we develop your custom digital enrollment strategy, we conduct a thorough situational analysis beginning with a Discovery Session where we learn about your school's challenges and goals, what you've already tried, what's worked, and what hasn't:

Discovery:

This is where we learn about the school's focus, what makes the school unique, and a bit about the competing schools in your area. Most importantly, we create your "Parent Personas", these are semi-fictitious representations of the ideal parents (or students) we will be targeting. This is an essential step that is often overlooked.

Asset Documentation:

We'll help you organize and document your schools digital "assets" such as your social media properties, all your login information, and who on your team has access to what. This is your school's proprietary information, so we'll provide you with tools and guidance, but you won't have to share the information with us.

Google Search Trends Analysis:

Parents and students are searching all the time for schools just like yours. It's essential you know which search terms are more popular so you can create the content to help you show up on Googles' search results and satisfy what they are actually searching for. We will track search trends in your area over a minimum of 36-months to capture any cyclical patterns and forecasted trends.

phase 2 | WEBSITE ANALYSIS

Your website is the hub of all your marketing activities. Online or offline, all roads lead back to your school's website. Your website is a parent or student's first exposure to the school's curriculum and culture. As such, it must be technically sound and visually appealing.

Technical Deep-Dive of your website:

We dig deep into your existing website. We'll locate areas for improvement and provide you with a detailed analysis pointing out exactly what needs to be fixed. We'll even give your team direct access to the same Interactive Report that we use ourselves to improve all of our client's websites.

Eye-Tracking Analysis:

We employ artificial intelligence software that predictively tracks the eye movements of visitors to determine what elements on your main web pages affect visitor behavior positively, and what is being ignored. This will give your team the information they need to maximize the effectiveness of these crucial pages.

Website Messaging & Flow:

We will take an objective look at the layout, flow, and messaging of the site and document our observations, insights and make actionable recommendations. This is subjective, but we have years of experience. Many of the schools we work with consider this to be the single most impactful aspect of the Blueprint process.

phase 3 | MARKETING STRATEGY

The final, and most important phase is the customized Digital Marketing Strategy that you and your team can implement yourself internally, work with any third-party of your choice, or work with us for the complicated things that you can't, or don't want to do.

Tactical Details:

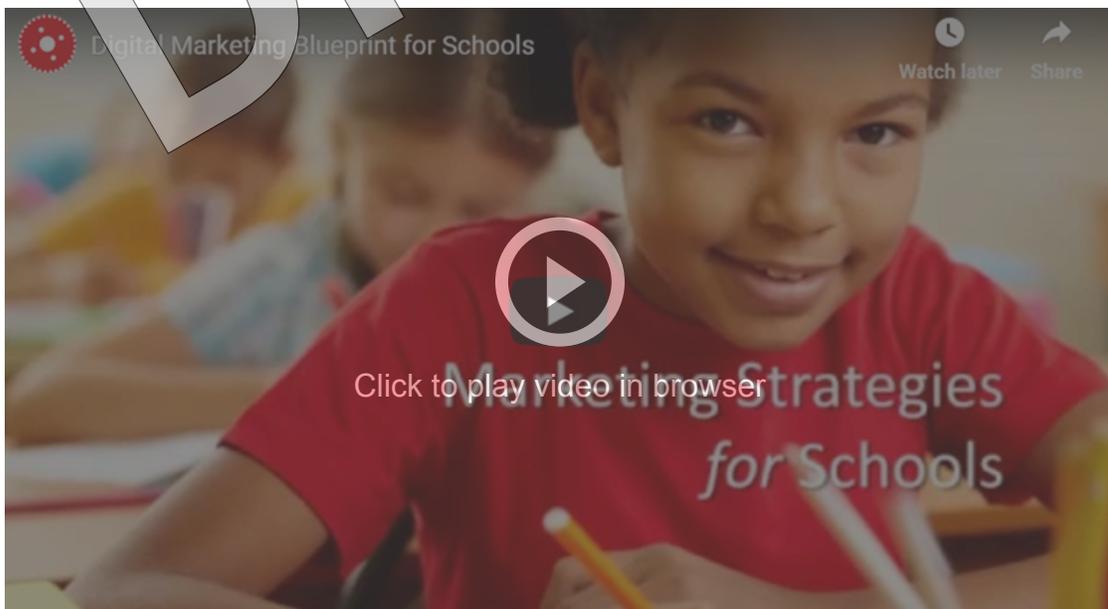
We will list out each strategy with a description and the advantages of that particular strategy. If we are recommending any third-party advertising like Facebook or Instagram or Google, we'll even include a budget analysis, so you can plan according.

Consultation & Planning:

We won't just dump information and leave you hanging. We'll go over every aspect of the analysis and strategy with you, and if necessary, we can provide training or consultation where appropriate, or implement the strategies and tactics on your behalf.

Your Library:

Finally, to top it off, we'll even include a downloadable Library of the same exact research that we used to create your digital enrollment strategy. This is something that you and your team will have permanent access to and can reference whenever you need it.



Check out the 4-minute Video for a good Overview on the full program

MEET ALYCE...

She also wanted more enrollments for her school



A FEW WORDS FROM ALYCE

"We hired Chuck and the Kreative Webworks team to do a Digital Marketing Blueprint for Congressional School. What we received was an in-depth report that took us from Google search trends and a technical review of our website to digital marketing recommendations with tactical plans and a recommended budget. The follow-up review of the report that Chuck did with our team was extensive and his explanations and reasoning behind their recommended strategies were really well explained. We are now partnering with them to implement their recommended digital strategy to help our small two-person department move our marketing efforts to the next level."

