

next step

Marin Waldorf School's Marketing Partner

January 25, 2019



Agenda



The Challenge



Our Approach



Your Marketing Plan



Investment

Marketing is getting more specialized every year.

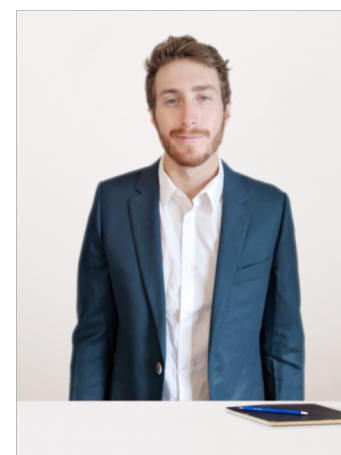
Because so many different skillsets are required, you can't expect one person to fulfill the variety of roles necessary for success. But, many businesses can't afford a fully staffed marketing department.

Our Approach



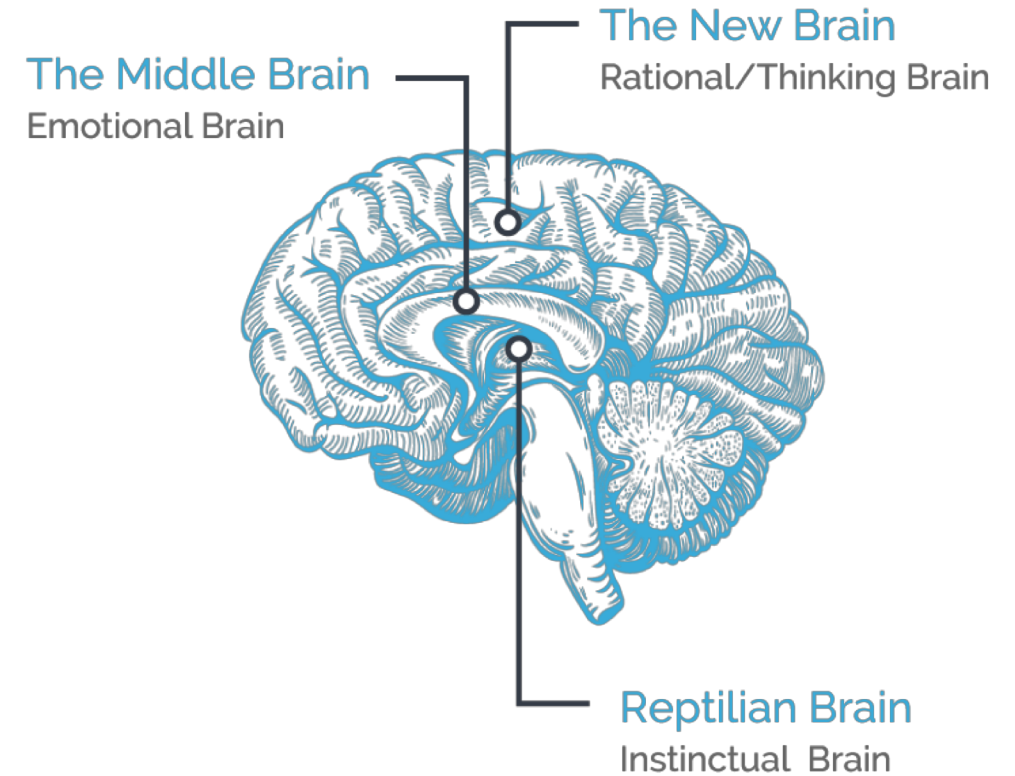


Augment your team with 17+ marketing experts for a fraction of the cost of hiring 1 FTE.



Use Behavioral Science

The study of how humans really make decisions - to create marketing material that gets people to take action.



A few of the publications we've been featured on:

