



FLYLIGHT CREATIVE

MARKETING & COMMUNICATIONS PROPOSAL

THE MAIN STREET ACADEMY

DATE

JUNE 18, 2019

PROPOSED BY

ARIANA THOMAS

SCOPE OF WORK

JULY

Community and Faculty Survey

- Manage two (2) survey campaigns to completion of goals as agreed by Governing Board
- Analyze and aggregate data
- Submit Survey Insights Report to Governing Board

Four (4) Trainings:

- Edlio: Teacher Pages
- Communication Policy
- Branding and Messaging
- Edlio: Parent Subscription

Launch to Day One Campaign/Communications and Web Updates

- Develop campaign strategy, manage and execute
- Draft and/or edit content for all external (parent/teacher) communications to prepare for Day One

Master Calendar Creation

- Support in the development and dissemination of Master Calendar to TMSA Community

AUGUST

Support Communications Manager Recruitment

One (1) Training:

- Storytelling and Content Creation

MarComms Request Process & Form

- Develop and manage process for faculty/staff/PTO to request marketing and communications support with promotions and advertising.

Website Updates and Management

Social Media Management and Digital Advertising (Official TMSA social platforms only)

SEPTEMBER

Support Communications Manager Onboarding

One (1) Training:

- Communicating with Parents (For Faculty and Staff)

Website Updates and Management

Social Media Management and Digital Advertising (Official TMSA social platforms only)

AFTER 90 DAYS ADD-ONS (SEE ATTACHED)

- All-Inclusive Full Package Marketing Campaigns | \$2500.00 mo.
- Standard Package Marketing Campaigns | \$2000 mo.

(*indicates services not included in the Standard Package)

SCOPE OF WORK

SPREAD THE WORD

MARKETING: PUBLIC AWARENESS CAMPAIGNS W. CONTENT CREATION

Flylight Creative will execute well-rounded, yet nuanced marketing campaigns to establish brand awareness in TMSA's target communities, highlight achievements, and encourage parent/community engagement. Data and analytics will be collected and assessed to pivot quickly and proactively, ensuring successful marketing campaigns.

The full package includes ongoing digital marketing support:

- Social Media Management
- Digital Advertising
- Digital Ad Creative Design
- Content Development (photos, videos*, etc.)
- Search Engine Optimization (SEO)
- Email Marketing
- Direct Messaging Campaigns
- Digital graphics (image cards, ads, etc.)

PROJECT OUTLINE

- Two hours of daily social media and digital marketing management.
- Ongoing digital advertising on various channels.
- Email marketing campaigns to key audiences.
- Identifying and engagement of key influencers on digital channels to build relationships and drive community and parent engagement.
- Curate Twitter Lists of local education and charter influencers, corporations, and organizations.
- Drive key messages through digital campaign management, implementation, and targeting.
- Evergreen (continually relevant) content creation (copy, images, and video*) to promote and amplify TMSA's mission and call-to-action.
- * Produce 1 (monthly) professional social media video short (1 minute max.).

PRICING

- All-Inclusive Full Package Marketing Campaigns | \$2500.00 mo.
- Standard Package Marketing Campaigns | \$2000 mo.

*(*indicates services not included in the Standard Package)*

This service is available at the rate above for TMSA after the 90 day contract extension has ended, available after September 30, 2019.

WORKING TOGETHER

Flylight Creative will work with a staff or governing board member as a direct contact through a regular check-in cadence. This relationship will support execution of the projects/services outlined in this consulting agreement, specific additional creative needs, and deliver monthly reporting to TMSA's liaison.

COST

This proposal is an extension of the current 2018-2019 Communications Consulting contract, and will extend the original retainer rate of **\$2500 per month** without deposit or implementation fees.

To accept this proposal as a binding agreement, please sign and date below:

Ariana Thomas | Flylight Creative

Representative | The Main Street Academy



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