-Alyce P. | Congressional School

[**Click Here** to See all Reviews >>>](#)

SATISFACTION GUARANTEED

We support schools

We realize that with school budgets there is little room for error. We go out of our way to make this as risk-free as possible for schools by offering a tremendous educational discount and our satisfaction guarantee:

Our Guarantee

Our satisfaction guarantee is simple; If you don't believe that you received full value from our Digital Marketing Blueprint for Schools, just tell us what you think it is worth, and we will refund the rest. We only ask that you tell us why, so that we can make improvements to our own processes.

Managed Services Rollover Option:

If you decide to engage us in our Core Essentials marketing program within 90-days of reviewing the Blueprint, we will waive all your research and strategy fees.

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THE PROCESS

STEP 1 | SCHEDULING & PREPARATION

Once you sign off, we will send you a link to our scheduling page where you can grab any open time slot on any open day and schedule yourself for whatever works best for you and your team. We will then send you a link to a “Virtual Meeting” so that we can share our computer screen with you as we talk over the phone. There is nothing for you to prepare, but it might be helpful for you to consider the demographics of your ideal customers.

STEP 2 | DISCOVERY SESSION

We will set aside approximately 60 minutes to conduct the “Virtual Meeting” with you and/or your team where we will essentially interview you with a list of specific questions. We will use this information as the basis of our research and strategy. If you don't have all the information at your fingertips during the session, don't worry, you can get back to us if necessary.

STEP 3 | ANALYSIS & STRATEGY REVIEW SESSION

Our research is fairly extensive, so it will generally take us about 10-15 business days to complete the Blueprint. Once we have everything prepared for you, we will schedule our review session. We will conduct another Virtual Meeting that typically takes about 90 minutes. During this session, we will go over our research and strategy and answer any additional questions. Don't worry, we won't just do an information dump and call it a day. If you ever have any questions about the contents of the Blueprint, you can ask at any time in the future. We do not put a time limit on when you can come back to us for clarification.

STEP 4 | NEXT STEPS

Immediately following our review session, we will send you your copy of the Blueprint. This will include your own “Library” of all our research. You own this and are free to use it in conjunction with your own internal teams, or with any third party of your choice. If requested, we will follow it up with a proposal for us to work with you to do some, or all of the work. You are under no obligation to work with us.

YOUR INVESTMENT

Education Discount:

Our Blueprint for Businesses is \$4400, but we heavily discount for schools and educational institutions. Our school pricing is \$3900.

Risk Free Service:

We are so confident in the value of this Digital Marketing Blueprint, that if you don't get full value from it, tell us what you think it's worth, and we'll refund the rest!

PartnerPlus Rollover Option:

If you decide to engage us in our full PartnerPlus marketing program within 90-days of reviewing the Blueprint, we will waive your research and strategy fees.

Description			Price
Digital Marketing Blueprint for Schools	\$4,400	1	\$4,400
			\$3,900
			Discount(-
			\$500.00)
Total			\$3,900

WE START TODAY

It goes without saying that we'd love to get started and have you onboard as a client. As with everything in our business, we make things as simple as possible.

Here are the next steps:

1. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
2. Sign in the box that pops up to make the acceptance official.
3. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
4. We'll email you a separate copy of the signed agreement for your records.
5. If you'd like to speak to us by phone, don't hesitate to call 9492766062.

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.

 SIGNATURE
Chuck Bankoff

Chuck Bankoff, *Director of Web Services*
Kreative Webworks, Inc.

 SIGNATURE
Christine Kuglen

Christine Kuglen
Innovations Academy

WORKING WITH US

The **Digital Marketing Blueprint** concept evolved from years of working with schools, many of which wanted to leverage their own internal resources to conduct their digital marketing campaigns themselves, but just didn't know where to start.

We recognized this need and created the Blueprint concept based on what we did as the front end of our managed services process. In other words, these are the same procedures that we use before starting the marketing for the schools that we service.

What we found was that most of the schools for whom we created a Blueprint decided to continue working with us in one capacity or another. In some cases, the school retained what they were comfortable doing while having us do the "heavy lifting" when it came to the technical or knowledge-intensive services. In other cases, schools give us full responsibility to do everything.

Because we guarantee it and allow the fees to roll over, we found that most of the schools we work with enjoy the Risk-Free aspect of the Blueprint. It creates a sort of "try before you buy" scenario. And we enjoy it because it allows us to work with the school on a fixed project and mutually determine if we are a good fit.

Why Work With Us?

We specialize in working with schools; thus, all our processes and resources are dedicated to enrollment marketing. We often draw from our experiences of working with a school in one part of the country and apply that knowledge to a similar school in another part of the country.

We Service What We Suggest

The Blueprint strategies are the culmination of intensive research and our own experiences managing marketing programs for schools. It's unlikely that we will not be able to help you with any aspect of our proposed strategies.

OUR MANAGEMENT TEAM



Simon

OPERATIONS MANAGER

"Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks"



Jonathan

SOCIAL MEDIA TEAM LEADER

"Marketing is no longer about the stuff that you make, but about the stories you tell."

- Seth Godin



Davina

CLIENT SUCCESS MANAGER

"I've always believed that if you put in the work, the results will come."



Chuck Bankoff

DIRECTOR OF WEB SERVICES

"There cannot be a crisis next week. My schedule is already full."

- Henry Kissinger