



**Rhodes Branding provides up to 20 hours of marketing and creative services to Brevard Academy on a monthly retainer basis.**

## Key Areas of Support

Since our partnership began in May 2023, we have been focused on the following areas:



### Website

**Website Audit and Refinement**  
for improved navigation and user interface.

**Content, Design and Development**  
for new webpages including campus tours, giving, enrollment lottery, and request for information.

**Management & Optimization**  
via Squarespace and Google Analytics.



### Social Media

**Monthly Content Calendar**  
to increase post frequency, engagement, and followers.

**Social Media Management**  
to share approved posts, monitor engagement, and develop content for partner channels.

**Video Editing**  
for capital campaign social reels of the new Arts/STEM building's digital renderings.



### Ongoing Support

**Marketing Strategy and Media Planning**  
for a 5-month marketing campaign to drive campus tours, enrollment, and teacher recruitment.

**Paid Social Campaign**  
to build brand awareness and increase lottery applications.

**Monitoring & Optimization**  
via regular reporting and enhancements to maximize the media spend.

**Email Marketing**  
to nurture leads for WNC Relocation Guide and digital campaign.



### Digital Marketing

**Video Production**  
to capture school activities and develop a website banner video.

**Photo Shoot**  
to capture school activities and produce an image library of more than 260 photos.

**Design Services**  
for State of the Charter report, Chamber of Commerce flyer, WNC Relocation Guide Advertisement, Christmas Parade banner, and more.

**Template Toolkits**  
for presentation decks, flyers, social media graphics, and more.

