



Marketing Budget

2023-2024

Goals





**Increase
Brand
Awareness &
Brand
Recognition**



**Increase
ECR's Social
Media
Presence**



**Increase
Enrollment**



Months Analyzed

December 2023 - June 2023



ECR's Instagram

Organic growth:

- 81% increase in reach
- 204% increase in engagement
- 450% increase in conversations started
- 117% Increase in new followers
- 11% Increase in profile visits



ECR's Facebook

Organic growth:

- 470% increase in reach
- 668% increase in engagement
- 68% increase in messaging connections
- 106% Increase in profile visits
- 902% Increase in engagement in the last 90 days



ECR's Twitter

Organic growth:

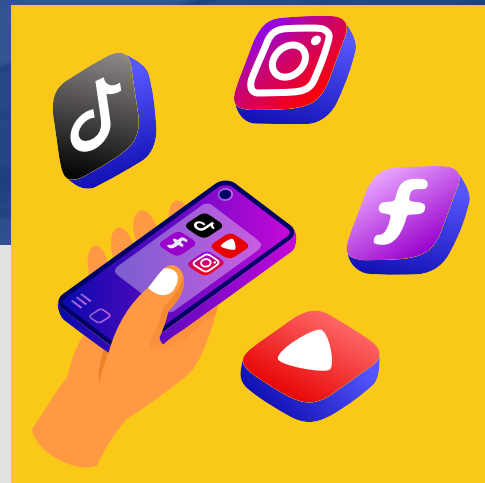
- 193% increase in reach
- 100% increase in profile visits
- 4% increase in engagement

ECR's Proposed Marketing Spend



Key Investments

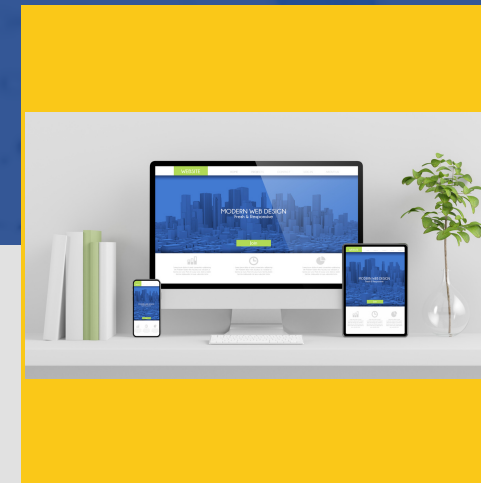
Made For



**Social
Media ADs**



Google ADS



Website



**Branding/
Advertising via
Partners**



ECR's Instagram

Paid Advertisements (Monthly Budget):

- \$1000 = 50,000 - 140,000
- \$1500 = 78,000 - 200,000
- \$2000 = 100,000 - 270,000
- \$3000 = 160,000 - 410,000

Dollars = People reached within a 10-mile radius of ECR



ECR's Facebook

Paid Advertisements (Monthly Budget):

- \$1000 = 50,000 - 140,000
- \$1500 = 78,000 - 200,000
- \$2000 = 100,000 - 270,000
- \$3000 = 160,000 - 410,000

Dollars = People reached within a 10-mile radius of ECR



ECR's Twitter

Paid Advertisements (Monthly Budget):

- \$1000 = 200,000 – 235,000
- \$2000 = 435,000 – 510,000
- \$3000 = 600,000 – 660,000

Dollars = People reached within a 10-mile radius of ECR

AD Spend Tracking



Key Performance Indicators:

- Reach/Impressions
- Engagements
- Link Clicks



Google Ads

Google ad's pricing changes every day.

Pricing factors include:

- Keyword Pricing
- Cost-Per-Click
- AD Placement
- and more

Budget suggestion for Google Ads:
\$15,000

Website



**Website Spend:
\$88,500**



**Website Spend:
\$143,000**

ECR's Advertising/Branding via Partners



Outfront Media

Billboard:
Located by Taft HS
12-week campaign =
\$20,720

9-B ADDRESS Ventura Blvd N/L W/O Winnetka% F/E



Billboard:
Sherman Way &
Topanga (Cheapest)
12-week campaign =
\$16,445

geles BOARD # 381-B ADDRESS Sherman Way S,



Bus Advertisement:
Cheapest option:
30 busses, 8-week
campaign = \$37,260





ECR's Niche Profile

- Not a Niche Partner
- 4,393 Page Views in 2022
- No action buttons
- No lead generation
- Limited information
- Reliant on Organic Search



Find a school or district ...

