

Marketing Campaign Actions 2024

A) Motor Vehicle Network (video) \$750/mo

A 30 second video advertisement for Innovations Academy is displayed.
There are a total of 7 different videos that come up on the screen and rotate.
Innovations Academy has exclusivity in our category; K-8 education
Our video will show at least 4X every hour.

B) San Diego Family Magazine (mixed print/digital) \$1465/mo

Until Dec 2024, ½ page advertisement in the SD Family Magazine in print/monthly
Advertising in the Summer Camps Issue, print and digital/monthly
300x250 web banner, digital/monthly

C) Kreative Web Works

Currently working on a proposal

PRICING STRUCTURE

Strategy Services:

- **Digital Marketing Blueprint for Non-Education Businesses:** \$4400
- **Digital Marketing Blueprint for Schools:** \$3900 -Includes \$500 education discount, moneyback guarantee & \$2000 strategy fee waiver

Structured School Marketing Packages

- **Core Essentials Package:** \$2300/month* Full package minus the organic publishing below
- **Core Essentials Package+:** \$2999/month* (Includes Facebook & Instagram publishing)

Itemized Services:

- **Full Social Media Program*:** (Advertising & Publishing) \$1599/month
- **Social Media Advertising only*:** \$999/month
- **Social Media Publishing Only:** \$699/month
- **Google Ads Management Only*:** Includes PPC & Retargeting: \$999 set-up fee & \$399/month
- **Website Development:** Variable. We have won multiple WMA Web awards for Outstanding School Website.