

CHARTER SCHOOL CAPITAL ENROLLMENT MARKETING PROGRAM

Charter School Capital's Enrollment Marketing Program is designed to positively impact your charter school's viability by boosting enrollment numbers through targeted marketing efforts. You can choose a program that focuses on generating awareness primarily through digital marketing, or one that also includes "ground game" marketing to convert applicants to enrollment. All efforts will be customized for each school's unique needs, and may include the following:



DIGITAL MARKETING

- Updated Website (if deemed needed) with Spanish language support where appropriate
- Organic Search (optimizing website for search results)
- Paid Search (Google, Niche)
- Landing Pages to Capture Interest
- Facebook and Twitter Social Media Engagement
- Surveys / School Ratings
- Postcards / Brochures
- Email Campaigns to Your Parent / Former Parent Lists
- Remarketing / Retargeting Online Advertising
- Influencer Campaigns
- Display and Print Advertising
- Yard Signs and other Signage
- Radio / Other Advertising - where applicable



THE GROUND GAME

- **Organizing Open Houses / School Tours**
 - ✓ Ensure they're regularly scheduled and staffed for parents and students to tour school and meet teachers (at least 2x/month)
- **Organizing Community Meet & Greets**
 - ✓ Arrange community meetings in libraries, coffee shops, pizza parlors, etc. for parents to casually meet other families and parents and staff from school to drive interest
- **Putting up lawn signs, passing out brochures in the community**
 - ✓ Going to doctor's offices, supermarkets, etc. and ensuring community boards have brochures on them
 - ✓ Making sure parents can put up lawn signs for the school in the summer
- **Providing photos and updates to the Charter School Capital team for social media**
 - ✓ Attend events or reaching out to other staff/parents/volunteers to gather photos and stories to share on Facebook and Twitter
- **Updating Charter School Capital team on school events, community reactions, etc.**
 - ✓ Weekly meetings with the Charter School Capital team in first month, bi-weekly thereafter



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ENROLLMENT MARKETING

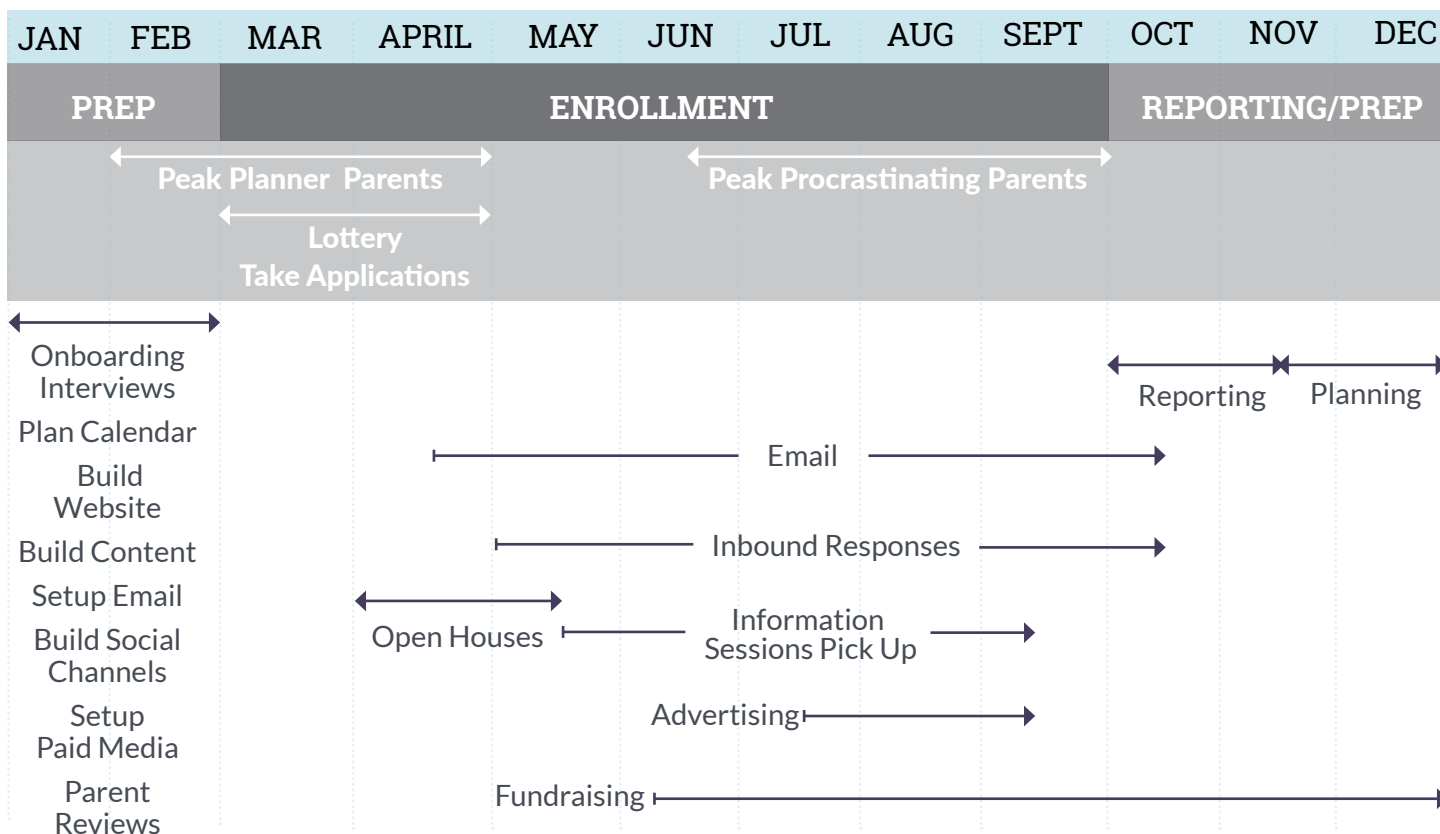


PAY-FOR-PERFORMANCE OPTIONS

PACKAGES	DESCRIPTION	SCOPE OF WORK INCLUDED	
		Engagement Phase	Last Mile
MARKETING ENGAGEMENT	CSC handles all of the digital marketing, while the school handles all “ground game” activities with a regular cadence of open houses, community meet & greets	✓	—
FULL SERVICE (+GROUND GAME)	CSC handles all digital marketing and engages with local resources for “ground game” activities with a regular cadence of open houses, community meet & greets	✓	✓



SAMPLE TIMELINE



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