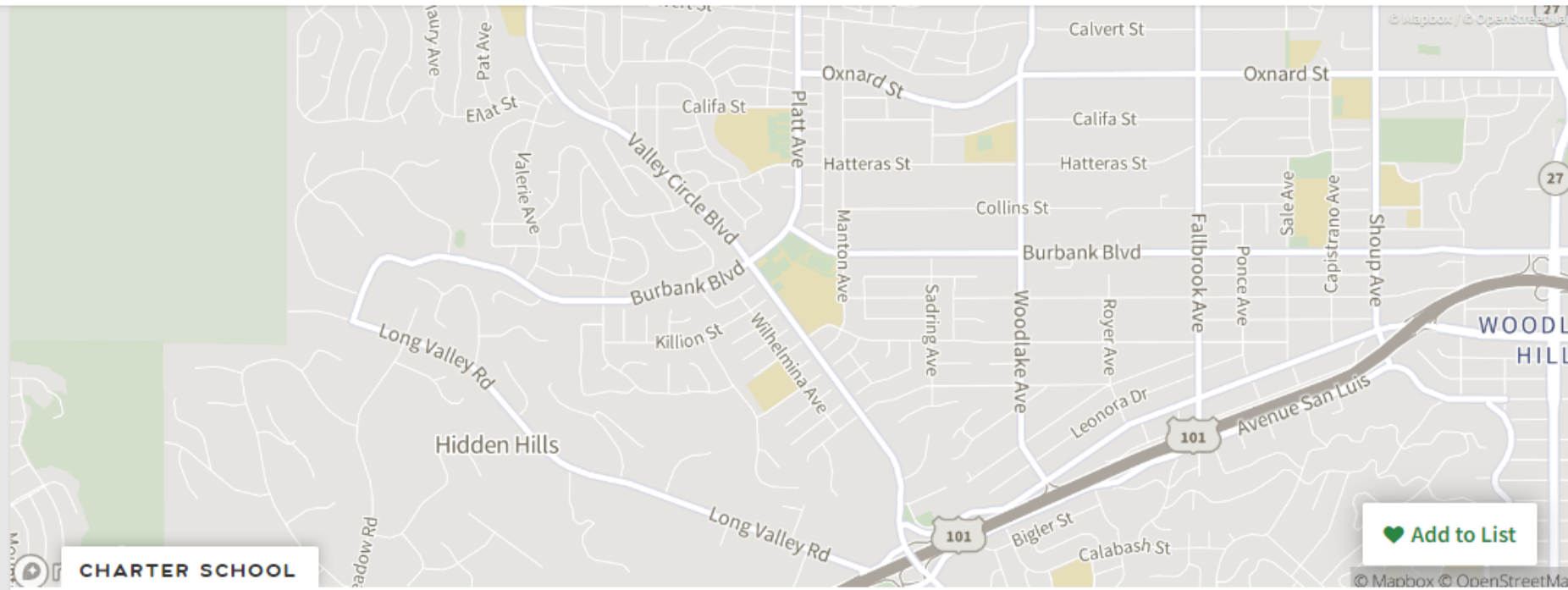


In Los Angeles Area



School Search School Rankings Schools Near You ...

Write a Review



CHARTER SCHOOL

El Camino Real Charter High School

#13 in Best Charter High Schools in Los Angeles Area

A Overall Grade • Public, Charter • 9-12 • WOODLAND HILLS, CA • ★★★★★ 677 reviews

ECR



EL CAMINO REAL
CHARTER
HIGH SCHOOL

CHARTER SCHOOL

Granada Hills Charter ✓

#1 in Best Charter Elementary Schools in California

A+ Overall Grade • Public, Charter • PK, K-12 • GRANADA HILLS, CA • ★★★★★ 1,488 reviews

Apply Now

Virtual Tour

COVID-19 Update

- Report Card
- About
- Enrolling

COVID-19 Update for Prospective Students and Families: Visit the COVID-19 Updates page on our website to read the most recent communications from the School. [Learn More](#)



Granada's Niche Profile

- A Niche Partner
- 34,204 Page Views in 2022
- Action buttons
- Lead generation
- Investment amount = \$26,656

Niche's Recommendation:

- ECR Invest in the Compete Package
- 40% Increase in Page Views
- 360% Increase in Click Rates
- Investment amount = \$17,000

Other Potential Partners

AmGraph:

ECR's Current Spend: \$15,000

Birmingham's spend: \$35,000

Chaminade's Spend: \$50,000



Figdes:

- Windscreens
- Branding efforts for Shoup Campus
- School Spirit Apparel
- Marketing Materials for all ECR Stakeholders
- Birmingham \$400,000 spent on Branding Efforts



Summary

Economic Package

\$154,500

- Digital Social Media Ads + Google Ads \$51,000
- \$88,500 Granada Website Design
- \$15,000 Current Banner Spend

+

- 15% of Birmingham's Branding/Advertising Partners Spend (\$60,000)

Total: \$214,500

Summary

Standard Package

\$210,500

- Digital Social Media Ads + Google Ads \$87,000
- \$88,500 Granada Website Design
- \$35,000 Birmingham Banner Spend

+

- 25% of Birmingham's Branding/Advertising Partners Spend (\$100,000)

Total: \$310,500

Summary

All-in Package

\$316,500

- Digital Social Media Ads + Google Ads \$123,000
- \$143,500 Birmingham Website Design
- \$50,000 Chaminade Banner Spend

+

- 50% of Birmingham's Branding/Advertising Partners Spend (\$200,000)

Total: \$516,500

Summary

Economical Package:

\$154,500

- Digital Social Media Ads + Google Ads \$51,000
- \$88,500 Granada Website Design
- \$15,000 current Banner Spend

+
15% of Birmingham's Branding/Advertising Partners Spend (\$60,000)

Total: \$214,500

Standard Package:

\$210,500

- Digital Social Media Ads + Google Ads \$87,000
- \$88,500 Granada Website Design
- \$35,000 Birmingham Banner Spend

+
25% of Birmingham's Branding/Advertising Partners Spend (\$100,000)

Total: \$310,500

All-in Package:

\$316,500

- Digital Social Media Ads + Google Ads \$123,000
- \$143,000 Birmingham Website Design
- \$50,000 Chaminade Banner Spend

+
50% of Birmingham's Branding/Advertising Partners Spend (\$200,000)

Total: \$516,500



Thank you.