Forbes

HUFFINGTON
POST



We've been helping 300+ businesses with their marketing needs since 2004



Stanford University



TEDx



Your 365 Plan



1 | Proactive Projects

Your Roadmap
for Success



2 | Ad Hoc Support

From our Rapid
Response Team

Not included in your plan



3 | Command Center

Peace of Mind &
Insights

Not included in your plan



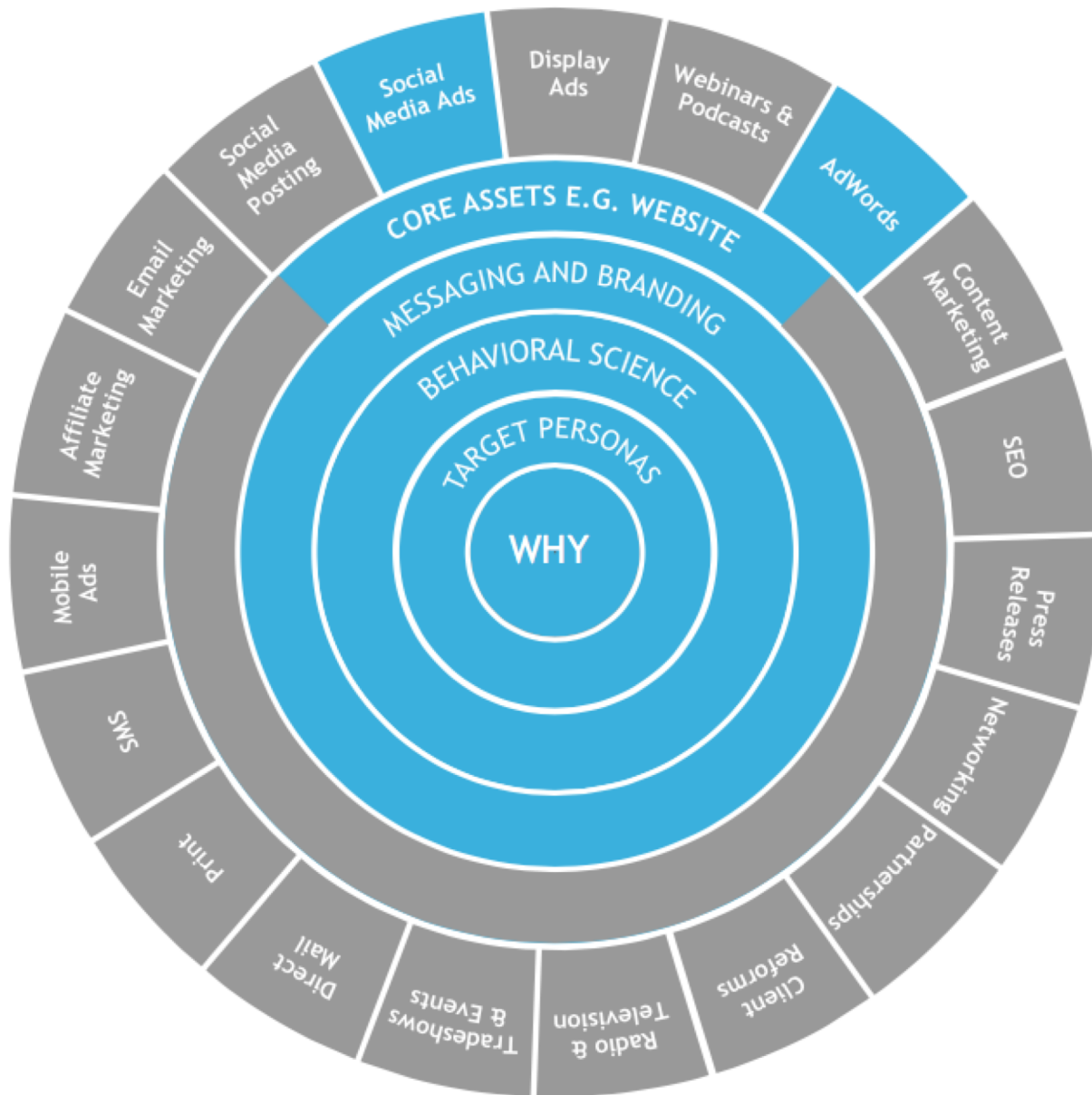
1 | Proactive Projects

Your Roadmap for
Success

We Proactively work with you on executing your 365 plan. This includes:

- **One Time Projects** (Discovery Workshop, Behavioral Science Interventions for Marketing Communications, Messaging Deck, Dedicated Admissions Landing Page, Paid Search Setup, Paid Social Media Setup)
- **Ongoing Efforts** (Ongoing Paid Search and Paid Social Media Management and Optimizations)
- Behavioral Science Techniques
- Marketing Concierge





Our Approach for Marketing starts from the inside out

Before we can motivate your audience, we need to understand what drives them.

We layer multiple levels of insights with behavioral science.

This inside-out approach enables us to create authentic messaging & branding along with assets that have been optimized for impact.



What's Included:

Offering	Advanced Package	Pro Package	Basic Package
Why			
Discovery Workshop	Strategy and Copy	Strategy and Copy	Strategy
Behavioral Science			
Behavioral Science Intervention for Marketing Communications	Yes	Yes	Yes
Core Assets and Messaging			
Messaging Deck	Standard	Basic	No
Enrollment Landing Page (includes design & dev)	Yes	Yes	Yes
Dedicated Project Manager	Yes	Yes	Yes



What's Included:

Offering	Advanced Package	Pro Package	Basic Package
Paid Digital Marketing			
Paid Social Media: Setup and Initial Campaign Launch (Facebook and Instagram)	Yes	No	No
3 Month Paid Social Media Pilot (Facebook and Instagram)	Media Spend Not Included in Cost	No	No
Ongoing Maintenance and Optimizations of Paid Social Media Campaigns	3 Month Trial	No	No
Paid Search: Account Setup and Initial Campaign Launch (Google Adwords)	Yes	Yes	Yes
3 Month Paid Search Pilot	Media Spend Not Included in Cost	Media Spend Not Included in Cost	Media Spend Not Included in Cost
Ongoing Maintenance and Optimizations to Paid Search	3 Month Trial	3 Month Trial	3 Month Trial



Messaging Deck Deliverables:

Messaging Deck (Standard)

- We will create a Messaging Deck for use by the company that will include the following:
 - Positioning Statement
 - UVP & sub-uvp messaging
 - Target Market Personas
 - Appropriate value prop messaging for each persona
 - Voice Guide
 - Brand Attributes
 - Company Description
 - Elevator Pitch
- Goal is to create a messaging guide that is simple, clear & easily utilized. Deck will be a foundational tool for developing the website content.

Messaging Deck (Basic)

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What's Not Included:

- Paid Social Media and Paid Search Spend is to be paid for by the client directly to sites.

Recommended spend:

- *Month 1 - \$450 Social Media (Facebook and Instagram combined), \$800 Paid Search*
- *Month 2 and 3 - \$1,000 Social Media (Facebook and Instagram combined), \$1,000 Paid Search*



Investment

Access 17+ Professionals for a fraction of the cost of hiring a FTE.

Full Package: \$7,750/month

Mid-Range Package: \$5,000/month

Base Package: \$3,500/month

**This fee does not include media spend*

3 Month Journey

Successful marketing doesn't happen overnight. A minimum of 3 months allows us to staff the team members dedicated to reaching your goal.

Account Review After 3 Months

After 3 months, we'll review metrics of each campaign to determine the appropriate media spend per channel to further optimize success.

We will also review your goals at the end of the three months and make recommendations for best plan to renew you on moving forward.



Thank you, Marin Waldorf School!
We look forward to working with you.

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