

SAME SCHOOL, DIFFERENT STRATEGY

TRADITIONAL MARKETING STRATEGIES

TYPE	CATEGORY	ITEM	COST
Summer	Traditional Advertising	Radio	\$10,000
Summer	Traditional Advertising	Postcards – 3 mailers	\$8,000
Summer	Traditional Advertising	Local magazine ad	\$2,500
As needed	Events	Event activities	\$7,500
As needed	Branding	Graphic Design	\$6,000
As needed	Events	Signage, posters, print materials	\$5,000
Summer	Traditional Advertising	Billboard	\$5,000
As needed	Branding	Promo items	\$4,300
Annual	Online	Website maintenance & hosting	\$3,000
As needed	Miscellaneous	Community sponsorship opportunities & additional activities	\$1,000
			\$52,300

DIGITAL STORYTELLING STRATEGIES

TYPE	CATEGORY	ITEM	COST
Ongoing	Digital Advertising	Facebook, Instagram & Google advertising/boosting stories	\$8,000
As needed	Events	Event activities	\$4,500
Ongoing	Public Relations	Partner with local TV channel to share newsworthy stories	\$4,000
As needed	Branding	Graphic Design	\$3,500
Spring	Branding	Video shoot - 3 min brand video & 12 :30 sec sharable videos	\$3,000
Summer	Traditional Advertising	Postcards - 1 mailer	\$3,000
Ongoing	Digital	Website hosting, maintenance & SEO	\$3,000
Summer	Digital	Local blogger partnership - Instagram takeover & blog posts	\$2,500
As needed	Branding	Promo items	\$2,000
Ongoing	Public Relations	Social listening platform	\$1,300
As needed	Branding	Print materials - Refresh fliers, parade handouts	\$1,250
As needed	Miscellaneous	Community sponsorship opportunities & additional activities	\$1,000
As needed	Branding	Signage & Posters - Update signs, Print yard signs	\$850
Spring	Branding	Photo Shoot (every year)	\$750
As needed	Digital	MailChimp - email Marketing	\$720
			\$39,370