

P R O P O S A L

INTERIM MARKETING STRATEGY & SOCIAL MEDIA MANAGEMENT PLAN

PROPOSED BY ABEL BUSINESS SOLUTIONS

FEBRUARY 6, 2024



O V E R V I E W

BRIDGES CHARTER SCHOOL MARKETING PROPOSAL

T H O U S A N D O A K S C H A R T E R S C H O O L

About Bridges Charter:

Bridges Charter School is a K-8 non-profit Charter School providing a unique and rich educational experience for children. Their immediate goal is to expand the TK and kindergarten program, while also expanding the reach of awareness of their school and programs in general.

Marketing Objectives

The immediate marketing objectives include, but are not limited to:

- Increase following on all social media platforms
- Create opportunities for current Bridges families to share about Bridges' programs
- Create a consistent branded presence all social platforms highlighting all of Bridges' offerings and what sets them apart
- Consistently & strategically post on all social platforms
- Identify opportunities to advertise or share resources within community (i.e. local partners, publications, areas for visual placements around community.)

PROPOSAL COST & EXPLANATION

Below is an outline for monthly marketing management and support.

Monthly Marketing Package

\$1,200/mo

- Strategic Planning
 - Identify advertising opportunities at upcoming events within the community
 - Refresh + optimize all social platforms + online presences
 - Identify local preschools and organizations to build relationships with
- Social Media Management
 - Strategic planning & content calendar
 - Content + image creation & posting (3 posts/week)
 - Posting of all sales related transaction in addition to monthly content creation
 - Branded & optimized content & posting on:
 - Facebook
 - Instagram
 - Google My Business
- Limited Social Media Engagement
 - Limited engagement and guidance for strategic partner engagement. (Please note: this is not daily monitoring or engagement.)

S U M M A R Y O F P R O P O S A L

The outline of services above is based on the initial client discovery meeting, and can be revised as needed to fit client requirements.

Thank you for the opportunity to earn your business.

Erin Abel

