

2018/2019 Marketing Services Novato Unified School District

Target River



Objectives

- Strengthen reputation of district within greater community
- Create community advocates of the schools
- Further promote new brand image
- Increase Preschool, TK, and Kindergarten enrollments
- Ensure existing students transitioning schools continue with NUSD

Target Audiences

- Homeowners and Families within District boundaries and surrounding neighborhoods
- Families with children ages 2 to 14

Marketing Tactics Overview

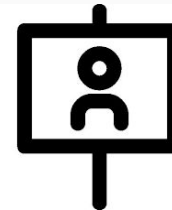


facebook

Google



Blog



Marketing Tactics

- Video Ads
- Display (Banner) Ads
- Google & Bing Search
- Facebook Ads
- Instagram Ads
- OTT (Connected Television)
- Press Releases & Blog Posts
- Search Engine Optimization
- Yard Signs
- Newspaper
- eBlasts
- Direct Mail
- Flyers

Messaging

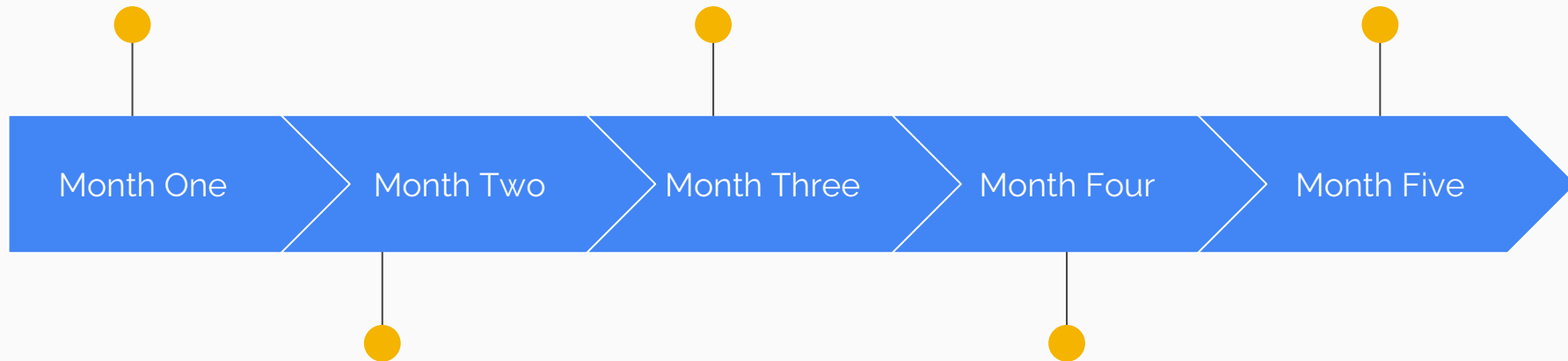
- Promote safe environments, caring & qualified staff, preparing students for an amazing future
- Unique messaging to early childhood parents and students transitioning schools
- Program specific offerings & highlights of achievements
- Call to action to enroll

Timeline

Campaign launch on all
ad platforms with
overarching message

Introduce grade and
program specific
messaging

Reporting & Post
Campaign Follow-Up



Month One

Month Two

Month Three

Month Four

Month Five

Continue overarching
messaging

Call-to-action to enroll
now

Reporting

Target River will provide the following reporting:

1. # of impressions delivered by platform
2. # of site visitors to campaign microsite
3. # of inbound calls generated by campaign call tracking numbers
4. # of inbound email leads generated by campaign
5. Detailed listed of inbound phone calls and email leads



Commitment & Pricing

Target River commits to deliver a minimum of #2,750,000 audio and visual impressions.

The 2018/2019 campaign will be four months for \$49,980.





Target River

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